



First quarter 2008 Advertising rates and specifications

Love That Place is a consumer-generated website where everyday property owners and admirers can search, showcase, rate and register interest in property that is 'not yet for sale'.

Find out who else loves your property.
Find out about the property you love.

About Love That Place

Have you ever driven past a property and thought to yourself, “I love that place!”

There are thousands of reasons why people will register with Love That Place.

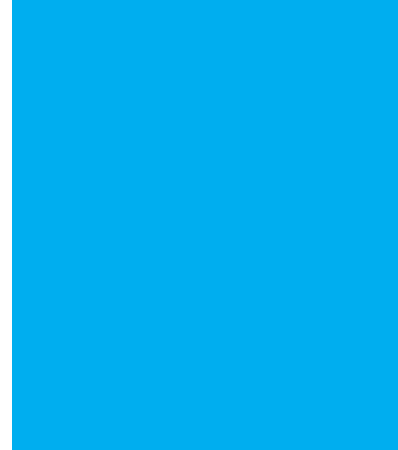
Love That Place (www.lovethatplace.com.au) is a new online property searching and matching site where everyday property owners and admirers can search, showcase, rate or register interest in property that is ‘not yet for sale’.

As a consumer-generated website, Love That Place community members have control over the content that appears on the site.

Love That Place is a website for the house proud who wish to share home, renovation tips and ideas, or register interest in a property that they admire. Property owners can find out how their property is viewed by others and discover whether there is potentially a ‘buyer in the wings’ who has always admired their home, giving them the ability to set their own buying or selling cycle.

Love That Place provides an independent, convenient meeting point for like minded people to converse about property. When a property owner is highly motivated to sell, and a property admirer is highly motivated to buy that same property a ‘double match’ occurs and the parties can potentially transact on a sale privately, or choose Love That Place’s facilitated sales process and go through an independent local real estate. Love That Place is not a registered real estate agent and does not claim commission on any sale.

While Love That Place does not guarantee a successful sale, it does offer a confidential, low pressure and controlled alternative to test the market.



There are about 250,000 properties for sale in Australia each year, but more than 8 million properties not yet for sale.

With more than 8.4 million homes* and 5.5 million home owners* in Australia, there is no better place to maximise your return on advertising investment than with Love That Place!

*ABS Census data, 2007

The statistics

- 8.4 million homes in Australia (ABS, Census 2007)
- 250,000 homes sold each year (approximately 8,000 are new dwellings) (HIA survey, 2006)
- 5.5 million home owners (ABS, Census 2007) or 1 in 4 people
- 5 million people searched the internet for property related information (Nielsen/Netratings, January 2007)
- 2 out of 3 Australian households (or 69 per cent) are reported to have been active in the new home or renovation market in the past 12 months, or intend to be over the next year (HIA survey, 2006)

Reach your desired audience in one simple click!

Love That Place is THE website for showcasing homes not yet for sale. Until now, there has not been one solely designated internet community networking site dedicated to all parties involved in the property market supply chain – including agents, consumers, investors, builders, retailers, lenders, developers, appraisers, brokers, and more.

By advertising with Love That Place you can reach millions of property owners and potential owners with messages tailored to your target audience.

Segment your advertising by reach, by position, by audience and by suburb!

Love That Place will service a market more than 30 times bigger than other real estate websites.

This distinction immediately provides advertisers with a unique and unrivalled opportunity to share in the AU\$7billion dollar per annum real estate industry for local, state and national brands across:

- Banking and finance
- Design and home improvement
- Building and construction
- Domestic products and services
- Real estate and property services
- Entertainment and leisure
- Lifestyle, homewares

Choose your reach by national, state or postcode profiles.

www.lovethatplace.com.au - the place to advertise in 2008



Audience profile

In general, the target market is:

- Males and females (approximately 45% and 55% respectively)
- (25 years plus) who consider themselves to be financially capable, computer literates with an interest in real estate, home and property

Our own research identified six specific segments which will help advertisers to tailor key messages to Love That Place's audience (listed below).

