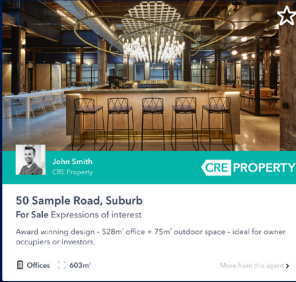


# VIC

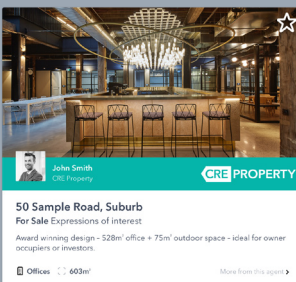
## Rate Card



### Platinum Extend



- Same benefits and inclusions of a Platinum listing (see below), however is positioned above all Platinum listings in product hierarchy
- Extended reach for your campaign with the inclusion of Google advertising solutions across the Google Display Network and Google Search Engine Marketing (SEM)
- Additional exposure on commercialrealestate.com.au with your listing also appearing in our Surrounding Suburb Cards as a sponsored listing



### Platinum

#### FINANCIAL REVIEW

The Sydney Morning Herald

THE AGE

- Higher ranking in search results above Gold, Silver, Branded and Basic listings
- Additional exposure with your listing displayed across other online channels, including the online property pages of *The Australian Financial Review*, *Business Day* in *The Sydney Morning Herald* and *The Age*, and on the commercialrealestate.com.au news site
- Unlimited property photos in the search results
- Highest product position in search results when compared to a Gold, Silver, Branded or Basic listing
- Strong agent and agency branding for easy enquiry
- Premium property details page



### Gold

- Higher ranking in search results above Silver, Branded and Basic listings
- Larger hero image with photo carousel
- Up to 4 property photos in the search results

commercialrealestate.com.au attracts over 2m\* visits nationally every month

\*Source: Nielsen Market Intelligence, commercialrealestate.com.au, Average Monthly Sessions, Home & Fashion - Total, July - September 2019.

# VIC

## Rate Card

### Platinum Extend rate card

Top listing product that is enhanced with the inclusion of Google advertising solutions and additional exposure on [commercialrealestate.com.au](https://www.commercialrealestate.com.au).

		6 weeks	13 weeks	26 weeks	52 weeks
Platinum Extend ex GST	Zone 1	\$4,205	\$4,610	\$6,400	\$8,860
	Zone 2	\$3,130	\$3,430	\$4,750	\$6,550

### Platinum and Gold rate card

The below rates are calculated based on an asset value pricing structure, whereby the property's value dictates which price band is applicable for your listing.

#### How to use this rate card:

-  1. Choose your digital listing product
-  2. Find your listing price band (1 - 4)\*
-  3. Choose your campaign duration
-  4. Confirm your listing zone based on property location

Platinum ex GST		Band 1 Assets valued up to \$750,000	Band 2 Assets valued between \$750,001 - \$2,000,000	Band 3 Assets valued between \$2,000,001 - \$4,000,000	Band 4 Assets valued over \$4,000,001
6 weeks	Zone 1	\$1,380	\$1,755	\$2,130	\$2,505
	Zone 2	\$730	\$915	\$1,280	\$1,830
13 weeks	Zone 1	\$1,600	\$2,035	\$2,475	\$2,910
	Zone 2	\$850	\$1,065	\$1,490	\$2,130
26 weeks	Zone 1	\$2,585	\$3,290	\$3,995	\$4,700
	Zone 2	\$1,380	\$1,725	\$2,415	\$3,450
52 weeks	Zone 1	\$3,935	\$5,010	\$6,085	\$7,160
	Zone 2	\$2,100	\$2,625	\$3,675	\$5,250
Gold ex GST		Band 1 Assets valued up to \$750,000	Band 2 Assets valued between \$750,001 - \$2,000,000	Band 3 Assets valued between \$2,000,001 - \$4,000,000	Band 4 Assets valued over \$4,000,001
6 weeks	Zone 1	\$625	\$795	\$960	\$1,130
	Zone 2	\$335	\$420	\$585	\$835
13 weeks	Zone 1	\$800	\$1,020	\$1,235	\$1,455
	Zone 2	\$425	\$530	\$745	\$1,065
26 weeks	Zone 1	\$1,295	\$1,645	\$2,000	\$2,350
	Zone 2	\$690	\$865	\$1,210	\$1,730
52 weeks	Zone 1	\$1,970	\$2,510	\$3,045	\$3,580
	Zone 2	\$1,050	\$1,310	\$1,835	\$2,625

\*Your property's band must be chosen based on a reasonable estimate of the property's sale price. If the sale price is a range, then the top of this range must be used to determine the price band. If you fail to provide an estimate, or the actual sold price of the property is 15% or greater above your estimate and falls within a higher price band, you will be charged based on the higher price band as well as an administrative fee.

