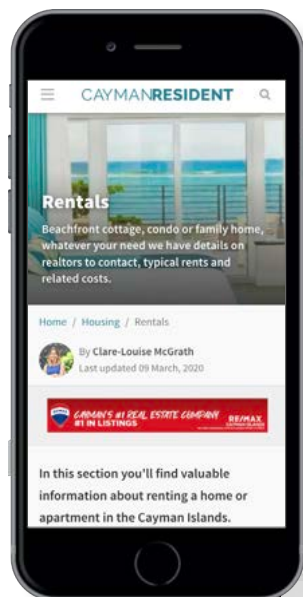# What's New

- Over 1500 pages of ''Really useful information''
- Supports timely 'Blog-style' content
- Supports sponsored content
- Supports video
- New larger banner options
- Delivers more banner impressions
- Improved 'Call to Actions'
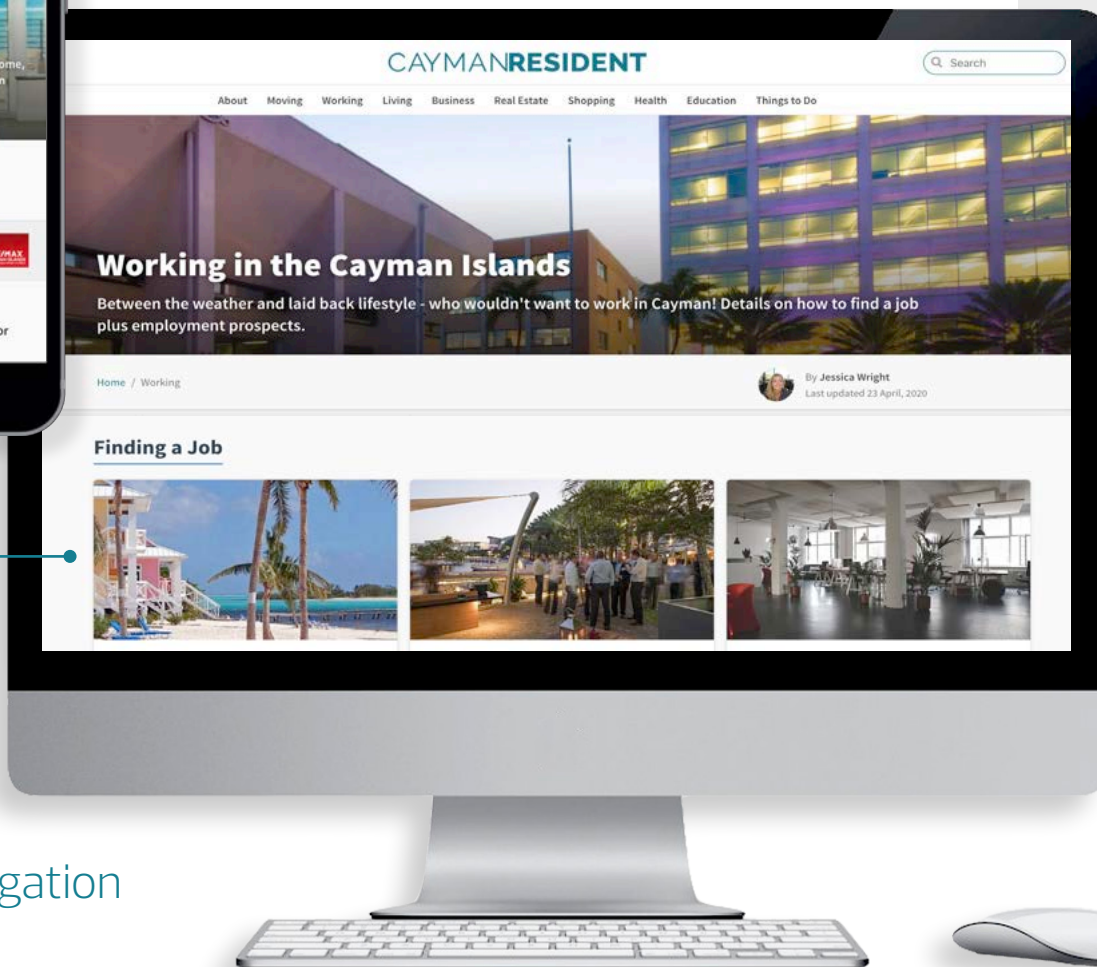- New Dashboard gives clients real-time access

