

## **Fairfax Digital to sell online display advertising for eBay.com.au**

**2nd July 2008** – Fairfax Digital today announced it is the seller of online display advertising for eBay.com.au.

The addition of eBay's advertising inventory to the Fairfax Digital network boosts Fairfax Digital's page impressions by over 900 million per month\*, more than doubling its current volumes.

eBay Vice President Simon Smith says, "Brand and audience synergies between our two companies were instrumental in Fairfax Digital's success."

"This agreement means greater opportunity for advertisers to leverage eBay's significantly higher than industry average click through rate and highly engaged audience, with each user spending an average of almost two hours per month on the site\*."

Fairfax Digital CEO Jack Matthews says, "The inclusion of eBay in the Fairfax Digital advertising sales portfolio augments our position as Australia's leading online advertising network."

"Beyond allowing us to meet the increasing demand for advertising inventory, this agreement gives advertisers enhanced capabilities to reach consumers while they are in the process of making purchasing decisions," he finishes.

eBay has 5.2 million Australian unique visitors' per month\*.

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\*Nielsen Netview, May 2008