Advanced search, greater penetration

Love That Place's advanced search function allows users to browse as broadly or as specifically as they like – such as by street address, location (eg. suburb), position (eg. hilltop, absolute beachfront) and property attribute and/or architectural style (eg. city view; Federation style), providing greater precision in segmenting your advertising message.

Love That Place also provides an opportunity for advertisers to monitor message boards and community blogs which cater to the varied interests of property owners – from home improvement tips and advice

to mortgage and real estate topics*.

Love That Place's advertising positions range from broad, national reach (home page) down to suburb-specific reach. This means major institutions and retailers through to small businesses and local sole traders can afford to advertise with Love That Place. This provides advertisers with greater opportunity to target products and services based on users' search results and personal preferences.

*Coming 2008

The dater	Is willing to put their home in the public domain to play the 'dating, match-making and adoption' game to see if they secure a 'double match' (online community enthusiasts)
The sales hopeful	This person will seriously consider buying or selling if they secure a 'double match' (the active buyer/seller who is willing to try an alternative sales channel)
House proud showcaser	The homeowner who loves their home/property and wants to share their achievement with others (may be owners of luxury, executive or prestige homes, renovators or developers)
Straight shooter	Property searchers who are after a bargain and position (typically investors or strategic property hunters)
Admirer	Typically those who love to dream and aspire; or they are seeking ideas and inspiration on exterior or interior design from other people's homes (typical magazine purchasers)
Analyst	Looking for information (researchers, media, information gatherers)



Advertising options

Home page can only be national coverage; and run of site searches will provide postcode, state, and national advertising opportunities.

Standard page rotation

Most advertisements, including email tags appearing on Love That Place are displayed on an equal percentage rotation basis (maximum 25% rotation). This means that each ad on the web site has equal chance of appearing on a specific page. Special arrangement may be made to displace standard rotation if there is only one targeted ad.

Home page	Size	National Weekly	National Monthly
Banner	468x60	\$1,500	\$4,650
Small Banner	440x125	\$1,250	\$3,875
Wide Skyscraper	160x600	\$1,100	\$3,410
Medium Rectangle	270x130	\$800	\$2,480
Tile	148x130	\$500	\$1,550

Run of site	Size	National Weekly	National Monthly	State Weekly	State Monthly	Postcode Weekly	Postcode Monthly
Banner	468x60	\$1,050	\$3,255	\$360	\$1,116	\$180	\$558
Small Banner	440x125	\$875	\$2,713	\$300	\$930	\$150	\$465
Wide Skyscraper	160x600	\$770	\$2,387	\$264	\$818	\$132	\$409
Medium Rectangle	270x130	\$560	\$1,736	\$192	\$595	\$96	\$298
Tile	148x130	\$350	\$1,085	\$120	\$372	\$60	\$186
Email Tag	N/A	\$1,100					

Love That Place accepts advertising which meets the Standards & Guidelines Australian Universal Ad Package (Australian UAP) provided by IAB. Love That Place has also added additional ad sizes to its network to meet the needs and budget of local and small businesses.

Unit	Key	Weight/Flash	Weight/GIF	Animation
Banner	1	30	20	15 second
Small Banner	2	20	15	10 second
Wide Skyscraper	3	20	30	15 second
Medium Rectangle	4	15	10	10 second
Tile	5	10	7	5 second
Email Tag	N/A	N/A	N/A	N/A

