



## Yahoo!7 Launch Floating Cube ad format

**Sydney, Australia, January 09, 2013** – Yahoo!7 has expanded its range of homepage advertising products, today announcing the availability of a new Floating Cube ad module. The new ad module is also available across Yahoo!7's leading media properties including News, Entertainment and Sport. The new format offers advertisers an interactive experience that is eye-catching and engaging.

Yahoo!7's Floating Cube ad format sees an auto-initiated spinning cube emerge as the page first loads. The cube spins and floats over page content before returning back to its base module after a short period. On user interaction, the cube expands into an extra-large expandable banner with up to six rich panels available to explore. The Floating Cube ad format supports a range of content including video and image galleries giving advertisers the opportunity to engage audiences in a variety of ways.

Andrea Rule, Yahoo!7 Head of Sales NSW said: "Yahoo!7 is continuously looking to provide exciting new ways for advertisers to bring their content to Yahoo!7's growing audience of more than eight million Australians. The new Floating Cube Homepage ad offering complements our other advertising products and provides advertisers another interactive experience to connect consumers to their brands online."

The new format follows Yahoo!7's previous advertising extensions including Double Slider, Mobile Pushdown and iPad anchored ads. Floating Cube is available now.

**ENDS**

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### **About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://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.