



TARGET RUSSIA 2010



Do^hain.com.au
Just what you're looking for



WELCOME

On behalf of Domain we are delighted to invite you to participate in our Domain incentive program, **Target Russia 2010**.

Target Russia 2010 will showcase the beauty and excitement of Russia in a way that you have never imagined, taking in the diverse, cultural and sometimes bizarre yet thrilling experience that only places like St Petersburg and Moscow can offer.

The program is designed to promote your business and reward you with a unique overseas travel experience. Domain has successfully run partner programs in the past, to the delight of some of our most valued and respected clients.

Qualification for **Target Russia 2010** takes place between 1 December 2009 and 30 June 2010 with travel scheduled in August (exact dates to be confirmed).

Participation in the program is strongly encouraged, not only for the outstanding travel experience on offer but also for the benefits and growth opportunities that your business is likely to gain by participating in the program.

Further details about the program can be found in this brochure so please read on.

This is one trip not to be missed.

Yours sincerely,

Tony Blamey
General Manager - Key Categories
The Age

Nikki Gia
Category Manager
Domain

ABOUT THE PROGRAM

Target Russia 2010 will deliver a 5-star, adventure filled experience to bring you the best history and culture as well as all the excitement and buzz that Russia has to offer. From world-class hotels to top restaurants and bars, guests of the tour will be left with an unforgettable experience and a lifetime of memories. Below is just a snapshot of what you can expect on the trip.

ALL ABOARD FOR RUSSIA!



An exciting departure from Melbourne before we will see you first touching down in the beautiful city of **St Petersburg**. It's your chance to unwind with fellow tour members before we embark on our adventure.

ST PETERSBURG

Commonly referred to as the 'Venice of the north', **St Petersburg** has many fascinating palaces, cathedrals and beautiful bridges over Venice-like canals.

Guests will see this city from the best vantage point possible – private canal boats. As we slowly meander through this stunning city, you will be impressed by the classical and baroque style architecture, monumental sculptures and lacy iron grilles. It's no wonder that in 1991, the city was given a UNESCO world cultural heritage listing.



PALACES AND CATHEDRALS

We will visit the magnificent cathedrals of **St Peter's** and **St Paul's** and the final resting place of the Russian Tsars. Catherine's Palace – an icon of Russian imperialism will be exclusively ours for a private late opening and tour. We also take the time to visit the **Winter Palace** or Russia's Louvre in a private opening for our guests.

RUSSIAN CULTURE



What could be more Russian than sipping genuine Russian Vodka? Our special **Vodka** tasting will give you the opportunity to live like the locals do with of course, lunch and dinners at some of the city's best and favourite restaurants.

MOSCOW HIGHLIGHTS

Boarding our luxury daytime express train we will depart St Petersburg for the Russian capital **Moscow**. What better introduction than a guided walking tour of the famous **Red Square**. The square separates the Kremlin, the former royal citadel and currently the official residence of the President of Russia.

Following the walking tour, we will dine at an exclusive restaurant overlooking the square and the Kremlin Walls.

RUSSIAN ESPIONAGE

From a private, exclusive viewing of the **Kremlin** and armoury museum to a dinner in a former **KGB** office exactly as was in the 1970's, our tour will explore the intriguing Soviet past including the **Cold War** era. The visit will include an eerily thrilling cold war bunker; command and control centre in the event of nuclear war.

SHOPPING, DINING AND ENTERTAINMENT

There will be plenty of opportunities to shop, eat and kick up your heels on this trip, including an afternoon in **Ismaylovo**, Moscow's best shopping district. We also visit Moscow's finest restaurant – **Turandot**, six years and \$50 million in the making, this restaurant will not disappoint.

Not forgetting Moscow's vibrant nightlife, guests will experience the indefinable buzz that permeates Moscow after dark.

THE METRO

One of the world's largest and most extensive underground railway networks **The Metro** is literally a work of art and a must see. The beginning of the Cold War led to the construction of stations that were very deep underground and were planned as shelters in the event of nuclear war.

REACH FOR THE STARS

Russia is often forgotten as the first country who launched Man into space. With satellites and space stations, you will have the opportunity to visit the **Moscow Space Centre** including the famous **Mir Space Station**.



Please ensure you have signed up for the trip of a lifetime as we show you Russia – one of Europe's most vibrant and exciting destinations!

HOW THE PROGRAM WORKS

To qualify for one ticket you must purchase the following preferred partner advertising package. The qualification period is between 1 December, 2009 and 30 June, 2010. The advertising package is outlined below and must be taken in its entirety.

