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NEWS DIGITAL MEDIA LAUNCHES TRAILER ROYALE ADVERTISING PRODUCT

Part of new suite of high impact advertising units

Commercial director of News Digital Media, Tony Prentice today announced the launch of a new video advertising product titled 'Trailer Royale'.

'Trailer Royale' provides advertisers a creative environment to display user-initiated video promotions including film trailers and long form TVCs in a high-impact, non-intrusive setting.

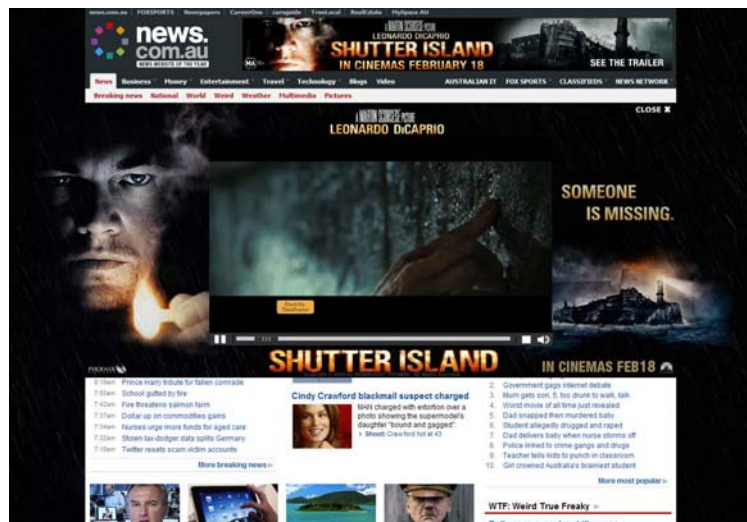
It is part of News Digital Media's new suite of high impact advertising units. Also part of the suite is a dominant Push Down Panel and a new Page Wrap product that wraps the side, top and navigation units of a page.

Mr Prentice said that the 'Trailer Royale' was an excellent way for brands to deliver communications objectives.

"The 'Trailer Royale', like all our high impact advertising units, provides a compelling and creative format for brands.

"It also provides a non-intrusive alternative to OTP's and offers a more polite and considerate experience to users. By the sheer strength of their visual impact, the products encourage user interaction, rather than force them into it."

All three advertising units can be utilised across News Digital Media's media and mastheads sites.



The Trailer Royale is aimed to satisfy entertainment advertisers, particularly film production companies looking to promote a movie.

The new product combines the new Page Wrap product with a click initiated expanding video from each of the existing ad units on the page.

The new Push Down Panel is an ad product that loads at the top of a website, pushing the page content down on the first user impression, with subsequent impressions loading an expandable, click initiated strip.

Mr Prentice continued: "A well-balanced approach to providing high impact advertising options and a user-friendly advertising experience is essential. We believe that through this new suite of ad units, we have successfully found this balance."

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For more information, please contact:

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About News Digital Media

News Digital Media is one of Australia's largest and most innovative digital media publishers. We are Australia's first choice when it comes to online news, sport and weather. We are the place people go to for things that interest and matter to them.

News Digital Media is made up of 23 digital properties, purpose built to deliver 360 degree coverage of the lifestyle, needs and interests of our audience of Aspiring Australians – the people who work hard and actively spend to have the best possible lifestyles for themselves and their families.

Through news and entertainment at NEWS.com.au and the masthead sites of News Limited's newspapers; search at truelocal.com.au, CareerOne.com.au or carsguide.com.au; access to the latest entertainment and music information at moshtix; corporate training at Learning Seat; or indulging a personal interest at vogue.com.au, notebookmagazine.com or overlander.com.au - News Digital Media has become part of life for Aspiring Australians.
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