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NEWS DIGITAL MEDIA GIVES ADVERTISERS ITS FIRST IMPRESSIONS

The chief commercial officer of News Digital Media, Ed Smith today announced the launch of 'First Impression', a new advertising product that delivers an advertiser's message as the first one seen by a user when they enter a News Digital Media domain, regardless of whether they enter through the homepage or any of the hundreds of thousands of other pages.

Through a user's cookie, First Impression identifies the first page impression a user sees on any given day and delivers a specific advertisement to that page.

Mr Smith said that First Impression helps advertisers significantly increase the impact and reach of their campaign.

"Homepage ad placements are often highly sought after, however, homepages aren't the only way users enter our sites. First Impression enables an advertiser's campaign to be the first one seen by a user, regardless of which page they visit.

"Our offering now encompasses products that extend reach of advertiser TVC's, through our video product; specifically target in-depth audience segments, through our audience targeting initiative; maximise relevancy of ad messages users see as they are browsing content with contextual targeting and now, through First Impression, extending reach for an advertiser's campaign."

Advertisers can combine First Impression with a rich media execution such as side skins or a catalogue ad unit to further increase a campaign's effectiveness.

First Impression complements site and section buyouts and sponsorship. The product will run where users' first page impression is not in a sponsored page or section.

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About News Digital Media (www.newsdigitalmedia.com.au)

News Digital Media is one of Australia's largest and most innovative digital media publishers. Its network includes news.com.au, truelocal.com.au, careerone.com.au, carsguide.com.au, moshtix.com.au and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser.

News Digital Media's sales team, which has won B&T's 'Sales Team of the Year' for the past two years, represents Australia's largest network of news, sport and weather properties. News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.