



## Newsletter Advertising

As Australia's favourite place to buy and sell cars online, carsales.com.au Newsletter Advertising is the perfect place to advertise your automotive industry products or services. Serving over 76 million pages of vehicle information in June 2006, carsales.com.au represents approximately 50% of all pages served in the online Automotive category according to Nielsen//Ratings Market Intelligence. With over 2.4 million user sessions during the month and over 100,000 new and used vehicles for sale, carsales.com.au is the place consumers come to find their next car, and guarantees you a well-informed and relevant readership.

### eNewsletter

Delivered to subscriber inboxes on a monthly basis, the Carsales eNewsletter covers the latest automotive news and reviews, as well as Carsales promotions, and offers new and used car specials. With over 200,000 subscribers nationally and using our world class email delivery technology, the carsales.com.au eNewsletter is an effective tool when targeting this specialised automotive demographic.

### eFacts

Carsales eFacts is a monthly newsletter sent to our dealer customers. It contains industry news, relevant statistics, new products, innovations and ecommerce tips.

### Permission-Based Email Marketing

Carsales permission-based email marketing technology provides for in-depth reporting and state-based user segmentation that ensures accurate measurement of campaigns, and enables messages to be appropriately targeted while complying with Anti Spam legislation.

### Page Sponsorship and Content Integration

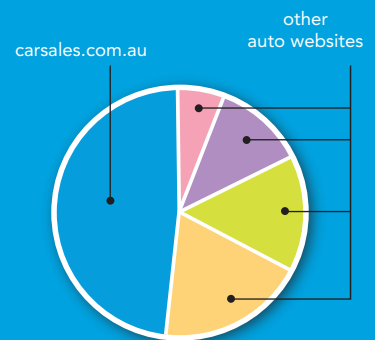
Sponsorship opportunities are also available in our finance and insurance pages on both carsales.com.au and bikesales.com.au.

To subscribe to our consumer newsletter [click here](#).



## Key Benefits

- National Audience
- 200,000+ Subscribers
- Delivered Monthly



Aggregated market for pages viewed  
Nielsen NetRatings Market Intelligence June 06

## More information...

Please contact  
**Andrew Perry**  
Business Development Manager,  
on (03) 8803 3000 or  
[advertise@carsales.com.au](mailto:advertise@carsales.com.au)