Positioning

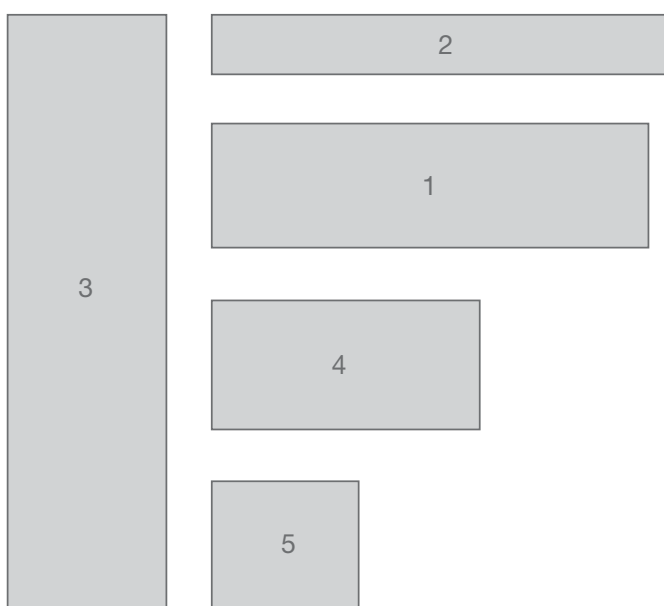
Banner ads are placed between the toolbar and main site content. Banner ads can be sold home page, run of site or they can appear by category.

Small Banner ads are placed between property listings on 'Property Search Results' page and between comments on 'Property Details' page. Small banner ads can be sold run of site, or they can appear by category.

Wide Skyscraper ads can be placed in the right auxiliary column. Wide skyscraper ads can be sold run of site or they can appear by category.

Medium Rectangle ads can appear next to search box on 'Property Search Results' page, under 'Property Activity' panel on 'Property Details' page or under 'Most Loved Properties' panel on Home Page. Medium rectangle ads can be sold run of site or they can appear by category.

Tile ads can appear under content on Home Page or in the left auxiliary column in 'My Account' area. Tile ads can be sold run of site or they can



appear by category.

Email Tag Line ads offer an excellent opportunity to connect with your audience through direct email marketing. Email tags will accompany all email alerts.

Notes:

- All pricing is in Australian dollars and exclusive of GST.
- Artwork that does not conform to these specifications can affect our site's performance or reduce the effectiveness of an ad campaign, and therefore will not be posted. All creative is subject to editorial approval.
- The customer needs to provide

the creative (graphical and text).

- If you require Love That Place to create a compliant creative the development fee will be \$120/hour (ex GST).
- The creative will be served from our servers. Creative changes must be received in writing (e-mail). You may submit them weekly and these are usually implemented within 5 working days.
- Urgent campaigns (less than 24 hours notice) will incur a 50% surcharge.



Reporting and metrics

Love That Place tracks, monitors and reports on web site and campaign-related activity and provides its advertisers with the following minimal essential metrics at the end of each campaign period:

- Unique visitors
- Click throughs
- Page impressions

Booking deadlines and payment

Deadline for artwork is no later than 5 working days prior to the ad going live. If production of artwork is required, please allow a minimum ten (10) days prior to the ad going live.

Please note that payment for ads is due prior to ad going live and no later than six weeks from day ordered/reserved.

If payment has not been received during this time period, the ad reservation will be removed. The campaign start date is the date that the ad goes live or six weeks from the day ordered, whichever is first. Invoices are valid for 14 days from day of receipt.

Find out who else loves your property.

Find out about properties you love.



Terms and conditions

Introduction

LTP has agreed to provide the Advertiser with certain advertising space/services on the LTP web site in accordance with these terms and conditions.

Definitions

LTP means Love that Place Pty Ltd ABN 78 128 297 263.

Advertiser means the party/entity named in the Schedule.

Advertising Material means all words, logos, trademarks, designs, photos and writings provided to LTP by the Advertiser for inclusion on the LTP web site.

Acceptance and Authorisation

- upon receipt of payment (partially or wholly) by LTP from the Advertiser, or receipt of the Advertiser's Advertising Material by LTP, the Advertiser is taken to have read, understood and agrees to be bound by, these terms and conditions. Upon the receipt of any such payment or receipt of the Advertiser's Advertising Material, the Advertiser unconditionally and irrevocably authorises LTP to use the Advertising Material on LTP's web sites and/or other LTP advertising or promotional material in accordance with these terms and conditions.

