

Targeted Display

| Reach the right people



The Opportunity

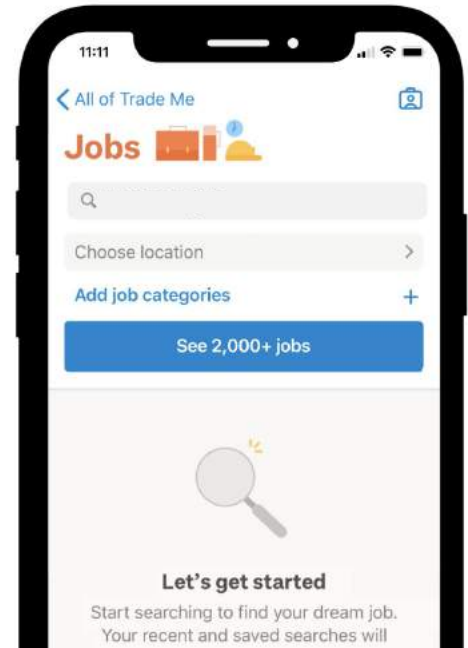
Targeted Display Ads

Use digital banner ads (display ads) to gain high prominence and reach, beyond the job ad, to connect with active and passive candidates on Trade Me....

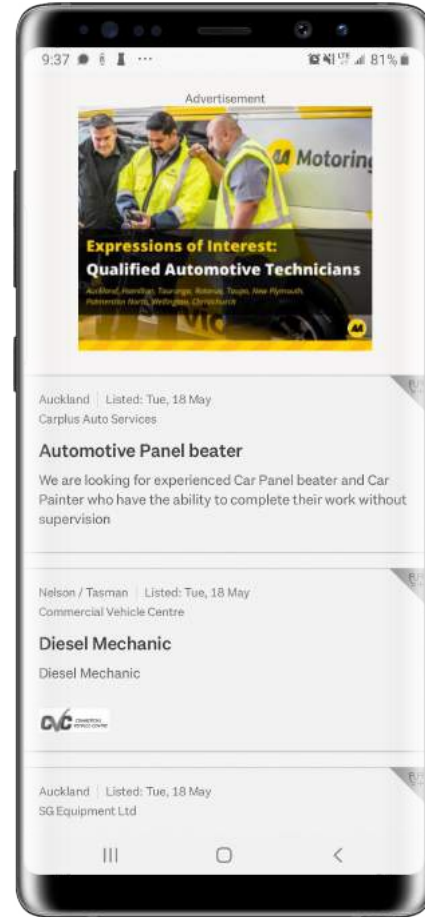
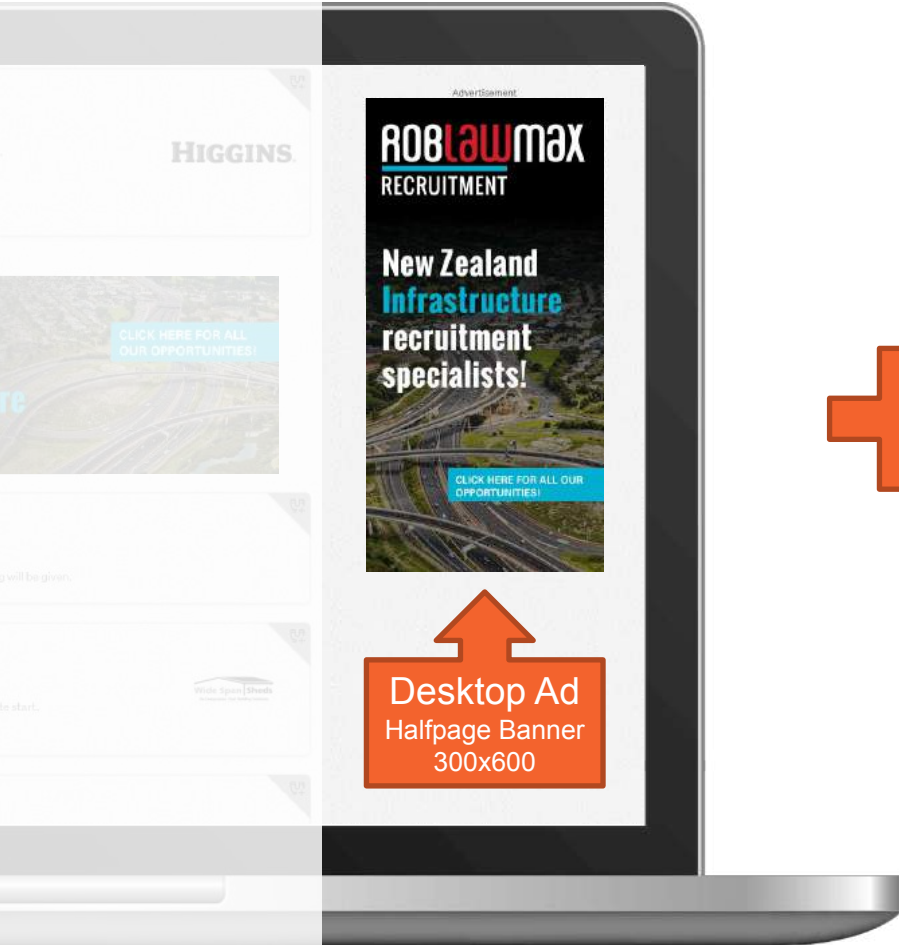
... in short, be seen by more people.

