



Yahoo!7 Launches Double Slider Ad Format

Sydney, Australia, June 24, 2013 – Yahoo!7 today announced the availability of Double Slider, an addition to its range of Yahoo!7 Homepage ad formats. The new format presents advertisers with enhanced creative capability, including: wallpaper animation, video, audio and URL click-throughs.

When the user clicks the creative, the page pushes to one side of the screen in a slide transition providing more room for advertising messaging while still displaying the Homepage content.

Damon Scarr, Commercial Director, Yahoo!7 said: “Yahoo!7 has a growing audience of 8 million Australians visiting the network every month. The launch of the new Homepage Double Slider product is in response to increased advertiser demand for high impact options.”

Double Slider is available now for Yahoo!7 Homepage campaigns.

ENDS

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About Yahoo!7

Yahoo!7 (yahoo7.com.au) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.