New Homepage
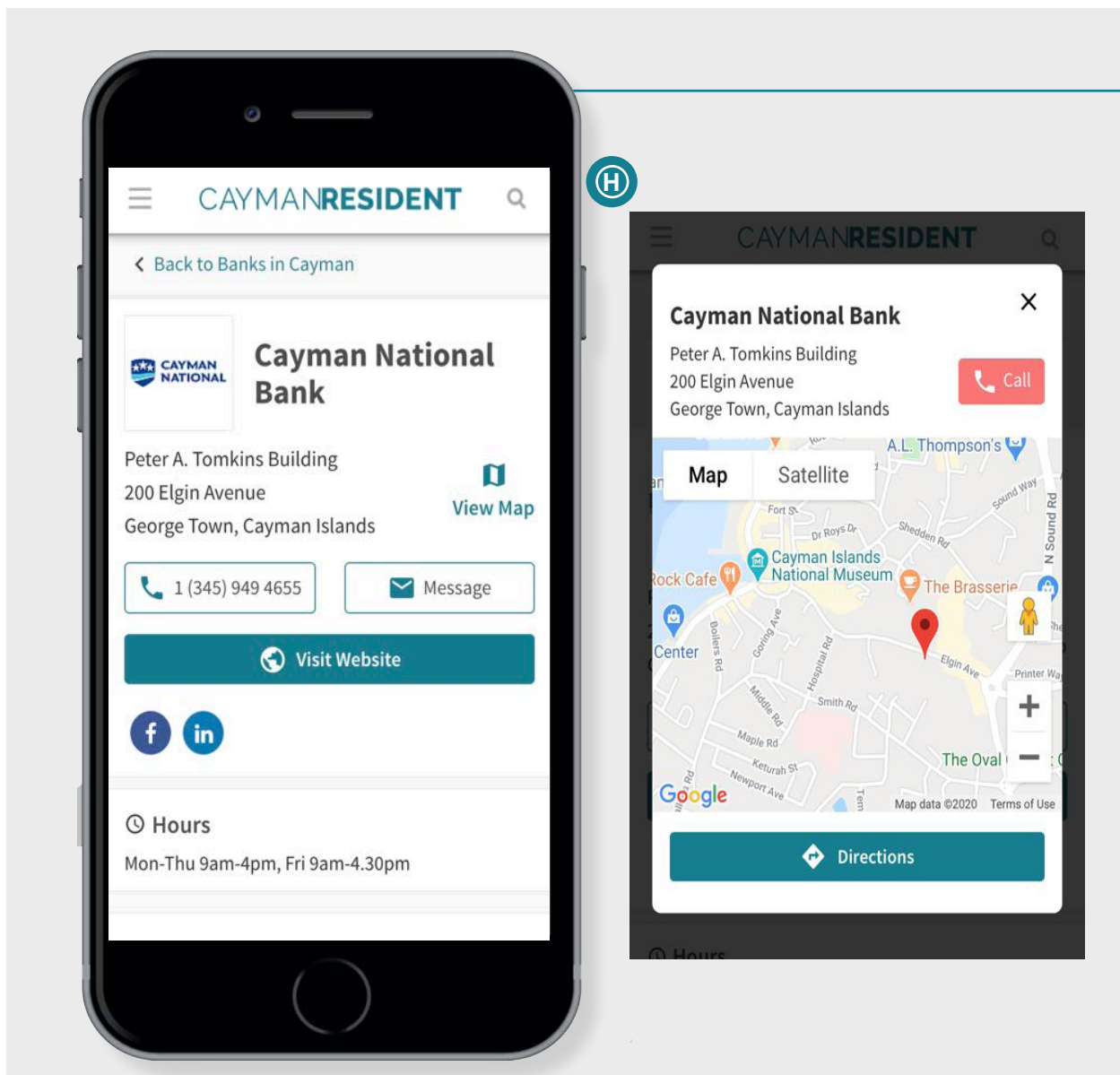
New Landing pages

Integrated Articles

Improved
Section Navigation

Technical Enhancements

- Improved navigation and UI
- Supports animated HTML5 Banners
- Improved performance
- Uses new Smart search engine
- Dynamic filtering capabilities
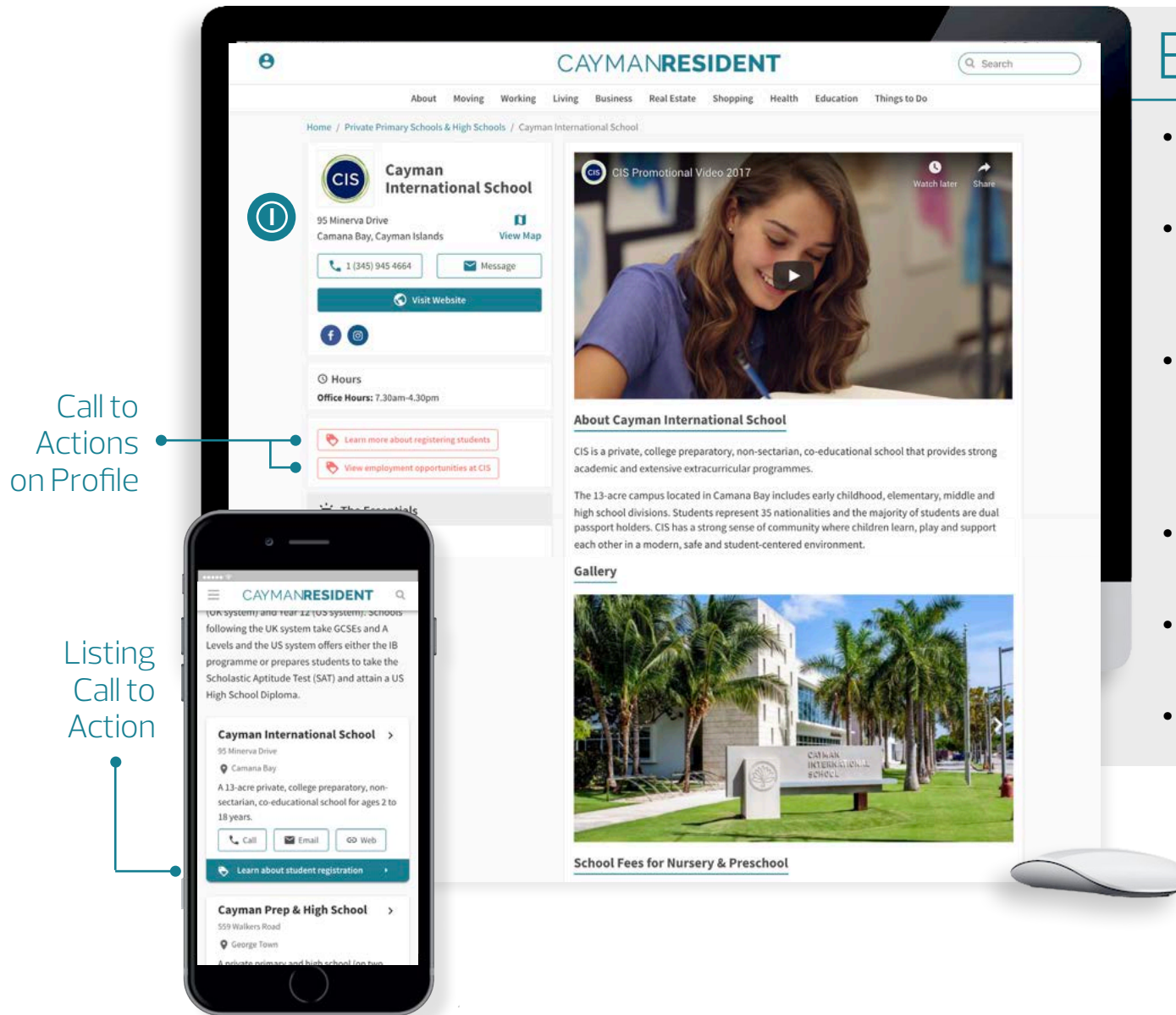- Improved geo and platform targeting for banners

Features

- All your contact information
  - Address
    - Phone number
    - Web and email links
    - Social media links
    - 250 word description

- Your location on a map

- Multiple highlights

- Now includes your logo

- The relevant categories/services your business provides

- Opening hours

Call to Actions on Profile

Listing Call to Action

Benefits

- Includes all Standard Profile information

- Improved ranking (Advanced Business Profile Listings are placed above Standard Listings)

- Multiple 'Call to Actions' on Listing and Profile
  - Improves click through rate
  - Links to unique URL or email

- Video (Vimeo, YouTube and client hosted .mp4)

- Images (photos, ads, staff, product)

- Extended description

Benefits

- Premium high impact banners
- Five banner positions per page
- Supports fully animated HTML5 banners (no time restrictions)
- Different banners served on mobile (maximises user engagements)
- Supports geo and platform targetting

