

Advertising Guidelines for Canberra Business News

2018/2019

Launched in 2014, Canberra Business News is a new online platform for new and existing start-ups and entrepreneurs, as well as early stage and high growth businesses to connect and access information and news about the Canberra business sector.

Canberra Business News delivers content on:

- Our [Tastemakers](#) section has articles about businesses setting trends about what we wear, hear, see and eat.
- Our [Game-Changers](#) - are those visionaries who change the status quo, shift our thinking and disrupt whole industries.
- Our [Entrepreneurs](#) section features our local start-up success stories.
- Articles that contain tips and suggestions on [funding](#), [networking](#) and [business tips](#).
- The [Innovation Ecosystem](#) and events in our [region](#).
- [Upcoming Events](#).
- 'How to' articles and interviews on topic including the [Start-up of You](#), [Good Idea What Next](#), [How To vs. What If](#) and [Habits of Successful Entrepreneurs](#).
- Big picture stuff including perspectives on the [Future of Work](#).

Advertising Opportunities

The focus of Canberra Business News is on providing good quality content and advertising is therefore limited to advertorial.

Advertising is placed in the top rotating slider of the website (see the red arrow below):



Advertising slider and link to article



The advertising links to an article through a read more button.

The following is needed for the advertisement:

- **Image** - An image 730 pixels (width) x 267 pixels (high). The image must not simply be a company logo
- **Slider text** -A heading and introductory text no longer than 180 characters (including spaces)
- **Article** - An article between 500 and 750 words. The tone of the article needs to be informative and conversational. Note: A hard-sell approach does not fit with this publication or audience.
- **Bio Box** - A brief description of your business – no more than 700 characters (including spaces) as well as a link to your website.

If you have any questions about the content of your article or advertising in general, please contact the team at Lighthouse on (02) 6163-8300 or email advertising@canberrabusinessnews.com.au.