



# 2024

# Advertising KIT

## Tell Your Brand's Story



## BBB ONLINE ADVERTISING

### BBB FEATURE LISTINGS

Pin your company to the top of the BBB directory in your business categories

STARTING AT + GST/year

\$1,800

### BBB DISPLAY ADS

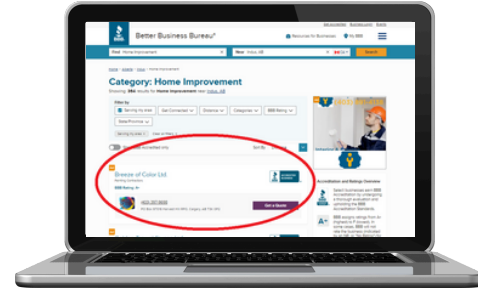
Increase your chances of getting noticed with classic and video display ads

\$1,500

### BBB BUNDLE

Bundle the feature listings and display ads to get the most value for your business.

\$3,000



#### About the program

Run ads on BBB.org

- Over 1.5m page views in 2023
- 690k+ visits
- 2.9m events

## GOOGLE ADVERTISING

### GOOGLE SEARCH ENGINE SOLUTIONS (SES)

When users search Google for your services, we want you to stand out on Google!

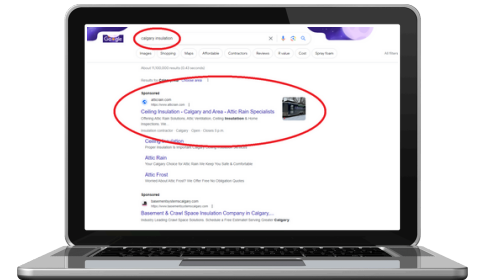
STARTING AT + GST/year

\$3,000

### Double Up and Stand Out

Double your chances of being seen on Google SES and featured on BBB.org.

\$4,200



#### About the program

Run ads on Google and show consumers your Accreditation status

## NEWSLETTER - BUSINESS INSIGHTS ADVERTISING

### BUSINESS CARD DISPLAY AD

Advertise directly to other accredited businesses in our newsletter.

STARTING AT + GST/ Month

\$125

### SPOTLIGHT EBLAST

All you, only you: direct to all Accredited Businesses. Perfect for a B2B strategy that will get noticed.

\$500

### ADVERTORIAL

Shine brightly to other BBB Accredited Businesses. Let your business shine in this monthly e-magazine style newsletter.

\$200



#### About the program

Advertise in BBB's newsletter.

Put your brand in front of over 3,000+ Accredited Businesses

# RADIO ADVERTISING



A campaign can be developed for you, based on your advertising needs and budget at any of our partner stations.

# TELEVISION ADVERTISING \*SUBJECT TO AVAILABILITY

## CTV NEWS BILLBOARD\*

Your ad is co-branded with the BBB and runs in the 6 a.m. and 9 a.m. News.

- 25 – 5 second billboard ads. \$1,320
- 50 – 5 second billboard ads. \$2,340

## MINI LIVES

Your logo and URL featured on the CTV, Virgin Radio, and CJay92.

## VIDEO INTERVIEW \$1,740

Do you have a special product service or event to showcase? Join our CTV host for a video interview.



# OUTDOOR ADVERTISING

+ GST FOR 12 WEEKS

## TRANSIT

Reach transit riders, commuters and pedestrians alike.

**\$1,080**



BUS

+ GST FOR 12 WEEKS

## BILLBOARD

Increase your Brand Awareness with the power of outdoor advertising.

- **DIGITAL (10'x20')** \$5,040
- **CLASSIC (10'x20')** \$8,460



CLASSIC



DIGITAL



# OUTDOOR ADVERTISING



AIRPORT



LRT



STREET LEVEL

# PRINT/DIGITAL ADVERTISING

## CAPTURE TV - Digital advertising \$250 /5 SCREENS

Get noticed, reach thousands of potential customers with an average of 15,000 10-second ads per month on 5 screens.

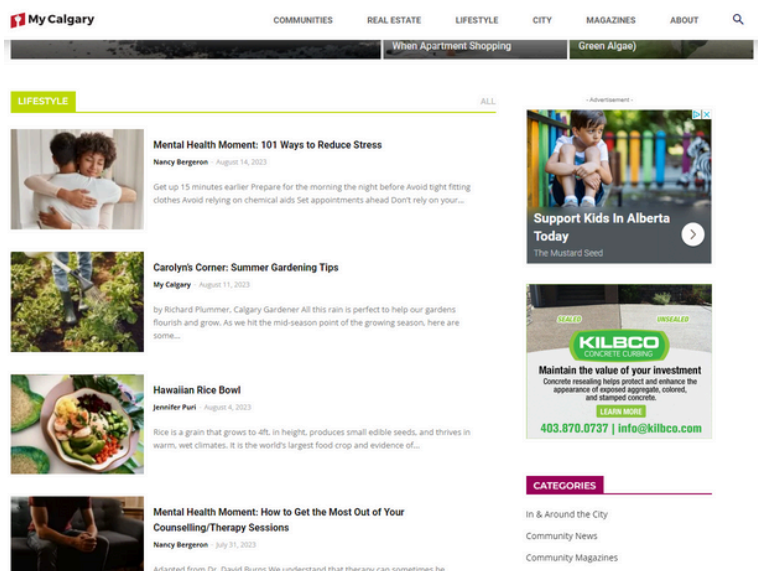
+ GST PER MONTH



## Great News Media

Established in 1989, Great News Media has been a trusted partner for thousands of companies, enabling them to effectively market, advertise, and raise awareness about their businesses, products, and services.

Offer: 10% discount for all BBB accredited businesses who advertise with Great News Media



# OUR PARTNERS

Thank you to our partners.







## CONNECT WITH US



[facebook.com/CalgaryBBB](https://facebook.com/CalgaryBBB)



[instagram.com/bbbcalgary/](https://instagram.com/bbbcalgary/)



[linkedin.com/company/bbb-serving-southern-alberta-and-east-kootenays](https://linkedin.com/company/bbb-serving-southern-alberta-and-east-kootenays)



[twitter.com/CalgaryBBB](https://twitter.com/CalgaryBBB)

## START A CAMPAIGN TODAY

**Karla Dela Cruz**

**Advertising Account Manager**

e: [karla@calgary.bbb.org](mailto:karla@calgary.bbb.org)

p: 403-531-8782

All data regarding audience and impressions is provided by BBB partners.

Prices and availability are subject to change and may vary according to service area.