

2023/2024 MEDIA KIT



LETHBRIDGE AND MEDICINE HAT

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BBB FEATURE LISTINGS

STARTING AT

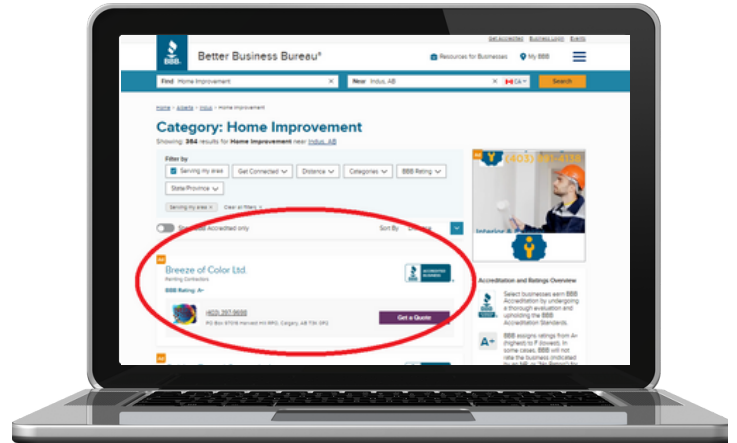
\$125

+ GST PER MONTH

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

Limited space available.

- Consumers searching for a business in your category will see your listing at the top of the directory.
- Includes your logo, business name, contact information, and a direct “Request a Quote” button.
- More than 100,000 visits per month



BBB DISPLAY ADS

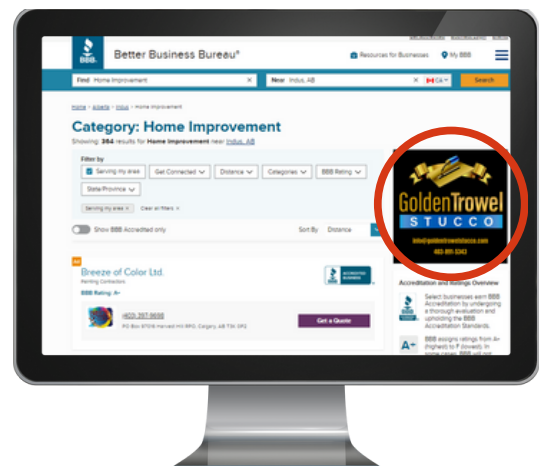
STARTING AT

\$75

+ GST PER MONTH

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

- Target users searching on BBB.org for businesses in your categories.
- Custom display ad created for your business.
- Links directly to your BBB profile.



BBB DISPLAY ADS

STARTING AT

\$175

+ GST PER MONTH

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

GOOGLE ADVERTISING

Let us help you stand out. You've earned it!



GOOGLE SEARCH ENGINE SOLUTIONS (SES)

*Limited categories available

\$250

+ GST PER MONTH

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

- The Google SES ad will appear at the top of the Google Search results.
- Your business will appear in Google Ad linked to an exclusive business category.

Categories:

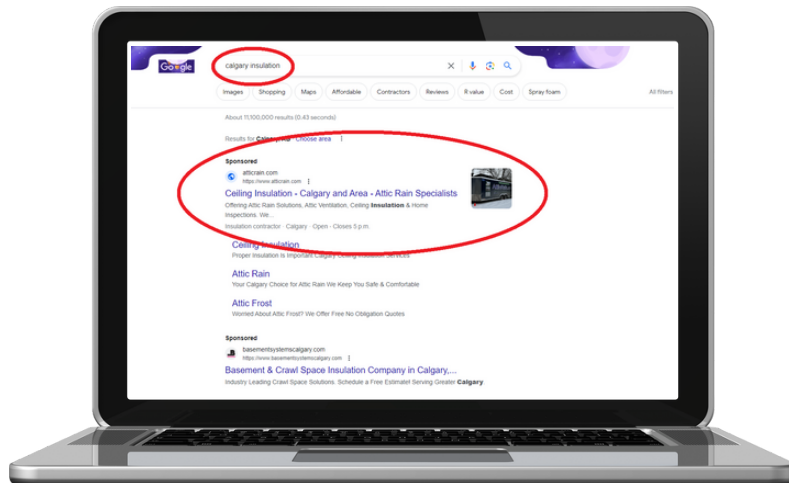
- Roofers
 - Auto Repair
 - Electricians
 - Heating & Air Conditioning
 - Home Renovations
 - Landscapers
 - Plumbers
 - Movers
 - Windows & Door Installation and Repairs
 - Real Estate Agents
 - Pest Control
- We manage budgets, keywords, scheduling, tracking, billing, and all the hassle of Google Ads.

Double Up and Stand Out

\$325

+ GST PER MONTH

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



EMAIL MARKETING

Feature your business in a BBB email publication.



BUSINESS INSIGHTS ADVERTISING

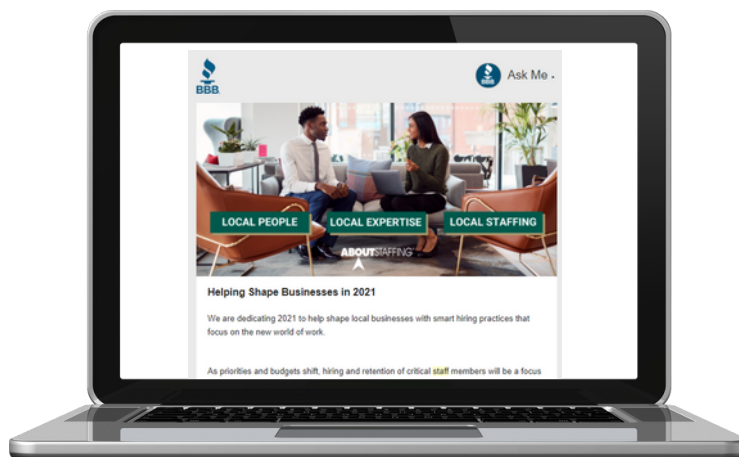
DISPLAY ADS

Starting at

\$125

+ GST PER MONTH

- Advertise directly with other accredited businesses.
- Sent out to nearly 3,600 businesses in Southern Alberta and East Kootenay every month.
- 30 per cent + open rate.
- Provide your own ad or we can help design it for you!