All rates are quoted on a GST exclusive basis, effective 29 January 2020.

All pricing and fees are subject to change pursuant of the terms of your subscription contract.

# VIC

## Rate Card

### Platinum Extend rate card

Top listing product that is enhanced with the inclusion of Google advertising solutions and additional exposure on [commercialrealestate.com.au](https://www.commercialrealestate.com.au).

		6 weeks	13 weeks	26 weeks	52 weeks
Platinum Extend ex GST	Zone 1	\$3,550	\$4,065	\$5,515	\$7,520
	Zone 2	\$2,540	\$2,880	\$3,860	\$5,205

### Platinum and Gold rate card

The below rates are calculated based on an asset value pricing structure, whereby the property's net annual lease price value dictates which price band is applicable for your listing.

#### How to use this rate card:

-  1. Choose your digital listing product
-  2. Find your listing price band (1 - 4)\*
-  3. Choose your campaign duration
-  4. Confirm your listing zone based on property location

Platinum ex GST		Band 1 Assets generating up to \$75,000 net p.a.	Band 2 Assets generating between \$75,001 - \$200,000 net p.a.	Band 3 Assets generating between \$200,001 - \$400,000 net p.a.	Band 4 Assets generating over \$400,001 net p.a.
6 weeks	Zone 1	\$555	\$925	\$1,295	\$1,850
	Zone 2	\$370	\$620	\$870	\$1,240
13 weeks	Zone 1	\$710	\$1,185	\$1,655	\$2,365
	Zone 2	\$475	\$790	\$1,105	\$1,580
26 weeks	Zone 1	\$1,145	\$1,910	\$2,670	\$3,815
	Zone 2	\$770	\$1,280	\$1,795	\$2,560
52 weeks	Zone 1	\$1,745	\$2,910	\$4,075	\$5,820
	Zone 2	\$1,170	\$1,955	\$2,735	\$3,905
Gold ex GST		Band 1 Assets generating up to \$75,000 net p.a.	Band 2 Assets generating between \$75,001 - \$200,000 net p.a.	Band 3 Assets generating between \$200,001 - \$400,000 net p.a.	Band 4 Assets generating over \$400,001 net p.a.
6 weeks	Zone 1	\$275	\$460	\$645	\$920
	Zone 2	\$185	\$310	\$435	\$625
13 weeks	Zone 1	\$355	\$590	\$830	\$1,185
	Zone 2	\$235	\$395	\$555	\$790
26 weeks	Zone 1	\$575	\$955	\$1,340	\$1,915
	Zone 2	\$385	\$645	\$900	\$1,290
52 weeks	Zone 1	\$875	\$1,460	\$2,040	\$2,915
	Zone 2	\$585	\$975	\$1,365	\$1,955

\*Your property's band must be chosen based on a reasonable estimate of the property's lease price. If the lease price is a range, then the top of this range must be used to determine the price band. If you fail to provide an estimate, or the actual leased price of the property is 15% or greater above your estimate and falls within a higher price band, you will be charged based on the higher price band as well as an administrative fee.

All rates are quoted on a GST exclusive basis, effective 29 January 2020.

All pricing and fees are subject to change pursuant of the terms of your subscription contract.

# VIC

## Zone information

The below zones are based on the location of your commercial property listing on [commercialrealestate.com.au](https://commercialrealestate.com.au).

### Zone 1

#### Melbourne Region

Abbotsford	Fitzroy North	South Yarra
Albert Park	Inner East	Southbank
Bayside	Melbourne	St Kilda
Beacon Cove	Melbourne (3004)	St Kilda Road
Carlton	Middle Park	St Kilda West
Carlton North	North	Victoria Harbour
Carlton South	North Melbourne	West
Clifton Hill	Parkville	West Melbourne
Collingwood	Port Melbourne	Windsor
Collingwood North	Prahran	
Cremorne	Prahran East	
Docklands	Princes Hill	
East	Richmond	
East Melbourne	South East	
Fitzroy	South Melbourne	
	South Wharf	

### Zone 2

#### Greater Melbourne Region

Geelong & District
Mornington Peninsula
North East
North West
Phillip Island & District
Yarra-Dandenong Ranges

#### Northern Victoria

Greater Bendigo Region
Macedon Ranges
North Eastern
North Western
Shepparton & Central North

#### South Eastern Victoria

Gippsland
Lakes & Wilderness

#### South Western Victoria

Ballarat & Western District
Grampians
Great Ocean Rd/Otway Ranges
Warnambool & Port Fairy

### Need more information?

Contact your **Account Manager** or contact us on **1800 999 982** or [info@commercialrealestate.com.au](mailto:info@commercialrealestate.com.au)