Provision of Advertising Material - all Advertising

Material is to be provided to LTP electronically in a format acceptable to LTP. LTP takes no responsibility for the truth, accuracy, punctuation or correctness of the advertising material provided to LTP by the Advertiser and the Advertiser warrants to LTP that it has checked and authorised the dissemination of the Advertising Material by LTP.

Extension of Advertising

Period – both LTP and the Advertiser acknowledge that whilst the Advertiser has applied for certain advertising on the LTP web site for a given period of time, LTP is able to continue to use the Advertiser's Advertising Material for extended periods at LTP's discretion, at no further expense to the Advertiser.

Advertiser's Acknowledgements and/or Warranties – the Advertiser unconditionally and irrevocably:

- Warrants that it:
 - has all rights and entitlements to any Advertising Material submitted to LTP as well as all rights and entitlements to the authorisation and dissemination of the Advertising Material; and

- has checked, proofed and otherwise authorised the truthfulness of any Advertising Material provided to LTP and that the Advertiser and/or its agents have ensured that the Advertising Material, or any part of it, does not breach any state or commonwealth legislation
- Acknowledges that:
 - LTP will use its best endeavors to comply with the Advertiser's request for advertising but should LTP not be able to comply with that request, be it wholly or partially, the Advertiser will not hold LTP liable for any loss or damage suffered as a result of that failure and will not be entitled to any refund as a result of any such failure;
 - Whilst it may submit to LTP Advertising Material for advertising on the LTP web site, LTP may not be able to use the Advertising Material in the provided format and hereby authorises LTP, in those circumstances, and without any requirement of any notice to be provided to the Advertiser, to reformat

the Advertising Material for inclusion on the LTP web site.

Right of Refusal – regardless of whether any Advertising Material has been accepted or used by LTP, LTP maintains the right, at its sole and ultimate discretion, to withhold, refuse or withdraw any advertising or Advertising Material from its web site or other promotional material. The Advertiser will not hold LTP liable for any loss or damage incurred by the Advertiser in LTP refusing, withholding or withdrawing any Advertising Material.

Full cause and effect – both LTP and the Advertiser agree that these terms and conditions contain all of the terms and conditions of advertising with LTP and are binding upon them and only able to be altered or amended upon such alteration or amendment occurring in writing and being agreed to, in writing, by LTP and the Advertiser. Further, should LTP alter, update or amend its terms and conditions, those new terms and conditions will become binding upon the Advertiser once LTP has provided the Advertiser with 14 days notice of the new terms and conditions coming into effect, including

a copy of the new terms and conditions, being provided to the Advertiser.

Indemnity – the Advertiser hereby unconditionally and irrevocably indemnify LTP and its directors from any loss, damage, suit or action arising from the Advertiser's Advertising Material being placed upon the LTP web site or any other loss or damage incurred as a result of the Advertiser and LTP entering into an agreement for the provision of advertising on the LTP web site. The Advertiser also indemnifies LTP and its directors from any loss or damage incurred as a result of the Advertising Material not complying with any state or commonwealth legislation or otherwise incurring as a result of the Advertising Material being placed on the LTP web site.

Payment – invoices for advertising are to be provided to the Advertiser electronically and must be paid within 14 days on the invoice date. The email address to which the invoice will be transmitted is that which is provided by the advertiser to LTP in writing (be it electronically or not). If payment of any invoice is not made by the due date, LTP is able to cancel or withdraw any advertising for the Advertiser from its web site.

Contact us

If you would like more details regarding the opportunities available or have any questions relating to supporting Love That Place, please contact us at advertising@lovethatplace.com.au or telephone Vivo Group on (07) 3368 3860.