

Welcome to...

The North Central Directory



Advertise with us...

If you're looking to sell goods and services within St. Arnaud, Charlton, Wedderburn and surrounding areas www.northcentralbusiness.com.au is perfect for you!

The North Central News, our locally owned and independent newspaper, has a community-minded focus, with information and news about local issues and events along with comprehensive coverage of local and regional sports and human interest stories.

We are passionate advocates for the local stories of our region, and cover the issues affecting us all. We also play an important role in promoting our great local businesses and organisations, and keeping business local.

The North Central Directory is a Local Business Guide connecting our local residents with some of our great local businesses.

The responsive (smartphone friendly) website features a dedicated page for each of our businesses; complete with pictures, video, logo, phone (with Click to Call), fax, street address, email & website addresses, links to social media, opening hours, Google map (with Directions to your Location) and space for a 200 word blurb on each business.

We're all about... Keeping it Local!

Find out more

We'd love to invite every local business to be part of Your Local Business Guide. To find out how we can support your business online... **contact our team on 5495 1055.**



Directory Only Pricing



Feature Adverts

Home Page



\$50^{P/WK}
 (Also includes a
 Category Page advert)

Category Page



\$40^{P/WK}

Search results display in order of priority and 'best fit' against the searched word/s.

The screenshot shows the search results interface for 'North Central Directory'. At the top, there is a search bar with the text 'What are you searching for?'. Below the search bar, the results are displayed in a list format, ordered by priority. Each listing includes a 'FEATURE' icon, a title, a location (St. Arnaud 3478), a 'More Details' button, and a price tag. The listings are as follows:

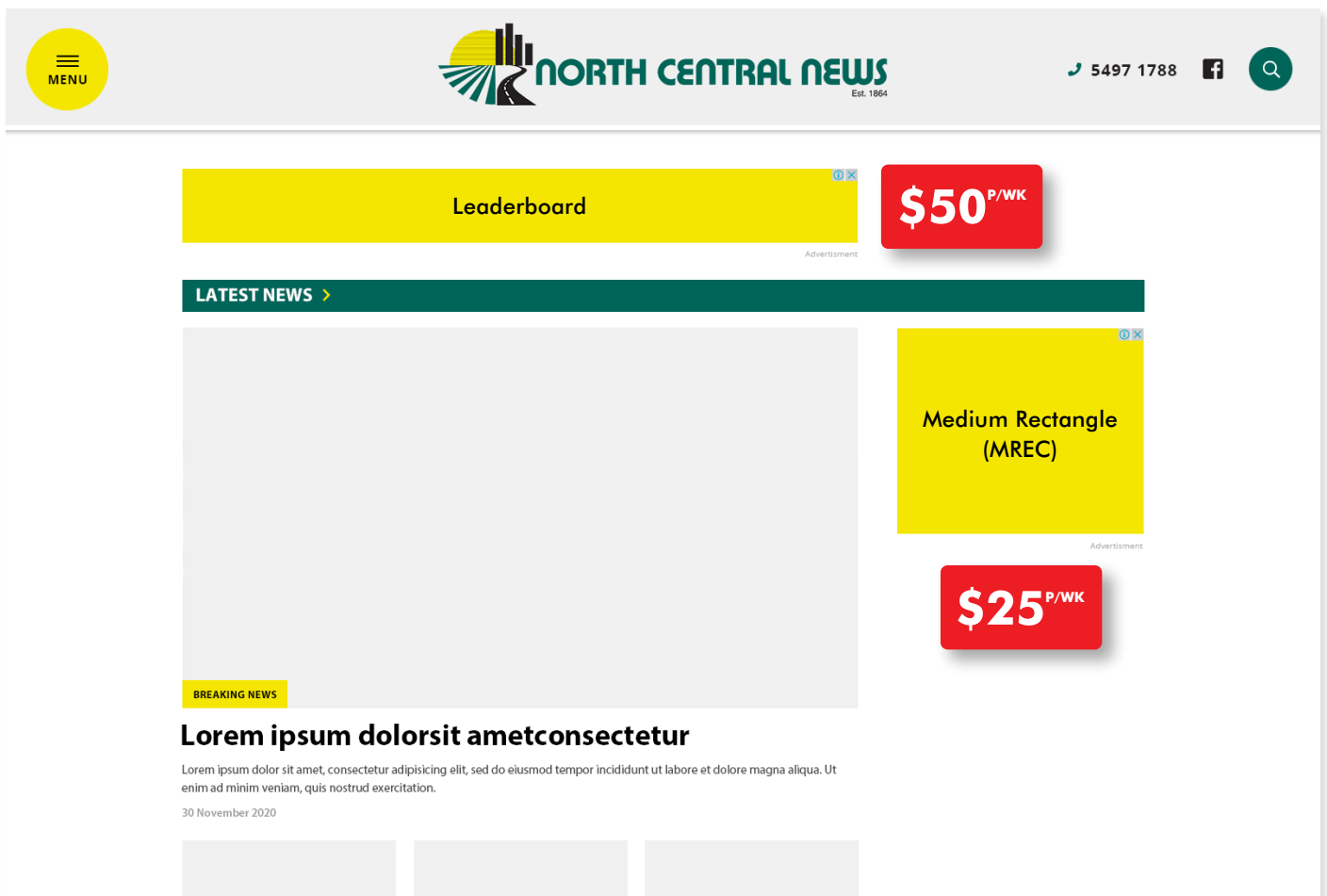
- Feature Adverts:** Includes with EVERY HOME & CATEGORY ADVERT. Price: \$50^{P/WK}.
- Priority 1:** Price: \$30^{P/WK}.
- Priority 2:** Price: \$25^{P/WK}.
- Priority 3:** Price: \$20^{P/WK}.

At the bottom of the search results, there is a section for 'Popular Categories' indicated by a star icon.

Add extra categories to your listing for \$4 per month.

Advertise with North Central News

Targeted digital advertising alongside the North Central News local issues and events, comprehensive coverage of local and regional sports and human interest stories.



The screenshot displays the North Central News website interface. At the top, there is a navigation bar with a 'MENU' button, the North Central News logo, a phone number '5497 1788', and social media icons. Below the navigation bar, a yellow 'Leaderboard' ad is shown with a red price tag of '\$50 P/WK'. Underneath, a 'LATEST NEWS' section features a large placeholder for a 'Medium Rectangle (MREC)' ad, which is priced at '\$25 P/WK'. The page also includes a 'BREAKING NEWS' section with a placeholder for an article titled 'Lorem ipsum dolor sit amet consectetur'.

Specifications

Leaderboard Ads: 728pxW x 90pxH

Medium Rectangle (MREC) Ads: 300pxW x 250pxH

File Formats: PNG, JPG, GIF

File size: <500kb

Ad Rotation

Each of our advertising spaces are on randomised rotation, with a maximum of 1x Leaderboard ad, 6x MREC ads displaying at a time on top level pages, and 1 of each on Article pages.