

2023/2024 MEDIA KIT



BBB FEATURE LISTINGS

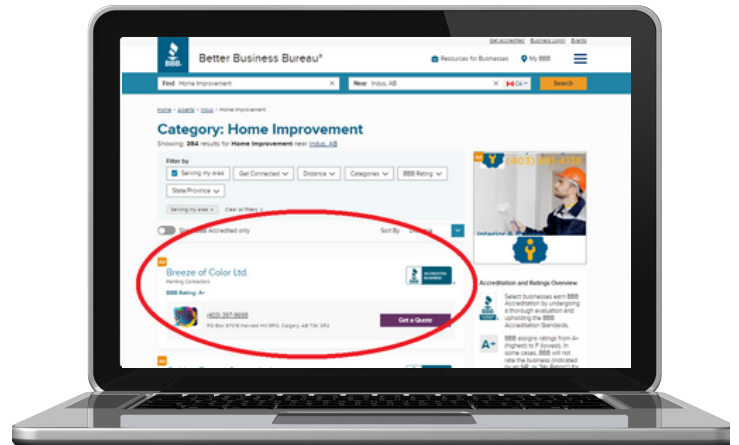
STARTING AT

\$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



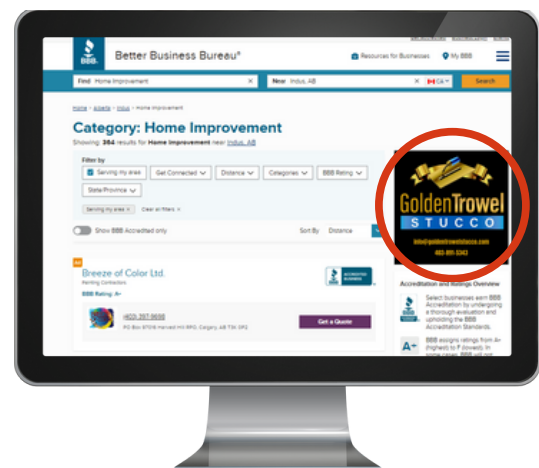
BBB DISPLAY ADS

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)

STARTING AT

\$250

+ GST PER MONTH

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

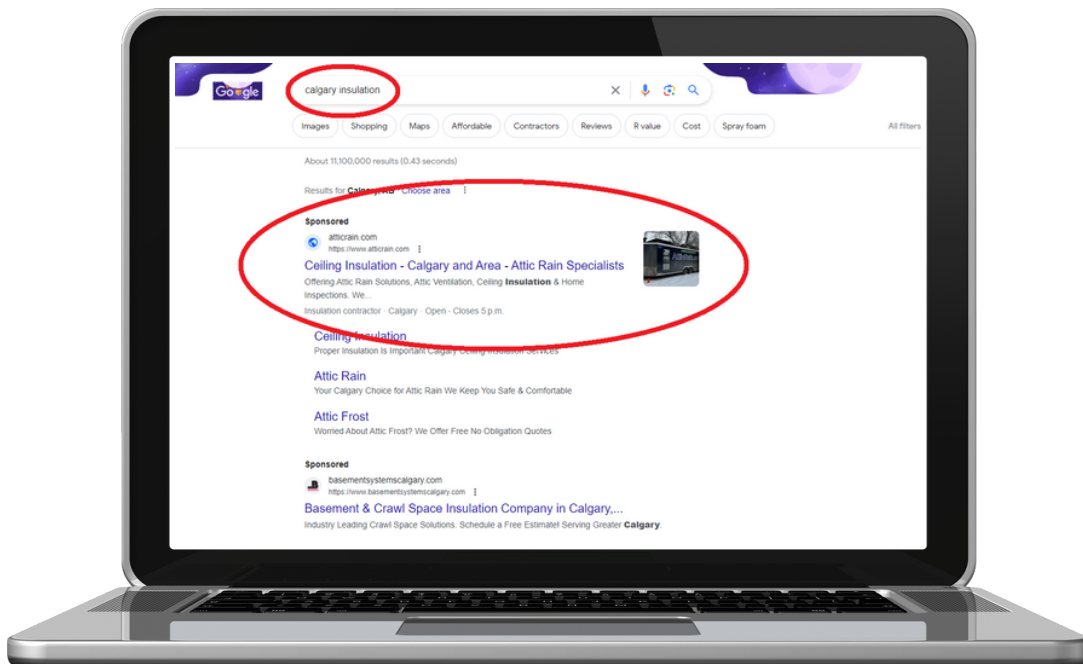
- Leverage the BBB seal to build trust.
- Your business will appear in Google Ads linked to your business profile page.
- Work with BBB's business engagement partners for a personalized campaign.
- We manage budgets, keywords, scheduling, tracking, billing, and all the hassle of Google Ads.
- We provide a customized dashboard & live reports for your business.
- Get visibility for your market share

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

\$250

+ 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.

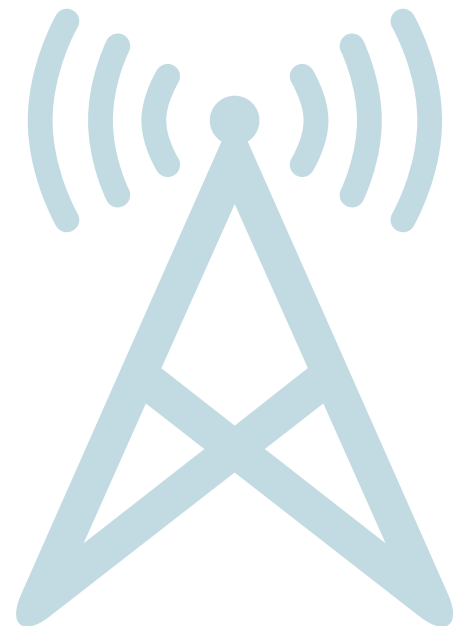
RADIO ADVERTISING

Access preferred BBB rates with major radio stations



Campaigns are available on any of these stations so let BBB develop a campaign for your advertising needs and budget.