Ⓐ Homepage Banner

CONTENT SPECIFIC BANNERS

Group Banner (shared)
Consumer, Business, Moving, Real Estate
Health, Education, Social
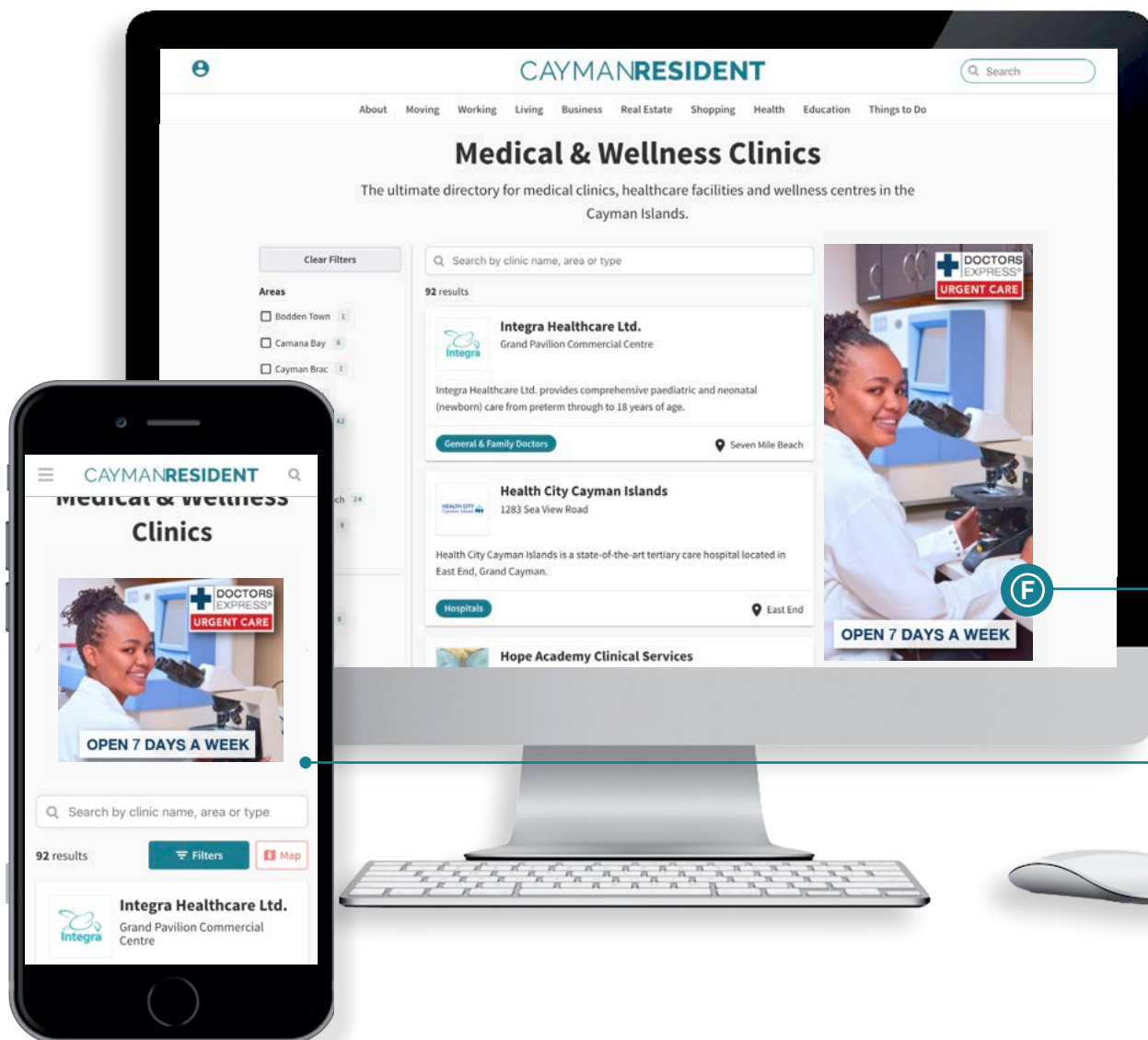

Benefits

- Content specific banner placement

- Low banner saturation
  (typically only 3–4 banners per page)

- Supports animated HTML5 banners

- Supports geo & platform targetting

Exclusive Chapter+ Banner
(exclusive, sticky, double height banner)

