

Advertise Your Business

People Buy From Businesses They Trust

7 out of 10 Consumers Prefer to Do Business With a BBB Accredited Business (Nielson 2019)

Claim Your Advertising Space to Maximize Your Exposure to Potential Buyers

		Introductory Package Unlimited Inventory \$250 + GST	Featured Package Unlimited Inventory \$500 + GST	Premium Package Unlimited Inventory \$1,200 + GST	Platinum Package 4 advertisers max. per service area \$2,400 + GST
	HOMEPAGE AD BLOCK ★ Exclusive to Platinum advertisers. No more than four advertisers permitted, per service area. Feature your bright display ad on the BBB SK homepage. Link to a landing page, your Facebook page, or your own website. (size: 300 x 300 px)	●			●
	TOP-OF-PAGE DIRECTORY AD ★ Platinum advertiser guaranteed top spot on every page in their business category/ies and service area. Premium advertisers will alternate with every page refresh, if other advertisers exist. Appears similar to Google Ads, encouraging similar click-through behaviour by users. (size: 960 x 120)	●	●		
	BOTTOM BANNER AD ★ Exclusive to Platinum advertisers. No more than 4 advertisers permitted, per service area. Feature your bright display ad. Link to a landing page, your Facebook, or your own website. (size: 960 x 120)	●			●
	BOTTOM-OF-PAGE DIRECTORY AD ★ Platinum advertiser guaranteed to be seen on every page in their business category/ies and service area. Premium and Featured advertisers will alternate with every page refresh, if other advertisers exist. (size: 960 x 120)	●	●	●	
	SIDE AD Feature your bright display ad. Link to a landing page, your Facebook, or your own website. Choose to feature your logo image, 15-30 sec. video, or 30kb animation. Alternates between other advertisers in same business category and service area. size: 300 x 300)	●	●	●	●
	COMPANY LOGO IN DIRECTORY LISTING Company logo appears next to your company name in business search results. Easily grabs the attention of the user. (size: 75 x 75)	●	●	●	●



Better Business Bureau* of Saskatchewan

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ONLINE ADVERTISING

A Scanned Copy of the Signed Agreement and Package Details Pages Will Be Sent to the Email Provided

Company Name: _____ BID: _____

Company Contact: _____

Telephone: _____ Email: _____

Billing Address (postal code must match credit card provided): _____

Authorizing Signature: _____ BBB Sales: _____

1. Choose Your Advertising Package

PLATINUM PACKAGE \$2,400 + GST
4 advertisers max. per service area

PREMIUM PACKAGE \$1,200 + GST
Unlimited Advertisers

FEATURED PACKAGE \$600 + GST
Unlimited Advertisers

INTRODUCTORY PACKAGE \$250 + GST
Unlimited Advertisers

2. Give Us A Few More Details

Declare Your Service Region (Please be specific, i.e. 'Regina.' Declarations like 'South Saskatchewan' cannot be accepted at this time). Max. of 4.

Area 1: _____ Area 2: _____

Area 3: _____ Area 4: _____

Advertising Business Categories (max. of 5)

Category 1: _____

Category 2: _____

Category 3: _____

Category 4: _____

Category 5: _____

3. Make Payment

DATE: _____

One-Time Payment Two Payments (Total will be divided evenly into two payments; \$1 transaction fee applies; second payment will be automatically deposited/charged by BBB one month from first payment)

Advertising: \$ _____

GST (5%): \$ _____

Transaction Fee: \$ _____ (Applies to Two-Payment transactions only)

Total: \$ _____

VISA MasterCard American Express

Credit Card Number:

This number must be assigned to the Billing Address provided in the contact portion of this Agreement.

Expiry: _____ CID: _____

OR:

Cheque Number _____ (first payment)

Cheque Number _____ (second payment; dated one month later)

Additional Notes:



Answers to Your Questions

What Deliverables Can I Expect at the End of My Campaign?

BBB will provide a report detailing the performance of your online advertising with key metrics that include:

- Impressions by month
- Number of clicks

This report will be provided to your Accreditation Consultant for delivery and review with you.

What Does BBB Require from Me as an Advertiser?

For the most part, advertising on bbb.org is hassle free. Our partnership with Hurdman, Inc. gives us the ability to quickly find your corporate logo online and get it optimized for its online ad placement.

However, if your advertising package includes a Side Ad, Homepage Ad, or Bottom Banner Ad, you can let your Consultant know that you would rather an ad that is more visually dynamic using photos of your work, a pre-existing visual ad, or a video clip, or animation.

Can I Pay In Installments?

Yes, a two-payment option is now available. Your second payment will be deposited/charged within one month of the first. A \$1 (no tax) transaction fee will apply to this option.

Ads will be activated after successful payment of the first charge. If the second payment is not completed successfully, all advertising will be suspended until the issue is resolved.

All paid advertising is active for at least 12 months from ad start date. Extensions may be given for disrupted service (at the discretion of BBB) or special promotions.

How Will My Ads Reach Online Users?

Directory listing ads are designed to appear like a Google Ad, resulting in a similar click-through behaviour by users.

All advertising targets by geographical location. Ads appear for users who are searching one of the business categories you advertise in and are either located in your service area or who specify your service area in their search. This ensures your ad is placed before an actual potential customer interested in your products and services.



Some Website Metrics

From December 2020 (all numbers are reported as monthly averages)

- 27,350+ users per month (includes new and returning users)
- 23,600+ organic searches (typed "bbb sask" or similar keyword into a search engine)
- 3,750+ referral sessions per month (redirects to the bbb.org webpage from other external links, such as Accredited Business Dynamic Seals)

7
Out of 10

Number of consumers who prefer to do business with a BBB Accredited Business.
Nielson 2019

Targeted
Ads

Advertisers are seen by local users or users searching in the service area.

Visually
Appealing

Bright, larger ad formats quickly & grab user attention. Square Ads can support images, video, and animation.

Familiar
Layout

Business Directory ads are designed to reflect Google Ads, resulting in familiar click-through behaviour from users.