

INTERNET TV FOR CHARTERS TOWERS

THE
WORLD

Network-Quality News,
Locally Made.

www.ctnetwork.com.au



THE PREMIER DESTINATION FOR LOCAL NEWS AND STORIES!

Introduction

The CT Network is a local Charters Towers based internet TV provider presenting stories of local interest, news, information, and advertising through video.

We provide a local platform to showcase our community's stories from triumphs to setbacks.

The platform is user-friendly, easy to navigate, and has a wide variety of local content.

Professionals

The CT Network is powered by local Charters Towers based digital media production business - Towers Filmworks.

Offering cinematic storytelling, Towers Filmworks has been operating within Charters Towers since 2020 and has covered some of the largest events in the community.

Filmmaker, Orvon Gough, has over 30 years experience working on TV, corporate, documentary, social media, and events productions.



THE SMARTEST WAY TO ADVERTISE LOCAL – AND LOOK NATIONAL!

Advertise with Us

We do more than just tell stories — we connect the Charters Towers community through the events, achievements, and voices that matter most.

From big local events like the Motorshow & Swap Meet and Country Music Festival to rural events like the ICPA swim clinic and Horse of the North, to local sports and art features — our news captures the full spectrum of life in the region.

This broad storytelling allows us to reach a wide and diverse audience — farmers, families, artists, athletes, business owners, and beyond.



**Over 200,000
organic views**



**Wide reach to a
diverse audience**



**3 to 5 stories per
week**



**Accessed via
web, Youtube,
Facebook**

**Numbers are based on the first 10 weeks since launching*

If you're a local business wanting to reach real people, not just ad impressions, advertising with The CT Network is your opportunity to become part of the stories that unite this community.

Let's work together to keep the Charters Towers community informed — and your business front of mind.

***“Our aim is to produce high quality TV styled local news
and content for Charters Towers.”***

- Orvon Gough, Producer - CT Network

BIG VISIBILITY FOR LOCAL BUSINESS.

Pinnacle Partner

Your Brand at the Heart of Every Local Story

Become a Pinnacle Partner — the highest level of sponsorship with the CT Network, designed for businesses that want premium exposure and deep integration with Charters Towers' most-watched local media platform.

\$2,000 + GST per month (limited to 4), Pinnacle Partners receive:

Branded Lower Third in Every News Video

- Your business logo featured as a subtle, professional lower-third pop-up in every video news story we release. Your logo stays on any videos you sponsored — permanently. Even if you stop advertising with us.

End Frame Logo Placement

- Your logo showcased at the end of each story — a lasting impression for thousands of viewers. Again, your logo remains with sponsored videos forever.

Raw Footage for Featured Stories

- If your business is featured in a story, we'll provide raw, broadcast-quality footage — perfect for submitting to regional or national news networks.

Custom Business Profile Video

- We'll create a polished 1–2 minute video spotlighting your business — hosted on our website and shared to our YouTube channel and Facebook page.

Monthly Facebook Video Ad Post

- We'll create a 30 second video ad for your business every month to post on our Facebook page, seen by our highly engaged local audience.

Top Banner & Mid page Website Ads*

- Prime real estate on our website — your business banner ad in the topmost position for maximum visibility.



YOUR PARTNER FOR COMMUNITY-MINDED ADVERTISING.

Community Partner

Community Support. Real Visibility.

The Community Partner Package is built for Charters Towers businesses that want consistent local exposure at an accessible price. This tier is perfect for businesses that want to support local news, stay visible, and be part of the growing CT Network — without stretching the budget.

\$900/month + GST (limited to 6), Community Partners receive:

End Frame Logo Placement

- Your logo showcased at the end of each story — a lasting impression for thousands of viewers. Your logo stays on any videos you sponsored — permanently. Even if you stop advertising with us.

Logo Featured in Our Business Profiles Section

- Your logo will appear alongside our major sponsors in the business partner section of our website — giving your brand association with our premium content.

Monthly Facebook Static Ad Post

- One branded image post per month on our Facebook page, seen by our highly engaged local audience.

Mid-Page and Large Sidebar Website ads*

- Your ad featured in a prominent middle section of our homepage — right where our viewers scroll and engage.



WHERE LOCAL BUSINESSES GET SEEN, TRUSTED, AND REMEMBERED!

Local Supporter

Local Support. Affordable Reach.

The Local Supporter Package is designed for small businesses, sole traders, and community-minded operators who want to show their support while gaining affordable visibility.

\$350/month + GST (limited to 10), Local Supporters receive:

Logo Featured in Our Business Profiles Section

- Your logo will appear alongside our major sponsors in the business partner section of our website — giving your brand association with our premium content.

Monthly Facebook Static “Shout Out” Post

- Your logo featured with other sponsors (collage) as a shout out for your ongoing support, seen by our highly engaged local audience.

Sidebar and Bottom Banner Website ads*

- Your ad featured on our homepage and on our news content pages.

****Terms and Conditions apply for all sponsors. Ad locations display in different locations depending on end-user's device. Website ads are scrolling, static ads. Contact us for full information.***



Local Student Sets Sail on Young Endeavour



Top Riders Compete as Horse of the North Returns to Charters Towers



Full Throttle Fun at the Charters Towers Motor Show

ADVERTISE WITH CT NETWORK – YOUR BRAND IN THE SPOTLIGHT!

Maximum Exposure

Why Advertise with CT Network?

Maximum Local Impact – Reach an engaged, loyal audience with premium, TV-style news content that locals trust and visitors seek out.

Support What Matters – Your business is showcased alongside community stories, volunteer-led events, and the people who make Charters Towers special.

Tourism & Event Exposure – Be seen during major local events that attract out-of-town visitors looking for places to eat, shop, and stay.

Multi-Platform Reach – Get noticed across our website, YouTube, and Facebook — extending your brand's presence beyond traditional local media.

Professional Quality, Local Connection – Stand out with polished video content that rivals national broadcasts — all at locally accessible rates.

“Our focus is on community, volunteer groups, and local events. When your business advertises with us, it’s not just seen — it’s seen doing good.”

- Miriam Gough, Producer - CT Network





CONTACT INFORMATION



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