**Get a customized radio campaign to hit your target market.
It's a great way to brand your business as well as for promotions and sales events.**



TELEVISION ADVERTISING

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



CTV NEWS BILLBOARD*

\$1,320

+ GST FOR FIVE WEEKS

- 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.
- Production costs included in the rate (produced by CTV).
- Based on availability.

CTV NEWS BILLBOARD*

\$2,340

+ 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.



TELEVISION ADVERTISING

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



MINI LIVES

*SUBJECT TO
AVAILABILITY

\$1,620

+ GST PER MONTH

- Your logo and URL featured on the CTV, Virgin Radio, and CJay92.
- Two 2-minute pre-produced cut-ins from your location.
- Both of your Morning live segments will be featured on Calgary.ctvnews.ca.
- Plus, you'll receive a link to your video segments on CTV Calgary for you to share on your own social media channels.

SKYPE INTERVIEW

\$1,740

+ GST PER MONTH

- One 2 - 4 minute virtual interview.
- Do you have a special product service or event to showcase? Join our CTV host for a Skype interview.
- Your Skype interview will be featured within CTV Morning Live latest videos on Calgary.CTVnews.ca.
- Plus - you will receive a link to share on your own Social Media.



OUTDOOR ADVERTISING

Increase your Brand Awareness with the power of outdoor advertising.



SEVENTY POSTERS - BUS*

(Seventy refers to the width of the ad)

\$360

+ 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.
- \$105 production estimate



HALF TAIL - BUS*

\$360

+ GST FOR FOUR WEEKS

- Your message will move throughout the city and surrounding areas daily.
- Dominate the upper or lower half of a bus back.
- Half Tails allow for larger, bolder visuals.
- Reach pedestrians, transit riders and drivers at eye level.
- \$500 production estimate

ULTRA TAIL - BUS*

\$780

+ 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 estimate



OUTDOOR ADVERTISING

Increase your Brand Awareness with the power of outdoor advertising.



DIGITAL HORIZONTAL POSTER 10'X20'*

\$1,680

+ GST FOR FOUR WEEKS

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



CLASSIC HORIZONTAL POSTER 10'X20'*

STARTING AT:

\$1,600

+ GST FOR FOUR WEEKS

- Scale your campaign to suit your needs.
- Custom extensions and effects can be incorporated for even more impact.
- Ask for a quote for production.



Request locations to see availability

DIGITAL ADVERTISING

Feature your business on digital billboards throughout Calgary and surrounding areas. Take a hyperlocal approach to your advertising.



CAPTURE TV Digital advertising

\$250/5 SCREENS
+ GST PER MONTH

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

- 68% female audience
- Your ad runs in high traffic medical waiting rooms
- No extra cost for production
- Based on availability
- 15,000 - 10 seconds television ads
- Your ad is co-branded with the BBB

CAPTURE 



OUR VIEWERS ARE ENGAGED

WE HELP YOU STAND OUT

CAPTURE 

Great News Media Print & Digital advertising

GREAT NEWS MEDIA

LEADERS IN COMMUNITY FOCUSED MARKETING

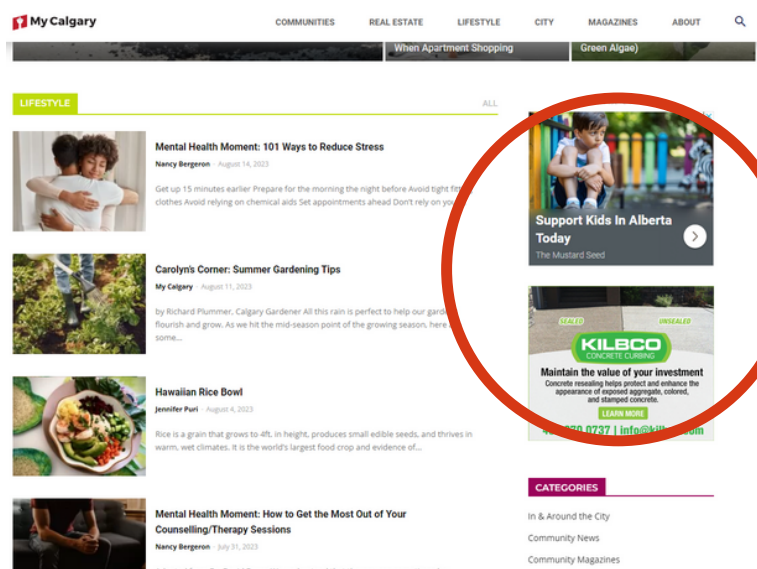
Offer: 10% discount for all BBB accredited businesses who advertise with Great News Media

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. With our comprehensive range of marketing and advertising solutions, we empower businesses to reach their target audience through both print and digital channels.



PRINT ADVERTISING

- Community newsletter advertising
- Community newsletter inserts
- Custom ad design
- Custom flyer design, manufacturing, and distribution
- Custom magazine design, manufacturing, and distribution



DIGITAL ADVERTISING

- Geofenced (area or demographic specific) digital display ads
- Website advertising
- Social media advertising
- MyCalgary.com advertising

OUR PARTNERS

Thank you to our media kit partners.



START A CAMPAIGN TODAY

Kyle Glieheisen
Manager, Business Services
and Engagement
e: kyleg@calgary.bbb.org
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.