


# New TLD Launches

## Which launch phase should I choose?



**Sunrise Phase**


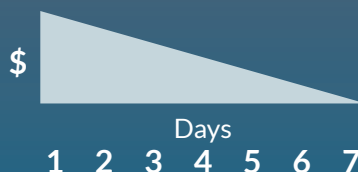
Sunrise is the first phase in a domain launch and is reserved for trademark holders registered with the Trademark Clearinghouse



Day 1-3 Day 4-7

**Landrush Phase**

Landrush is a priority phase that gives anyone the opportunity to pay a fee and register their domain name before it goes to General Availability. There are 7 days in Landrush. The price to gain access decreases throughout the week along with your odds of securing the perfect name



**General Availability**

Anyone can register any available domain once a launch hits the General Availability phase. General Availability Pre-Orders will be automatically processed when the GA begins and is the best chance you have to get your name first.