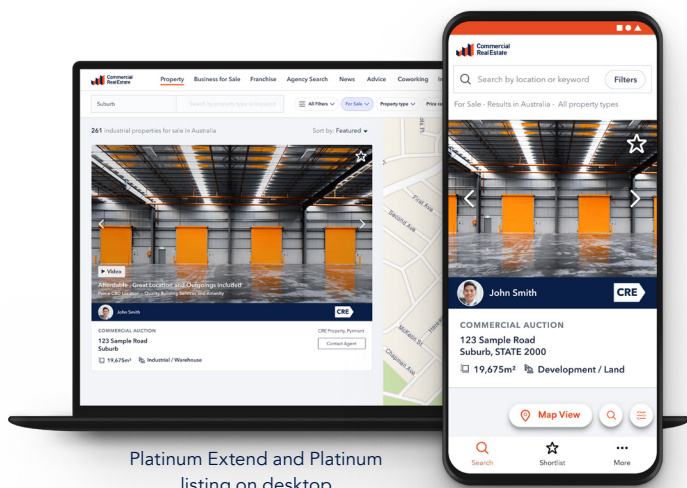


Casual Rate Card 2023



Platinum Extend and Platinum listing on desktop



Platinum Extend and Platinum listing on mobile

Platinum Extend

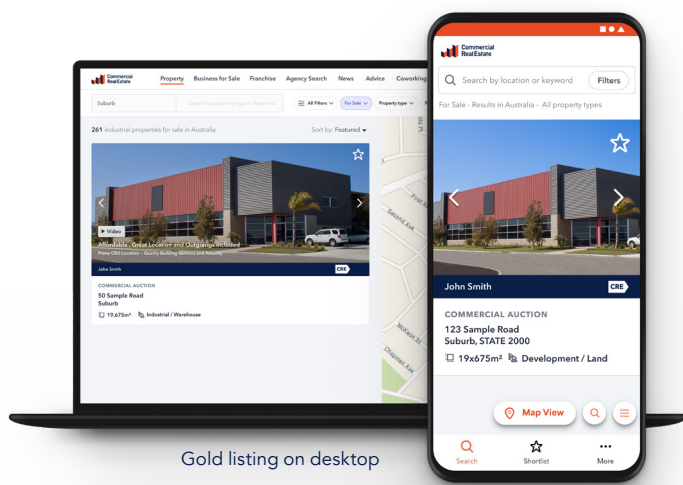
- Same benefits and inclusions of a Platinum listing (see below)
- Additional exposure on commercialrealestate.com.au with your listing also appearing in surrounding suburb searches
- Extended reach for your campaign with the inclusion of Google advertising solutions across the Google Display Network and Google Search Engine Marketing (SEM)^



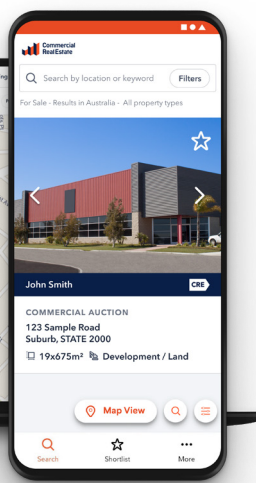
Platinum

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

FINANCIAL REVIEW *The Sydney Morning Herald* THE AGE



Gold listing on desktop



Gold listing on mobile

Gold

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

commercialrealestate.com.au attracts over 2.1m* visits nationally each month

*Domain internal Web Sessions Google Analytics Commercial Real Estate monthly average October 2021 - September 2022

^Google targeting will run for 4 weeks during the campaign. The surrounding suburbs card will run for the duration of your Platinum Extend campaign.

Casual Rate Card 2023

How to use this rate card:

1. Choose your digital listing product
2. Find your listing band 1 or 2 (Platinum and Gold Only)*
3. Choose your campaign duration
4. Confirm your listing zone based on property location

Platinum and Gold Bands

The below rates are calculated based on an asset value pricing structure, whereby the property's Total Sale / Net Annual Lease value dictates which price band is applicable for your listing. The property value is the total cumulative value of the listing (including all sellable or leasable space).