ADVERTISING PACKAGE

Coast & Country Corporate Package

Domain Property Review February 2010	\$2,600	Standard contract rate \$3,500
Domain Property Review September 2010	\$2,600	Standard contract rate \$3,500
Domain Classifieds Sat & Sun 53 modules @ \$270pm	\$14,300	Standard contract rate \$36,622

PERFORMANCE BONUS

Performance Bonus	\$0	Standard contract rate \$17,275
--------------------------	-----	---------------------------------

Provided the above components are booked in by the edition of Sunday June 27, 2010, we will provide an additional 19 modules to be used across Saturday or Sunday Domain at no charge.

Note:

This bonus space may be used to promote properties not funded by vendors.

For a total investment of \$19,500 toward your corporate profile, you will receive advertising in The Age and Domain Property Reviews valued at \$60,897 (current contract rates).

- All rates quoted are exclusive of GST.
- Program commences from the signing of this agreement.
- All advertising in this program must be for corporate or branding advertising only and not in features.
- Terms and conditions on the back of this agreement apply.

Domain Data

Provide Domain with all auction and private treaty results weekly and in return access will be provided to Domain data statewide. Process of delivery can be discussed with your account manager.

In recognition of this investment and support you will qualify for one ticket to the trip of a lifetime.

TARGET RUSSIA 2010

PROGRAM REGISTRATION FORM

Name: _____

P: _____

Title: _____

Company: _____

Address: _____

Signature of Company Director: _____

Email: _____

Contact Number: (Work) _____ (Mobile) _____

Domain Account Manager: _____

Notes:

By signing the form you hereby agree to the Terms and Conditions attached.

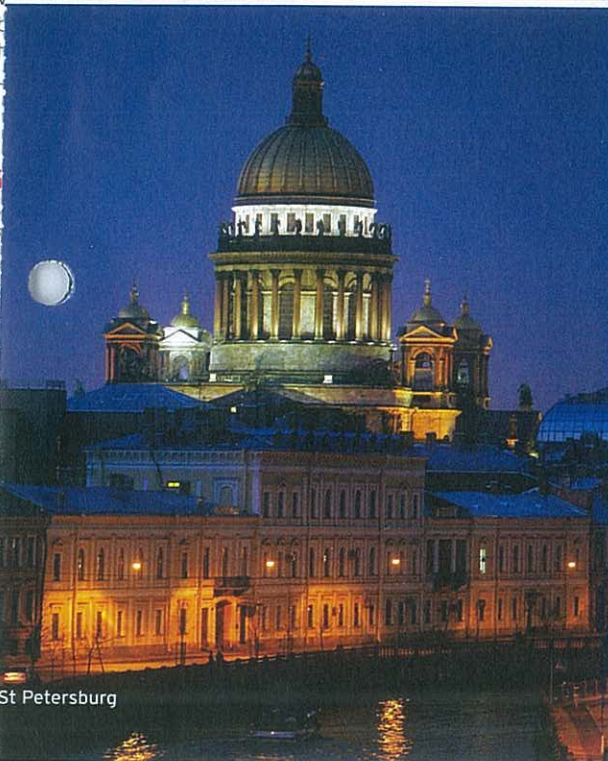
Travel component must be taken by the signatory to this agreement and must be a Director of the company

• If you are unable or unavailable to travel with the group for whatever reason, the travel component of this agreement will be forfeited without compensation

Do  **ain.com.au**
Just what you're looking for



Hermitage Museum – St Petersburg



St Petersburg

REGISTRATION

Registration is by signing and returning the application form. Your Domain representative will be able to answer any questions you have regarding registration and the program in detail.

NOTIFICATION

Successful applicants will be notified by Domain on completion of the qualification period. All travel documents and information will be issued to you at a pre-departure briefing which will be held at Media House in mid July.

CONTACTS

Domain is dedicated to delivering the highest level of customer service and we are here to help answer any questions that you may have about the program.

For further information please contact your Domain representative on **(03) 8667 2085**.

TERMS AND CONDITIONS

Definitions

"Program" or "Target Russia" mean the Target Russia 2010 program offered by The Age Company Ltd ABN 85 004 262 702 ("The Age") and Fairfax Community Network Limited ABN 92 007 412 008 ("FCN").