Chapter+ Banner
(shared, sticky, double height banner)
only available if exclusive banner has not
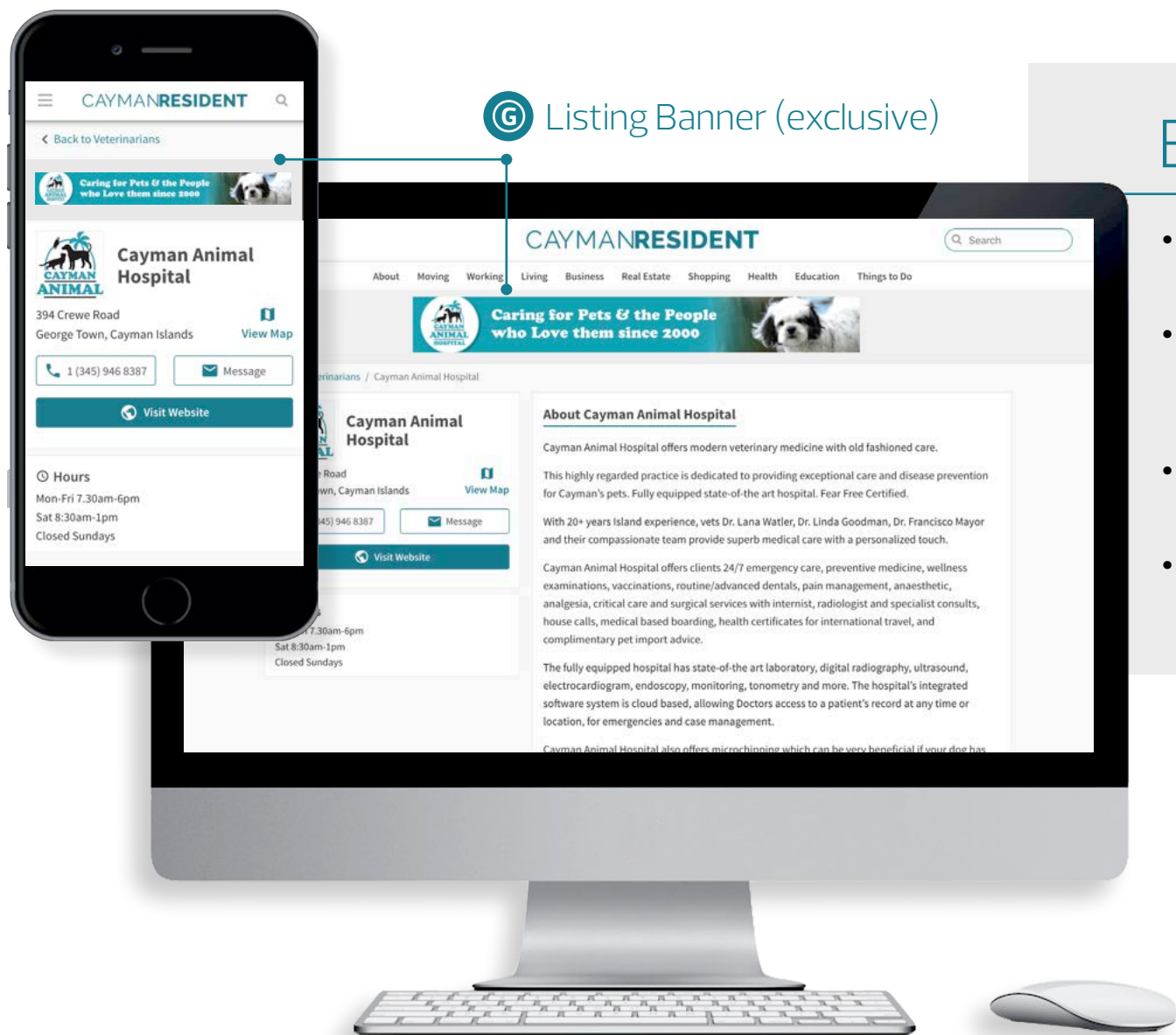been reserved

Standard Banner (shared)

Benefits

- Highly targeted banner placement
- Large visibility format 300 x 600px
- Low banner saturation (typically only 3 banners per page)
- Supports animated HTML5 banners
- Supports geo & platform targetting

Search Banner
(shared, sticky, double height banner)

Doctors, Schools, Staycations, Clinics

Ⓖ Listing Banner (exclusive)

Benefits

- Banner draws attention to Business Listing on page

- Increases visibility as new leaderboard banner now appears above and below business details on Profile page

- Allows key messaging and other branding to be included

- Banners can be linked to any URL or email