For Sale/

For Sale & Lease

	Zone 1			Zone 2		
	13 Weeks	26 Weeks	52 Weeks	13 Weeks	26 Weeks	52 Weeks
Platinum Extend (Any value property)	\$4,340	\$6,125	\$8,590	\$3,775	\$5,225	\$7,205
Platinum Band 2 (Assets valued over \$1.5m)	\$2,940	\$4,700	\$7,165	\$2,235	\$3,585	\$5,460
Platinum Band 1 (Assets valued up to \$1.5m)	\$1,590	\$2,540	\$3,875	\$890	\$1,435	\$2,185
Gold Band 2 (Assets valued over \$1.5m)	\$1,775	\$2,865	\$4,365	\$1,360	\$2,190	\$3,315
Gold Band 1 (Assets valued up to \$1.5m)	\$960	\$1,550	\$2,360	\$540	\$875	\$1,325

For Lease

	13 Weeks	26 Weeks	52 Weeks	13 Weeks	26 Weeks	52 Weeks
Platinum Extend (Any value property)	\$3,795	\$5,255	\$7,250	\$3,170	\$4,245	\$5,725
Platinum Band 2 (Assets generating over \$75k)	\$2,050	\$3,320	\$5,030	\$1,520	\$2,450	\$3,720
Platinum Band 1 (Assets generating up to \$75k)	\$1,025	\$1,660	\$2,515	\$760	\$1,225	\$1,860
Gold Band 2 (Assets generating over \$75k)	\$1,250	\$2,020	\$3,070	\$920	\$1,480	\$2,270
Gold Band 1 (Assets generating up to \$75k)	\$625	\$1,010	\$1,535	\$460	\$740	\$1,135

All rates are quoted on a GST inclusive basis, effective 16 January 2023

Get the right rate card for your listing**

[Click here for our Zone Checker](#)

[Search](#)

Need more information?

Contact your **Account Manager** or contact us on **1800 999 982** or **info@commercialrealestate.com.au**

*Your property's band must be chosen based on a reasonable estimate of the property's total cumulative lease price (including all leasable space). 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 could be charged based on the higher price band as well as an administrative fee of \$150.

All pricing and fees are subject to change pursuant of the terms of your subscription contract. Further terms and conditions apply. Contact your Account Manager for details.

**Zones are based on the location of your commercial property listing.

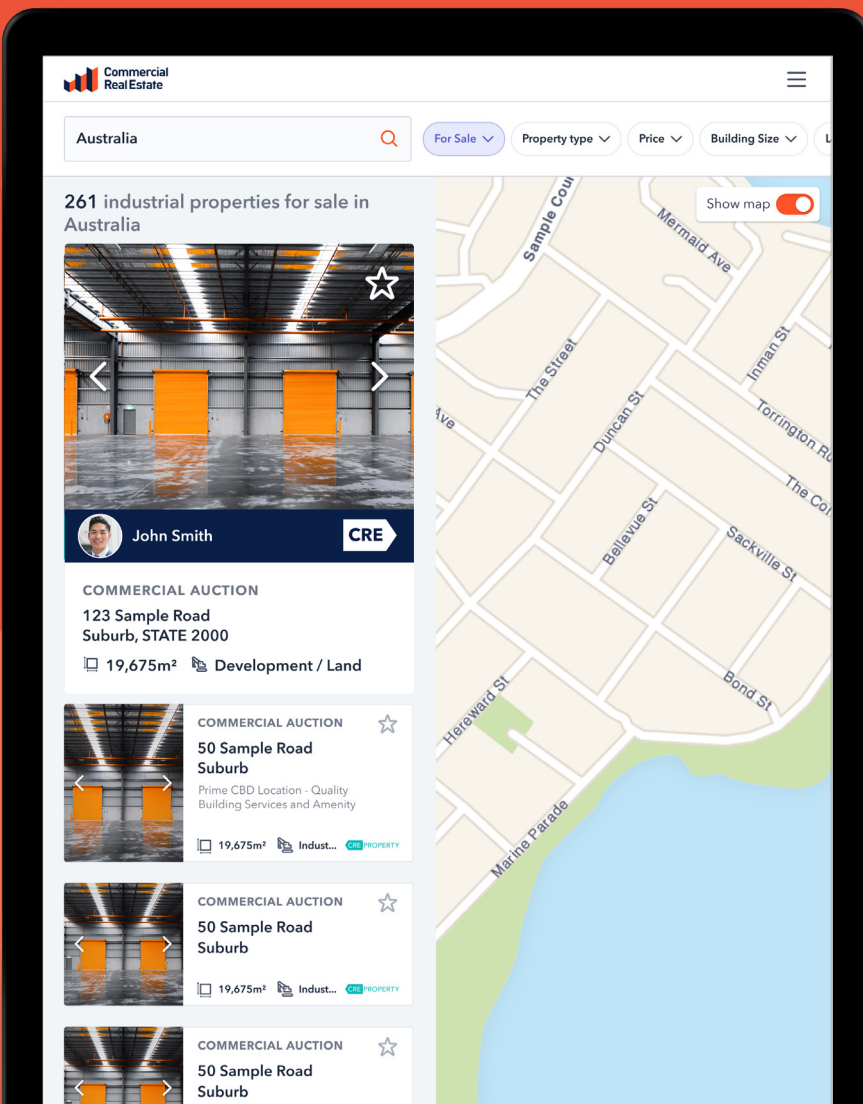
GOLD

PLATINUM

Invest in quality exposure

Extend your commercial property reach by listing your property with one of our high-impact digital listings placements on commercialrealestate.com.au.