"Participants" – Any director, principal or advertising decision maker of a company who places commercial advertising in the DOMAIN section of The Age or any newspaper published by FCN and on www.domain.com.au is eligible to participate in the Program. All decisions about Participants in the Program will be determined by The Age and/or FCN (as appropriate) at their absolute discretion.

"Qualifying Period" – The qualifying period for bookings for the Program commences on 1 December 2009 and concludes on 30 June, 2010. Only corporate advertising which appears in the respective Age or Fairfax Community Network newspaper, or on www.domain.com.au, will count towards a Reward Package. Forward bookings for corporate advertising booked in this period but appearing after 30 June 2010 will not be included in the Program.

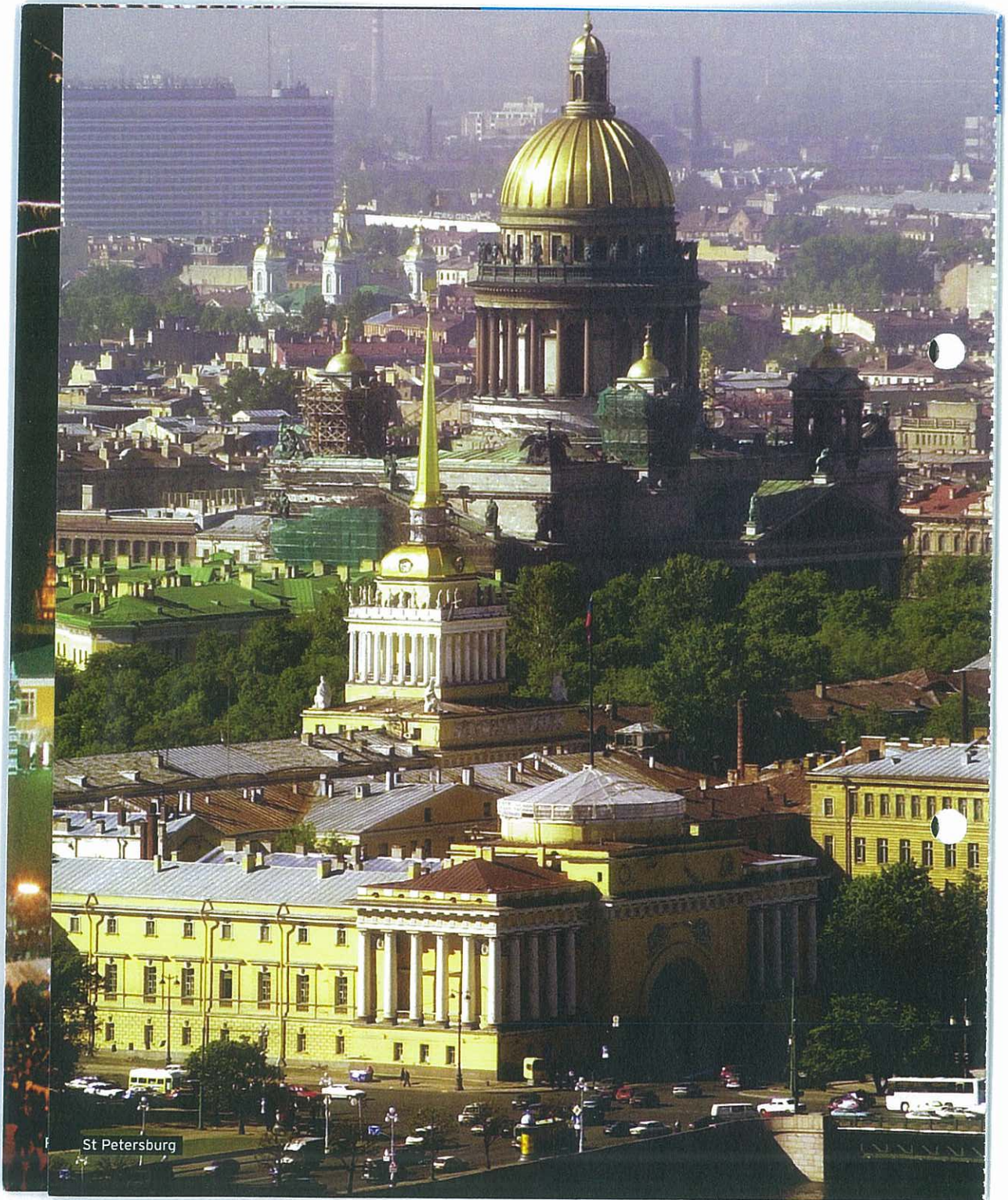
"Corporate Advertising" – Corporate advertising means a company's brand advertising only and excludes any advertisements which include properties for sale, auction or lease. All decisions about what advertising may be included in the Program will be determined by The Age and/or FCN (as appropriate) at their absolute discretion.