SPOTLIGHT EBLAST

\$500 + GST PER MONTH

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

- Submit your own or work with our writers to put it all together.
- Get your promotion out to almost 3,600 business owners.
- Goes in with other editorial features.
- Stand out as an industry leader.
- Your business alone appears in the spotlight – no competing for attention.
- Our design team will work with you to create the blast.
- Only one spotlight/advertorial per month.

Advertorial

\$250 + GST PER MONTH

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

RADIO ADVERTISING

Access preferred BBB rates with major radio stations



105.3 ROCK FM ADS* MEDICINE HAT

\$3,200

+ GST FOR FOUR WEEKS

- 120 - 30 second produced messages per month, Mon-Sun 5 a.m. - 1 a.m.
- 18,840 weekly average sessions.

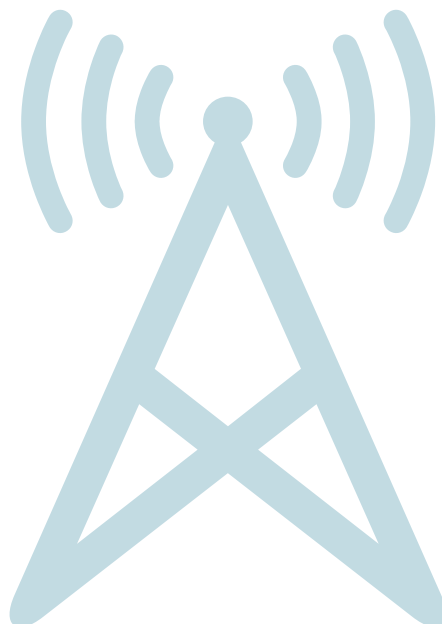


106.7 ROCK FM ADS* LETHBRIDGE

\$3,200

+ GST FOR FOUR WEEKS

- 19,961 weekly listeners.
- 120 - 30 second produced messages per month, Mon-Sun 5 a.m. - 1 a.m.



Prices subject to change

*limited spaces available.

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TELEVISION ADVERTISING

Feature your business on one of the most-watched news broadcasts in Alberta.



CTV NEWS LETHBRIDGE*

\$960

+ GST FOR FIVE WEEKS

- Your ad is co-branded with the BBB and runs in the 5 pm News.
- 25 - 5 second billboard ads.
- Production costs included in the rate (produced by CTV).
- Based on availability.

CTV NEWS LETHBRIDGE*

\$1,860

+ GST FOR FIVE WEEKS

- Your ad is co-branded with the BBB and runs in the CTV Morning News.
- 50 - 5 second billboard ads.
- Production costs included in the rate (produced by CTV).
- Based on availability.



OUTDOOR ADVERTISING

Increase your Brand Awareness with the power of outdoor advertising.



SEVENTY POSTERS - BUS*

(Seventy refers to the width of the ad)

\$240

+ GST FOR FOUR WEEKS

- Your ad in a phenomenal 21" h x 70" w format.
- Reaches transit riders, commuters and pedestrians alike.
- Transit vehicle advertising moves through all corners and neighborhoods of the city.
- Production - \$105 est



KING POSTER - BUS*

\$360

+ GST FOR FOUR WEEKS

- Mounted on either the driver or curb side.
- Headliners are positioned above the passenger window on the exterior of transit vehicles
- Transit vehicle advertising moves through all corners and neighborhoods of the city.
- Circulating in the suburbs and downtown boosts coverage and reach.
- \$180 production cost est (Lethbridge only)



ULTRA TAIL - BUS*

\$600

+ GST FOR FOUR WEEKS

- Reach pedestrians, transit riders and drivers at eye level.
- Transit vehicle advertising moves through all corners and neighbourhoods of the city.
- Exclusive coverage of the entire rear of the bus.
- \$800 production cost est



OUTDOOR ADVERTISING

Increase your Brand Awareness with the power of outdoor advertising.



DIGITAL HORIZONTAL POSTER 10'X20'*

\$1,100

+ GST FOR FOUR WEEKS

- Reliable and monitored coverage 24/7.
- No costs for production.
- Screens are equipped with smartAd technology that allows for timely and relevant information in real-time.



CLASSIC HORIZONTAL POSTER 10'X20'*

STARTING AT: \$1,500

+ GST FOR FOUR WEEKS

- Scale your campaign to suit your needs.
- Custom extensions and effects can be incorporated for even more impact.
- \$125 production cost est



OUR PARTNERS

Thank you to our media kit partners.



START A CAMPAIGN TODAY

Kyle Glieheisen
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and Engagement
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p: 403-531-8782
c: 403-918-8571

CONNECT WITH US



facebook.com/CalgaryBBB



instagram.com/bbbcalgary/



linkedin.com/company/bbb-serving-southern-alberta-and-east-kootenays



twitter.com/CalgaryBBB



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.