A Platinum or Gold listing helps to boost your property's marketing campaign by offering higher positions for your product in our search results and a greater number of benefits than lower level listings.[†]



Premium product
positioning in
search results[†]



Larger photos
and branding



Platinum offers
extended online reach
including afr.com

commercialrealestate.com.au attracts over 2.1m* visits nationally each month

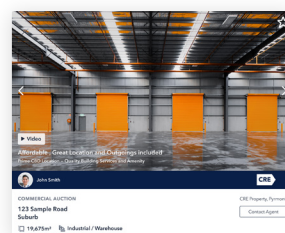
*Domain internal Web Sessions Google Analytics Commercial Real Estate monthly average October 2021 - September 2022. [†]Platinum or Gold listing when compared to a Silver or Branded listing.

commercialrealestate.com.au

 **Commercial Real Estate**

Stand out from the crowd

Boost your property's presence with a higher ranking† in our search results, prominent agent and agency branding and, for platinum listings, additional online reach via news sites afr.com and commercialrealestate.com.au.#



	Platinum	Gold
Search results ranking	2nd	3rd
Engagement		
Views per listing*	378% more views	217% more views
Enquiries per listing*	84% more enquiries	60% more enquiries
Google		
Google Display Network (4 weeks)	—	—
Google Search Engine Marketing (4 weeks)	—	—
Extended online listing placements		
commercialrealestate.com.au	—	—
Surrounding suburb searches	—	—
commercialrealestate.com.au news site	✓	—
afr.com (property pages)	✓	—
Business property pages of: NSW listings: smh.com.au VIC listings: theage.com.au QLD listings: brisbanetimes.com.au WA listings: watoday.com.au	✓	—
Listing card in search results		
Listing card size	Large	Medium
Hero property images	Large	Medium
7 day rotation frequency	✓	✓
Photo carousel	Unlimited	4
Listing card branding in search results		
Agent logo, name, colours within branding strip	✓	✓
Agent name	✓	✓
Agent photo	✓	—
Conjunctional agency logo on rotation	✓	—
Property details page		
Agency logo and branding	✓	✓
Other properties from your agency	✓	—
No third-party advertising	✓	—

†Platinum or Gold listing when compared to a Silver or Branded listing. *Only applicable to Platinum listing. *Domain internal data - Enquiries and View metrics based on Commercial properties for Sale and Lease compared to a branded listing, Jan - Sept 2022, all asset classes, national.