"Advertising Target" – Advertising targets are corporate advertising revenue targets for The Age and/or FCN newspapers set by The Age and/or FCN (as appropriate) and determined at their absolute discretion.

"Reward Package" – means the travel package offered by The Age and FCN in recognition of a Participant achieving their corporate Advertising Target. The contents of the reward package will be determined by The Age and FCN at their absolute discretion. The travel package will include return economy airfares to Russia, all accommodation and transfers, selected meals and events/entertainment. Participants must be 18 years or older.

Terms and Conditions

1. This brochure sets out the terms governing the Target Russia 2010 program.
2. The right to a Reward Package is earned only after a Participant's company achieves its agreed Advertising Target. Only Corporate Advertising booked during the Qualifying Period will count towards the Advertising Target.
3. In the event that, during the Qualifying Period, the Participant's company merges with another company, acquires another company or is taken over by another company, the Participant's Advertising Target will be re-evaluated based on the larger size of the new combined corporate group.
4. If a dispute arises over the running of an advertisement as a result of a production issue at The Age or FCN, the Participant will be required to accept a complimentary re-run of the advertisement without further compensation.
5. Participants will be disqualified immediately from the Program if any information provided to The Age or FCN is false or misleading in any respect.
6. All decisions made in regard to Advertising Targets and Reward Packages earned shall be made by The Age and FCN. Such decisions will be final and no correspondence shall be entered into.
7. The Reward Package is a fixed tour package and must be taken by the Participant in the Program in its entirety. If the Participant is unable or unavailable to travel for whatever reason, the Reward Package component of this agreement will be forfeited without compensation.
8. Reward Packages cannot be converted into cash and must be taken as part of the Target Russia group travel trip on the dates specified. Any extensions or additions prior to or after the group trip are at the Participant's expense. Individual components of the Rewards Package cannot be taken separately.
9. All incidentals are at the Participant's own expense unless otherwise stated as part of the Rewards Package.
10. It is a requirement of The Age and FCN that all participants who qualify for the program take comprehensive travel and accident insurance at their own cost. A copy of the travel and accident insurance policy must be provided with The Age's/FCN's nominated travel incentive company prior to travel.
11. The purpose of Target Russia is to reward corporate support. No Rewards Package may be transferred to another person within the company should a Participant leave that company during the Qualifying Period. A Participant who changes their company of employment during the Qualifying Period will be required to seek the written permission of The Age and FCN before being able to transfer their Rewards Package. Such permission is at the sole discretion of The Age and FCN.
12. Rewards Packages are specific to the individual Participant and may not be used by the Participant as an internal incentive, or in any type of consumer or sales promotional activity. Nor may they be sold to another party.
13. None of The Age, FCN nor any of their related bodies corporate, officers, employees or agents shall be liable for any death, loss, personal injury or property damage whatsoever ("Loss"), whether as a result of negligence or otherwise, that is suffered by a Participant in the Program or a reward recipient or accompanying person under the Program or arising as a result of the Program. Each Participant, reward recipient and accompanying person hereby indemnifies each of The Age, FCN and their related bodies corporate, officers, employees and agents against any Loss incurred by that person as a result of or arising in relation to the Program.
14. The Age and FCN reserve the right to change, amend, or vary any part of the Program, including these terms and conditions, at any time, in their absolute discretion, without notice and without assigning any reason therefore. Furthermore, The Age and FCN reserve the right to extend the Program in whole or in part at their absolute discretion at any time without prior notice.
15. The Program is offered at the absolute discretion of The Age and FCN. The Age and FCN expressly reserve the right to withdraw, cancel, vary or change in any way at any time without notice any of the rewards offered or advertised as available in this Program. In that event, neither The Age nor FCN shall be held liable for any loss or damage suffered by Participants resulting from such withdrawal, cancellation, variation or change.
16. The Age and FCN reserve the right to cancel the Program and the Rewards Package, if they deem the number of Participants is insufficient.
17. It is the responsibility of the Participant to advise The Age and/or FCN of any change of address details during or after the Qualifying Period.
18. Reward Packages may be subject to fringe benefits tax. Neither The Age nor FCN is in a position to advise on tax implications and therefore recommend that Participants seek guidance from their tax advisers.



St Petersburg