



BETTER BUSINESS BUREAU SERVING WESTERN MICHIGAN



BBB[®]

BEACON

3330 Claystone St. SE
Grand Rapids, MI 49546

Advertising Contact: 616-419-3029
info@westernmichigan.bbb.org



A LETTER FROM US

Dear Accredited Business,

For more than 100 years, BBB® has been at the forefront of positive marketplace change. Our commitment to supporting ethical businesses, consumer education, authentic community engagement and the advancement of Marketplace Trust is at the core of what we are. In Western Michigan and beyond, we work tirelessly day after day to continue to bridge the gap between businesses and consumers while taking a proactive approach to future, developing programs and initiatives that meet the needs of our evolving marketplace.

It is with that spirit of innovation and connection that we launched the BBB Beacon Magazine. BBB Beacon is a quarterly publication dedicated to showcasing the best and brightest in our community and fostering collaboration among trusted businesses throughout Western Michigan.

We invite you to be a part of that community of Trust.

Sincerely,



Lisa Frohnapfel, President & CEO



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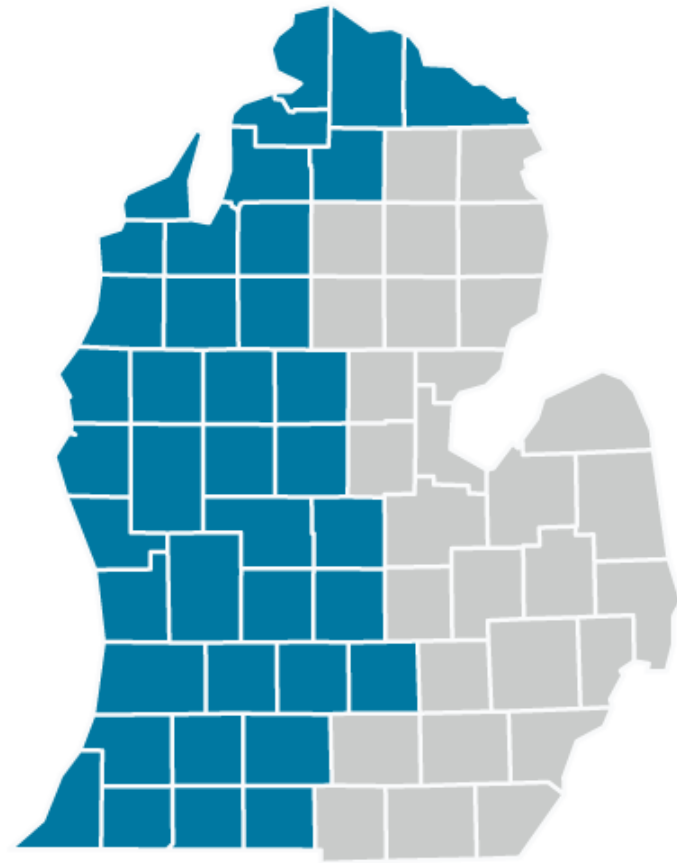


DATES AND CIRCULATION

FEBRUARY 2024

JUNE 2024

OCTOBER 2024



Reach more than **4800 Businesses** throughout 38 counties in the lower peninsula from the Indiana border to near the State's capital and north to the Mackinac Bridge.

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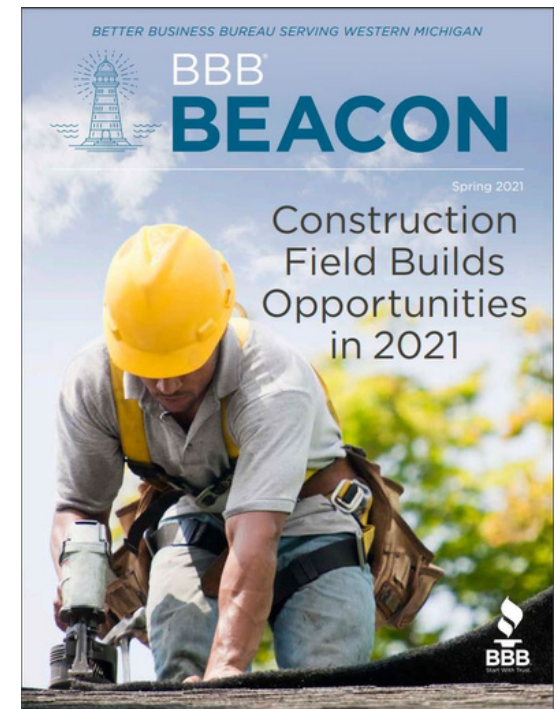


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AUDIENCE

BBB Beacon reaches **24,000** leaders, owners, c-suite executives, movers and shakers across Western Michigan. Each month, the magazine is distributed to more than **4,800** accredited business locations. These businesses employ and average of **31** Western Michigan residents. **56%** of BBB Accredited Businesses have an annual revenue of **\$1 million** or more.



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ENGAGE & CONNECT

BBB Beacon offers businesses an invitation to **connect** with one another, a warm opportunity to **collaborate**, and a **smart, effective** way to share your message. Through **regular, targeted** advertising, BBB Beacon will help your business **reach the right people** and **grow**. We trust that each business will find their outreach fit through **quarterly ads, advertorials, enhanced listings** or **special advertising sections**. Email info@westernmichigan.bbb.org to connect to the people who can help you find the **right advertising fit** for your business.

RATES

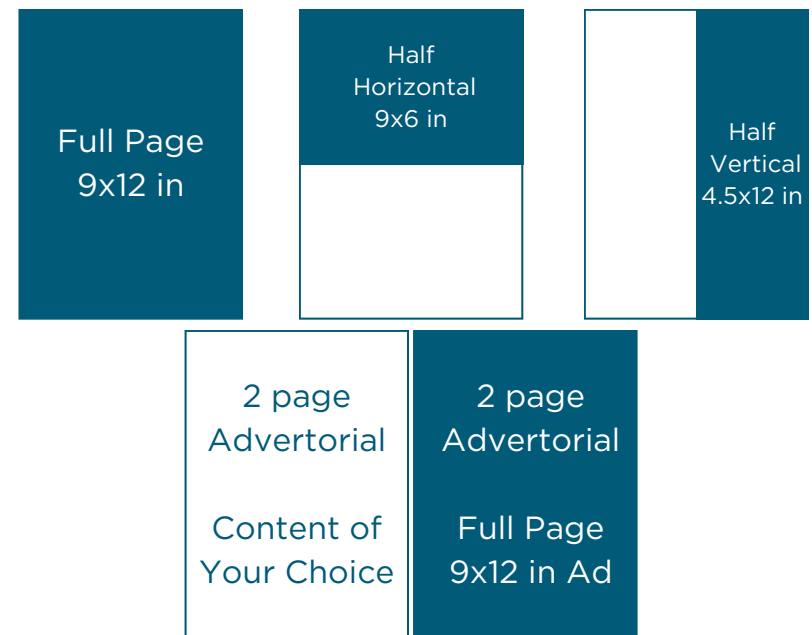
Size	1x	2x	4x
Inside Cover	\$2,400	\$2,000	\$1,500
Full Page	\$2,000	\$1,500	\$1,125
1/2 Page	\$1,500	\$1,125	\$850

Special Sections

Enhanced Listings	\$100
Two Page Sponsored Advertorial	\$3,000

Photos should be 300 dpi CMYK color mode. Ads can be submitted as a press quality PDF. Ad design assistance available.

DIMENSIONS



*Design for a .125 inch margin

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