Questions? Contact your account manager

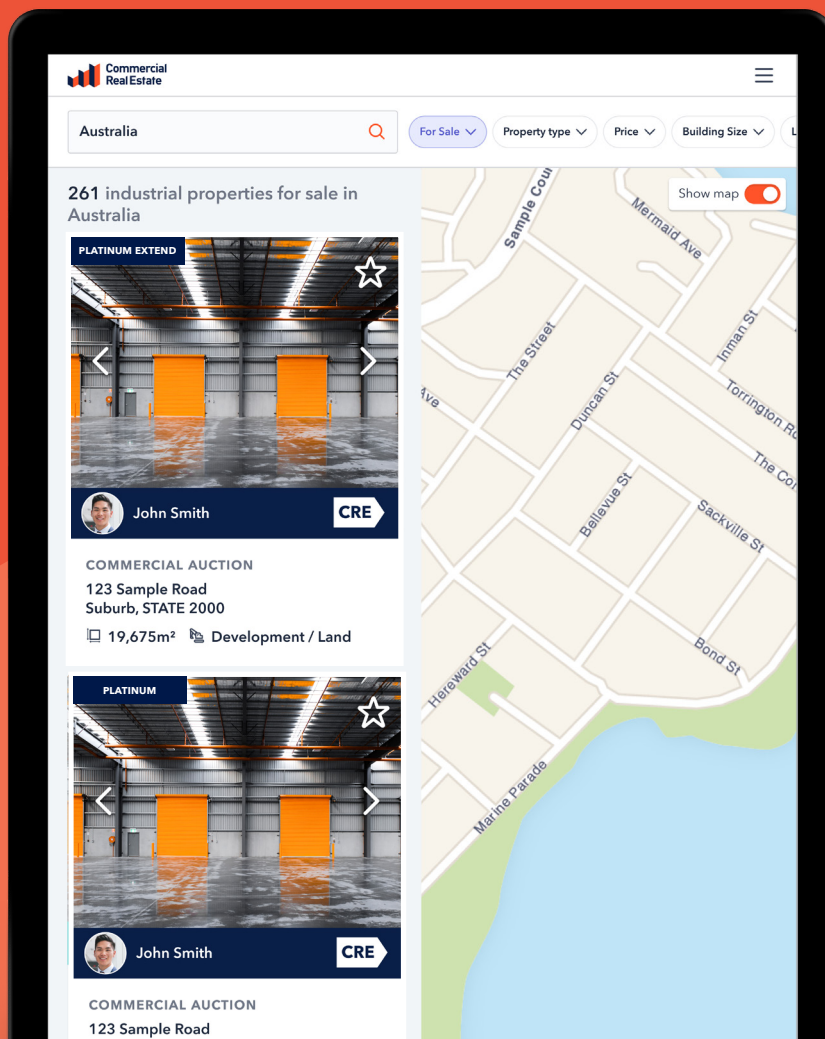
commercialrealestate.com.au

 **Commercial Real Estate**

Increase your listing exposure

When it comes to giving your listing the best possible treatment on commercialrealestate.com.au, it doesn't get any better than Platinum or Platinum Extend.

From high search results to broad online reach and exposure right here on commercialrealestate.com.au, **Platinum** and **Platinum Extend** are made to go far and wide for your campaign.



High positions in
search results



Extended online reach
including afr.com



Increased exposure
and engagement

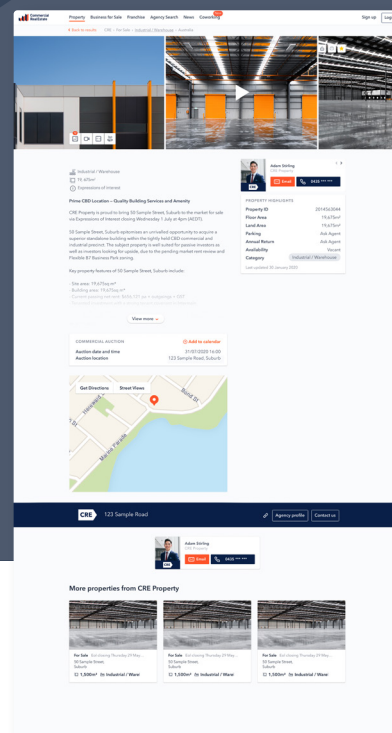
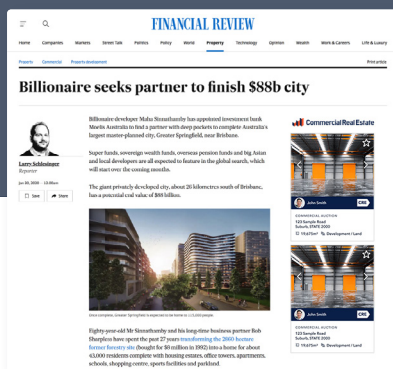
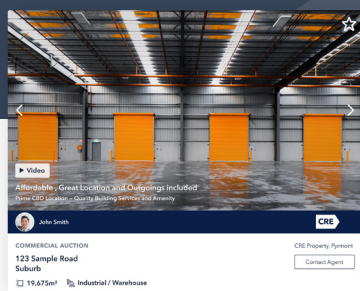
commercialrealestate.com.au attracts over 2.1m* visits nationally each month

*Domain internal Web Sessions Google Analytics Commercial Real Estate monthly average October 2021 - September 2022

What does Platinum mean?

Increase your enquiries. Increase your exposure.

Platinum listings go all out for you, with incredible imagery, online placements and high positions in our search results.



Platinum listing in search results

- Second tier in search results
- Automatic 7 day rotation frequency in search results
- Unlimited photo carousel
- Agent branding and contact details
- Conjunctional agency logo on rotation

