

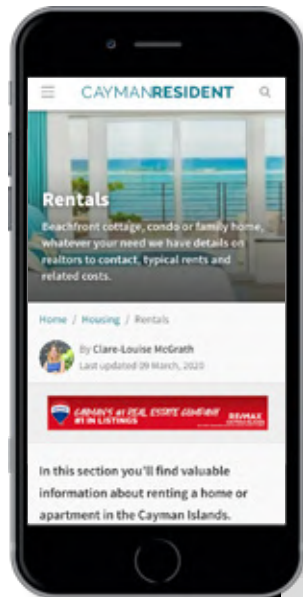
## What's New

- 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

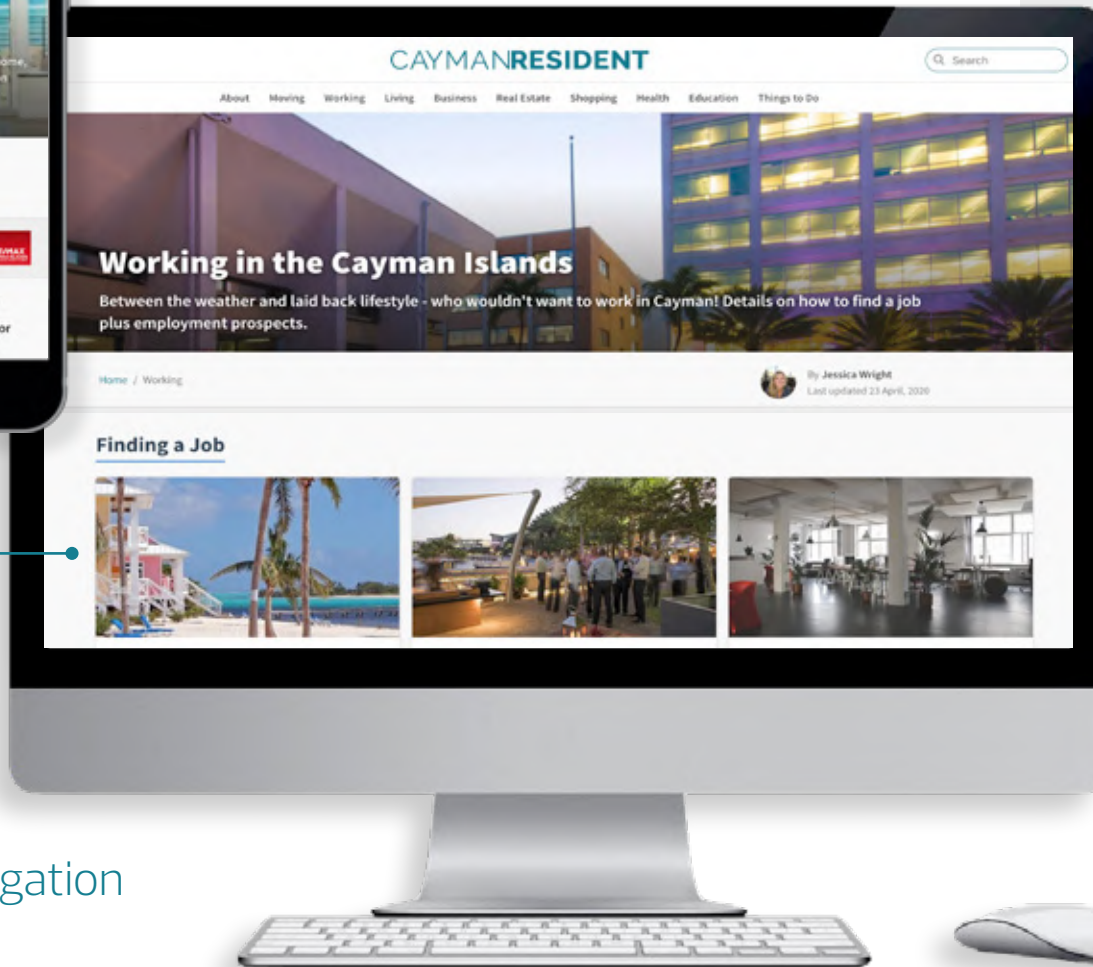
New Homepage



New Landing pages



Integrated Articles



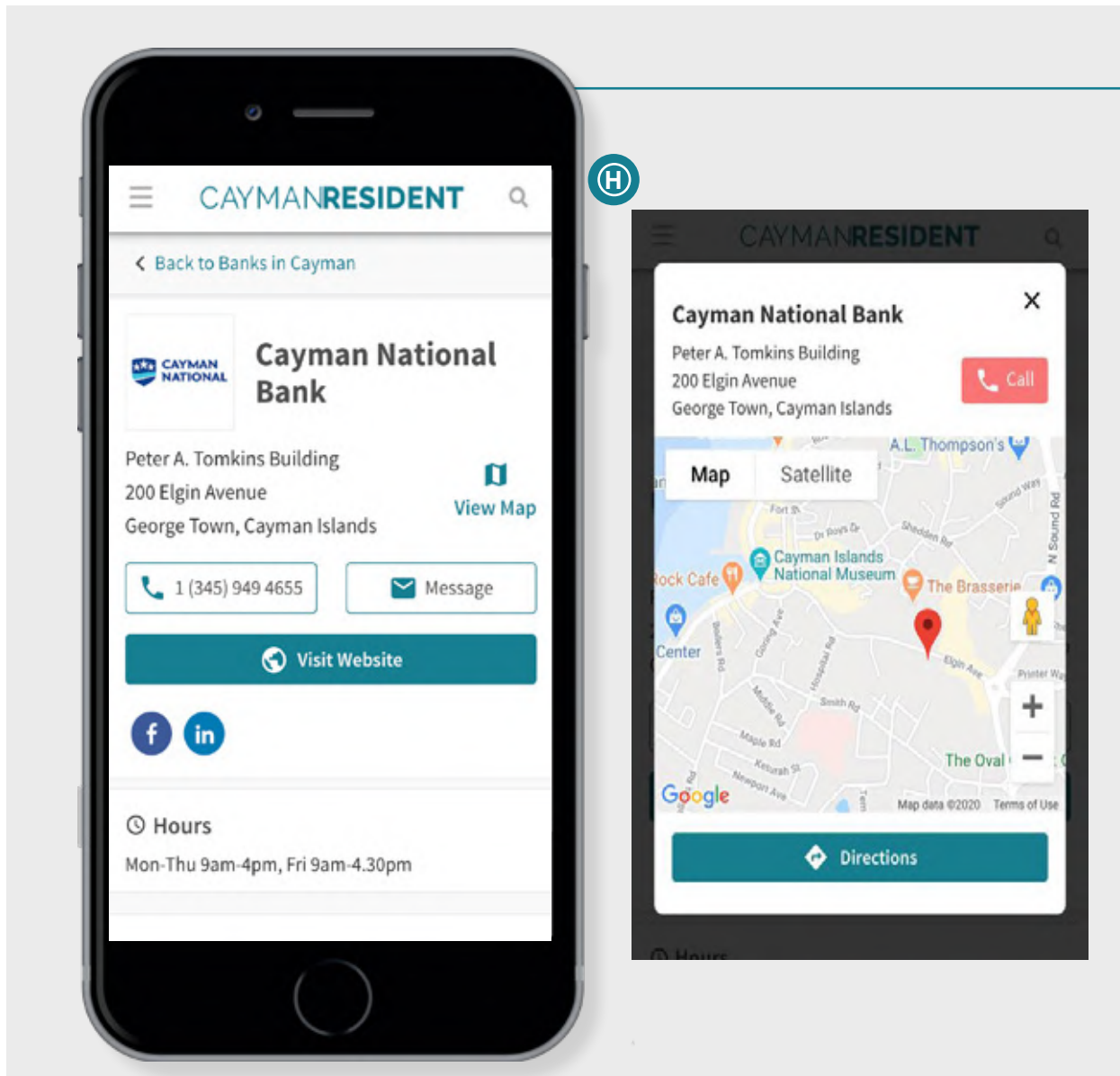
