



Yahoo!7 launch two new Billboard ad formats across network

Sydney, Australia, February 05, 2014 – Yahoo!7 today announced the availability of Billboard and Expandable Billboard ad formats, available across the entire Yahoo!7 network.

Yahoo!7's Billboard ad format divides the page between the header and the main body content as the page first loads along with the Medium Rectangle (MREC) ad. If the user closes the Billboard only the MREC will be shown on return visits, otherwise both the Billboard and MREC will be shown on every impression giving advertisers constant presence. The Billboard can animate for up to eight seconds, or longer with user click interactions.

The Yahoo!7 Expandable Billboard is an extension of the Billboard ad. In addition to having a permanent screen presence it features a large interactive canvas, providing a richer and more engaging user experience.

Andrea Rule, Yahoo!7 Head of Sales NSW and Qld said: "Yahoo!7 is continuously looking for ways to help advertisers engage with our growing audience of more than eight million Australians in a way that is relevant, non-intrusive and meaningful to their brand.

"The new Billboard and Expandable Billboard ad formats extend the real estate available to advertisers representing a highly visible and engaging opportunity to reach audiences in an environment that is most relevant to them."

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

ENDS

For further information please call or email:

Luke Cuell
PR Manager, Yahoo!7
tel: 02 8288 4817
mob: 0449 226 959
email: cuell@yahoo-inc.com

Jennifer McDermott
Red Agency on behalf of Yahoo!7
02 9963 7809 / 0468 887 968
jennifer.mcdermott@redagency.com.au

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.