Real Estate Agent & Property Manager Targeting

- ✓ Active Search and Retargeting of people searching the Property category and the Sales category on Trade Me Jobs
- ✓ Audience data targeting of people identified as real estate agents (based on their Trade Me login)
- ✓ Location Targeting: target people by region
- ✓ Achieve wide reach with ads running across Trade Me Jobs and the whole Trade Me site including Property > targeting the person

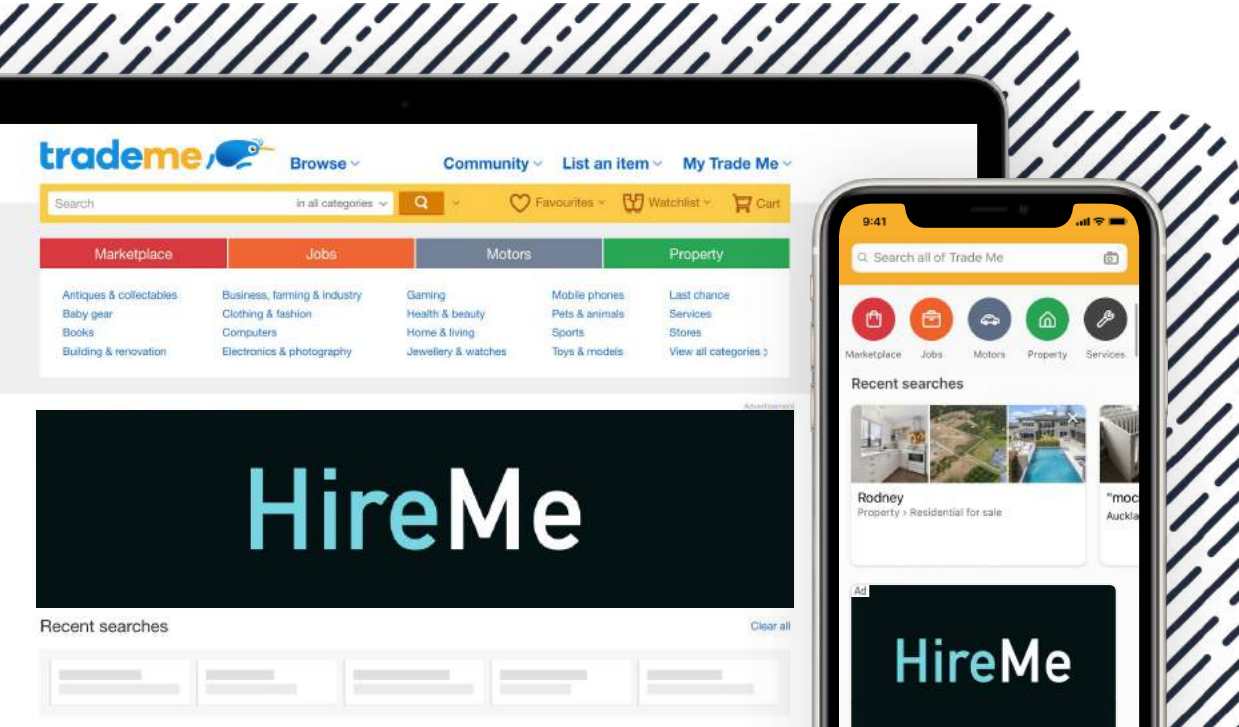


Recommended Ad Formats



Optional Extra

- ✓ Desktop Homepage Billboard Banner 970x250
- ✓ Mobile Homepage Banner 300x250



1x Month Package Options

Bronze – 100,000 Ad Impressions

\$1,500+GST Investment, \$2,142 Value, 30% discount

Silver – 200,000 Ad Impressions

\$2,500+GST Investment, \$4,167 Value, 40% discount

Gold – 500,000 Ad Impressions

\$5,000+GST Investment, \$10,000 Value, 50% discount

All bookings are subject to availability

Note: pricing excludes GST