Improved Section Navigation

## 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

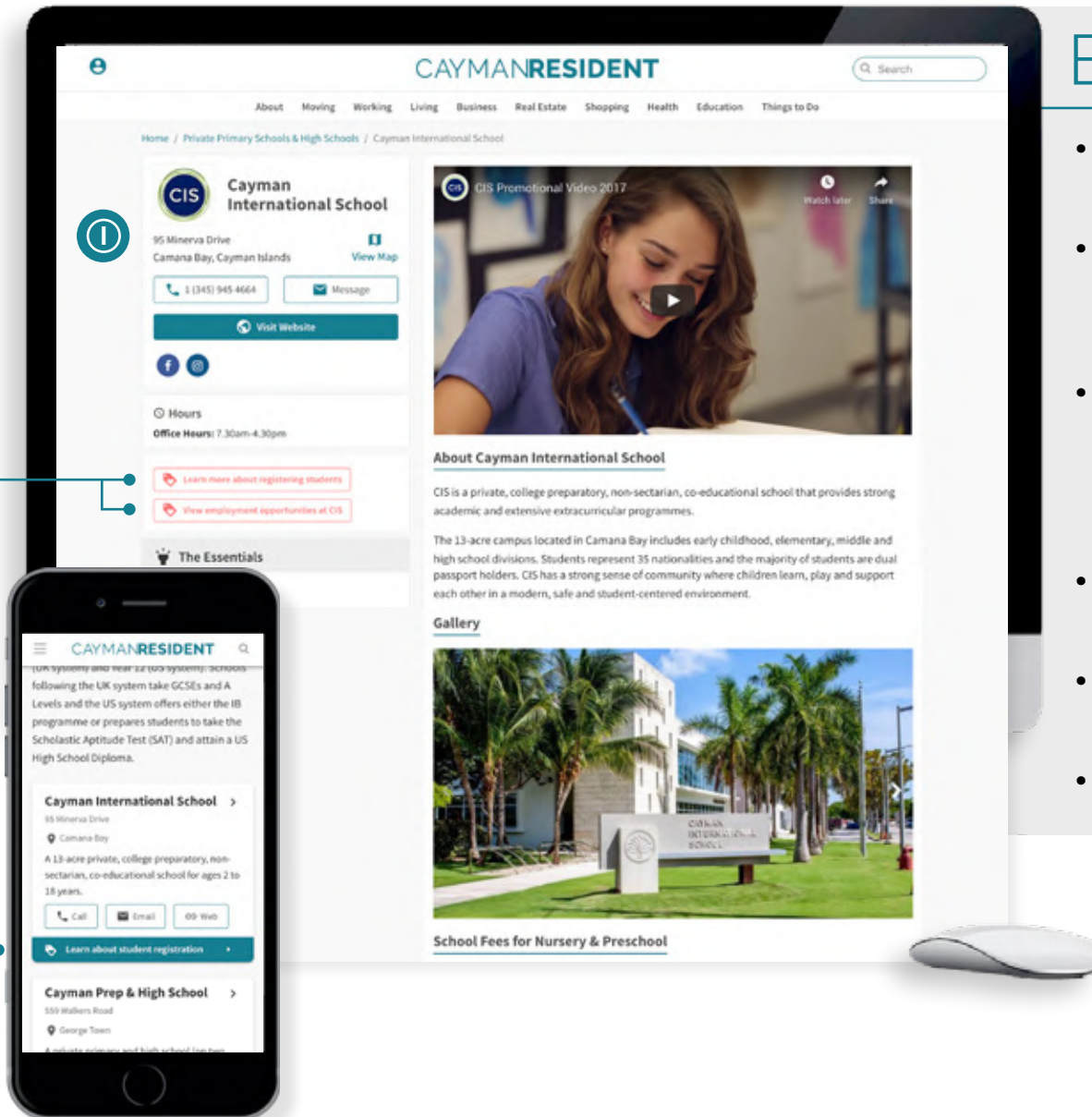


# Benefits

- 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

Call to Actions on Profile