Extended online listing placements

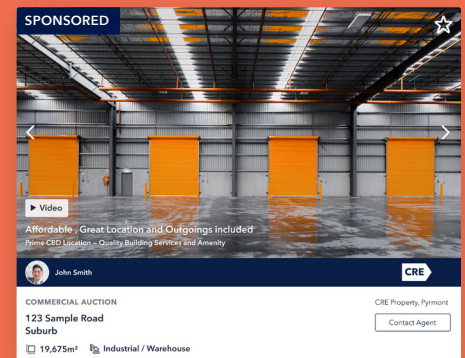
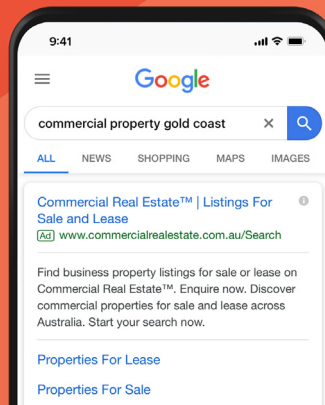
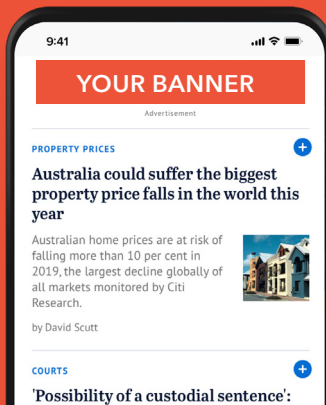
- Online property pages within *The Australian Financial Review*
- Business day section within the online property pages in *The Sydney Morning Herald* and *The Age*
- commercialrealestate.com.au news site

Impressive property details page

- Panoramic hero images
- Unlimited photos and floor plans
- 360° video capability
- Google Map
- Agent details and agency branding
- Other properties from your agency
- No third-party advertising

Look no further than Platinum Extend

Get all the benefits of a Platinum listing (big, beautiful listings with expanded online placements) paired with the power of Google advertising*, and even more exposure on **commercialrealestate.com.au**



What's so special about Platinum Extend?



Google Display Network*

- A banner ad of your listing will run across the Google Display Network
- Digital Retargeting based on previous searches on commercialrealestate.com.au
- Google Display Network includes leading websites like Nine, BBC and HotCopper.



Google Search Engine Marketing (SEM)*

- Text based advertising that appears at the top of Google search results
- SEM ads appear at the top of the search results based on a live auction, which is completely managed by Domain Group
- Keywords are automatically selected from a Google algorithm based on your listing's description
- A minimum 10 keywords will run per campaign



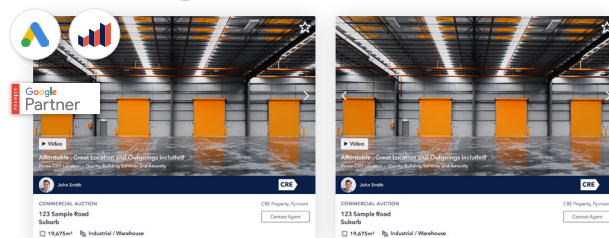
Surrounding suburb searches

- Platinum Extend listings will appear on search results pages on desktop only
- For suburbs where multiple Platinum Extend campaigns are live, this will run as a Share of Voice (SOV) in the 6th placement within search results

*Both the Google Display Network and Google Search Engine Marketing will run for 4-weeks during your campaign. Your listing will appear in surrounding suburb searches for the duration of your Platinum Extend campaign.

The benefits of upgrading

Platinum Extend and Platinum are committed to helping you get the best results for your campaign, by exposing your property to the audience you need. Take a look at the differences between them to see which one is best for you.



	Platinum Extend	Platinum
Search results ranking	1st	2nd
Engagement		
Views per listing*	1276% more views	378% more views
Enquiries per listing*	166% more enquiries	84% more enquiries
Google		
Google Display Network (4 weeks)	✓	–
Google Search Engine Marketing (4 weeks)	✓	–
Extended online listing placements		
commercialrealestate.com.au	✓	–
Surrounding suburb searches	✓	✓
commercialrealestate.com.au news site	✓	✓
afr.com (property pages)	✓	✓
Business property pages of:		
NSW listings: smh.com.au	✓	✓
VIC listings: theage.com.au		
QLD listings: brisbanetimes.com.au		
WA listings: watoday.com.au		
Listing card in search results		
Listing card size	Large	Large
Hero property images	Large	Large
7 day rotation frequency	✓	✓
Photo carousel	Unlimited	Unlimited
Listing card branding in search results		
Agent logo, name, colours within branding strip	✓	✓
Agent name	✓	✓
Agent photo	✓	✓
Conjunctional agency logo on rotation	✓	✓
Property details page		
Agency logo and branding	✓	✓
Other properties from your agency	✓	✓
No third-party advertising	✓	✓

*Domain internal data - Enquiries and View metrics based on Commercial properties for Sale and Lease compared to a branded listing, Jan - Sept 2022, all asset classes, national.

Questions? Contact your Account Manager

commercialrealestate.com.au

 **Commercial Real Estate**