

# Welcome to... The Wimmera Mallee Directory...



## Advertise with us...

If you're looking to sell goods and services within Warracknabeal, Dimboola, Rainbow, Jeparit, Yaapeet and surrounding areas, [www.wimmeramalleebusiness.com.au](http://www.wimmeramalleebusiness.com.au) is perfect for you!

**The Warracknabeal Herald, The Dimboola Banner & The Rainbow Jeparit Argus** Newspapers are our locally owned, independent newspapers, delivering comprehensive coverage of news, sports and events across our region for 100+ years.

We are passionate advocates for the local story of every town in our region, and cover the issues affecting us all.

In addition to providing well researched news and sporting coverage of the Wimmera Mallee, we also play an important role in promoting our great local businesses and organisations.

**The Wimmera Mallee Directory** will further help connect our local residents with our great local businesses.

The responsive 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 from your Location) and space for a 200 word explanation of each business offering.

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

## Find out more

We'd love to invite every local business to be part of The Wimmera Mallee Directory. To find out how we can support your business online... **contact our sales team on 5398 2033.**



**Online Dedicated Page per Business includes...**

- Business Address
- Phone No. (click to call)
- Email & Website Address
- Social Media Links
- Opening Hours
- Business Description
- PDF Download Buttons
- Photo Gallery (click enlarge)
- Youtube Video Clips
- Dynamic Google Map
- Google Map Directions from your Location

The screenshot shows a web page for 'Ritchies SUPA IGA Warracknabeal'. At the top, there are logos for 'Herald', 'Banner', and 'THE ARGUS'. Below these is the 'The Wimmera Mallee Directory' logo and the text 'Your Local Business Guide'. A search bar contains the text 'What are you searching for?'. The main content area features the business name 'Ritchies SUPA IGA Warracknabeal' in large orange letters. To the left is a business card-style box with the IGA logo, address '141 Scott Street Warracknabeal 3393', phone number '5394 1600', and social media links for Facebook and a website. Below this is an 'Opening Hours' box. To the right of the business card is a 'Shop local to support local!' section with a paragraph of text and a 'Download PDF' button. Below the text are four small images: a 'New Open!' sign, a salad bowl, two bags of Doritos, and a bowl of fruit. At the bottom of the page is a Google Map showing the location of the store on Scott St. A button at the bottom right says 'Business Owners Update your Listing'.

## PRICING SHEET

### Online Directory Only



### Feature Adverts

Home Page



**\$90<sup>P/M</sup>**  
(Also includes a  
Category Page advert)

Category Page



**\$60<sup>P/M</sup>**

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

The screenshot shows a search results page for 'The Wimmera Mallee Directory'. At the top, there are logos for 'Herald', 'Banner', and 'THE ARGUS'. Below that is the directory logo and a search bar. The search results are displayed in a list format, with each result showing a placeholder image, a title, a location, and a 'More Details' button. To the right of each result is a price tag. The results are as follows:

Advert Type	Location	Price (P/M)
The Wimmera Mallee Feature	Suburb 3437	Included with EVERY HOME & CATEGORY ADVERT
Feature Adverts	Suburb 3444	\$45
Priority 1	Suburb 3444	\$30
Priority 2	Suburb 3444	\$30

At the bottom of the screenshot, there is a 'Popular Categories' section with a star icon. The footer contains copyright information and contact details: '© 2018 The Guardian Directory - Your Local Business Guide | Why The Guardian Directory? | Advertise with The Guardian Directory | Advertise with Us (03) 5398 2033 >'.

**Add extra categories** to your listing for \$5 per month.

**The Wimmera Mallee Directory, Keeping Business Local**

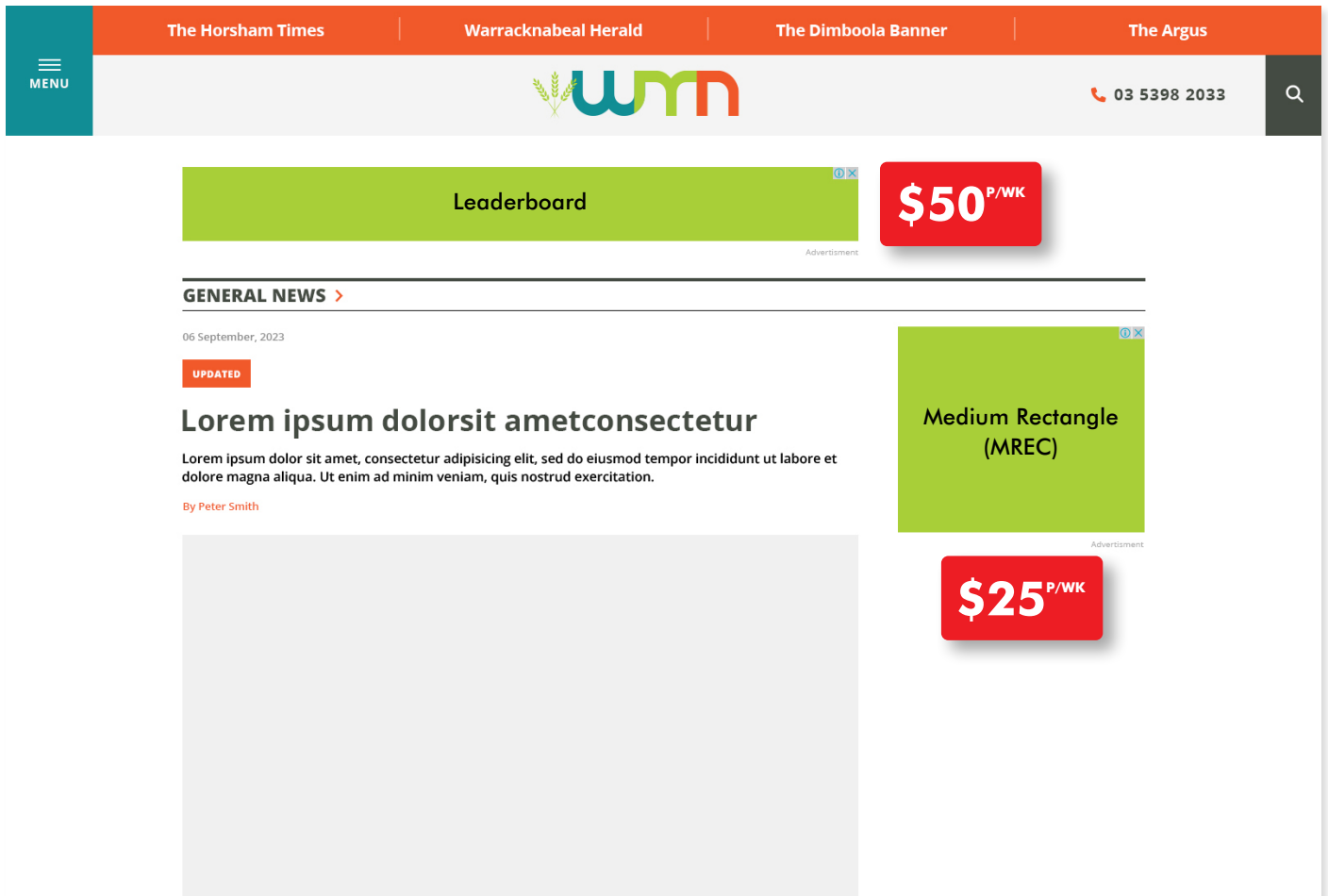
## PRICING SHEET

### Newspaper Ads



### Advertise with Wimmera Mallee News

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



### 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.

*The Wimmera Mallee Directory, Keeping Business Local*