Listing Call to Action





## 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 targeting

• Homepage Banner



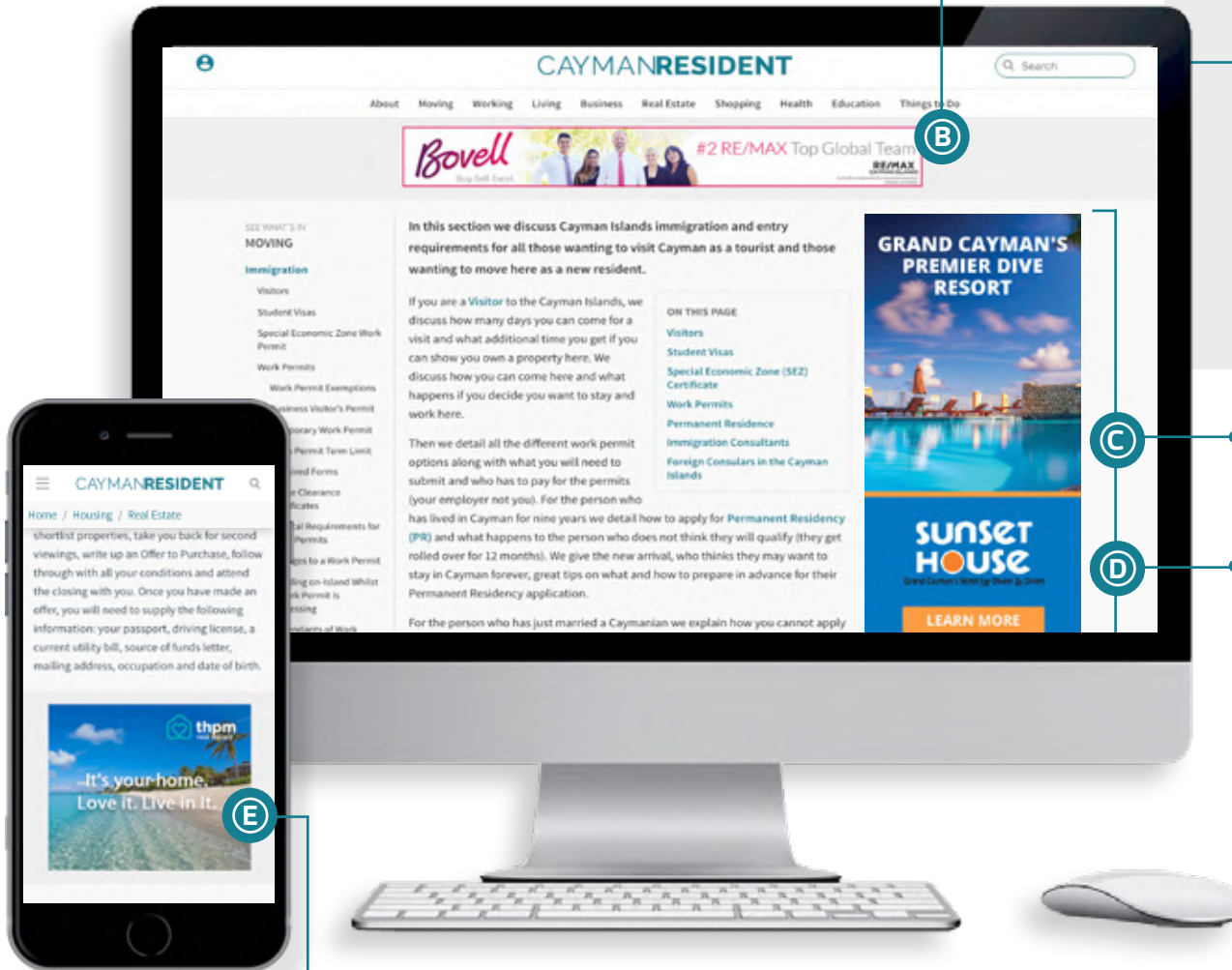
# CONTENT SPECIFIC BANNERS

# CAYMANRESIDENT

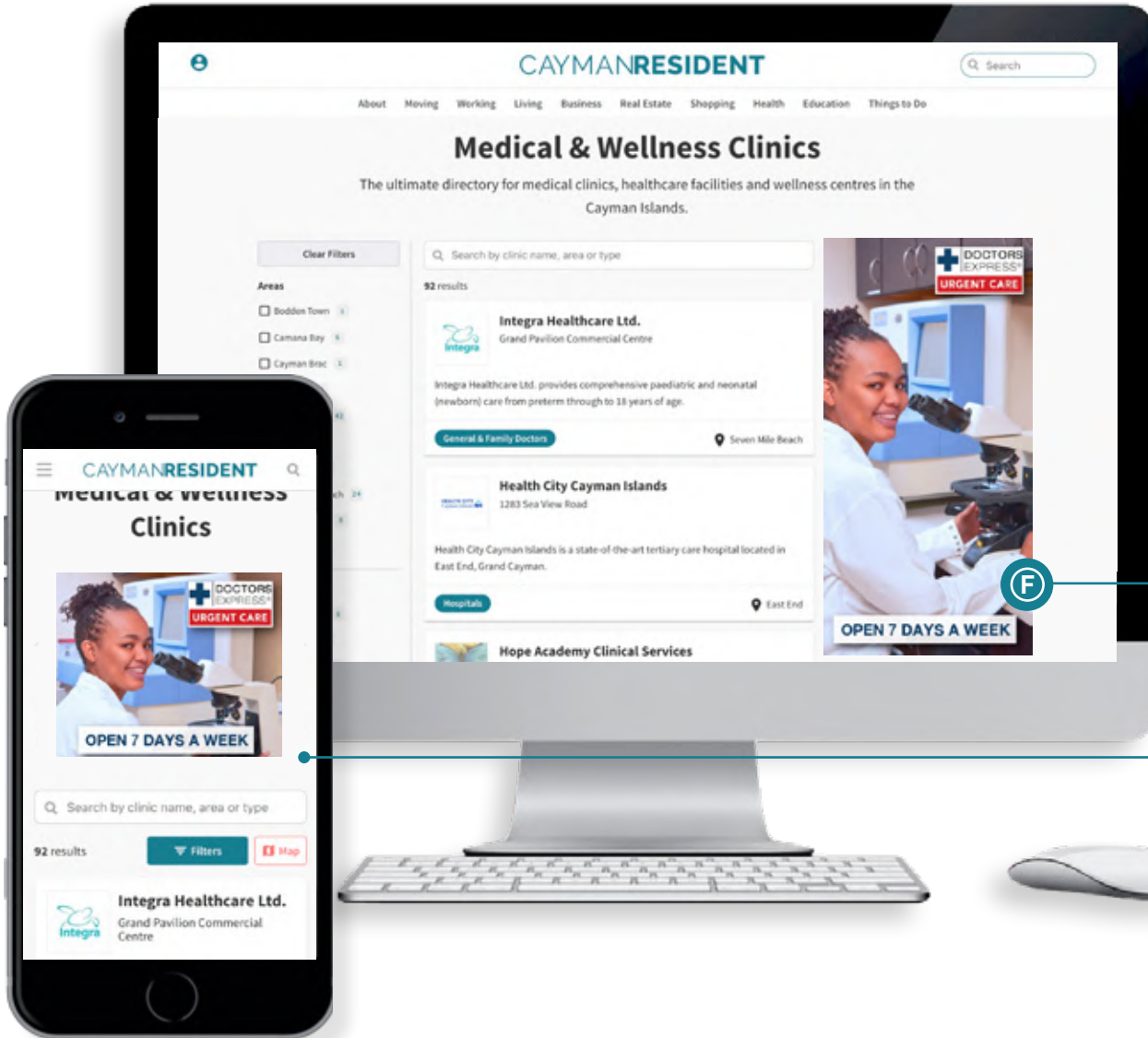
Group Banner (shared) •  
Consumer, Business, Moving, Real Estate  
Health, Education, Social

## Benefits

- Content specific banner placement
  - Low banner saturation (typically only 3-4 banners per page)
  - Supports animated HTML5 banners
  - Supports geo & platform targeting
- 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 targeting

Search Banner  
(shared, sticky, double height banner)  
Doctors, Schools, What's Open, 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