

BBB SERVING ALBERTA & EAST KOOTENAY



2026 ADVERTISING KIT

Exclusive Advertising Opportunities
for Accredited Businesses

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ELEVATE YOUR BRAND WITH BBB

Extend your brand's reach through BBB's trusted digital channels



BBB ONLINE ADVERTISING

BBB FEATURE LISTINGS

Our Feature Listing option lets you showcase your business prominently within your category. Help your brand attract more attention and build stronger recognition.

Starting at
\$1,800 /year
+ GST

The screenshot shows the BBB website interface. On the left, three blue callout boxes labeled 'TIER 1', 'TIER 2', and 'TIER 3' point to the first three feature listings. Each listing includes a company logo, name, address, phone number, and a BBB Accredited A+ rating. To the right of the listings, two blue callout boxes labeled 'DISPLAY 1' and 'DISPLAY 2' point to two large rectangular display ad slots. At the bottom of the listings, a grey box is labeled 'Bottom Ad (w/link)'.

Alberta & East
Kootenay Website
Metrics:

2,812,503*

PAGE VIEWS IN 2025

1,278,254*

PAGE VISITS IN 2025

1,031,480*

PAGE VISITORS IN 2025

BBB DISPLAY ADS

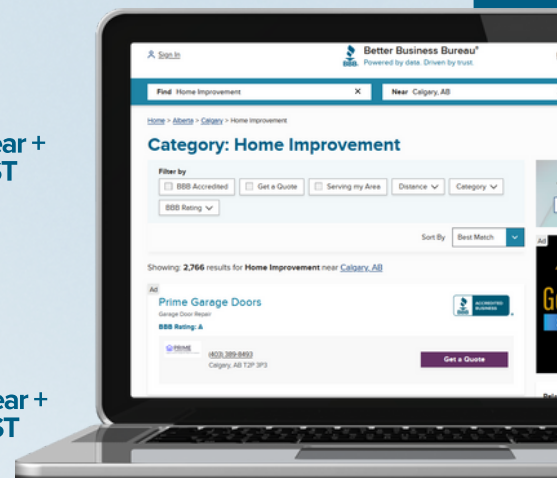
Increase your chances of getting noticed with classic and video display ads.

Starting at
\$1,500 /year + GST

BBB BUNDLE

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

Starting at
\$3,000 /year + GST



*All website metrics shown are estimates based on available analytics data at the time of reporting. Results may vary and are subject to change.

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About the Program

Run ads on Google and show consumers your accreditation status.

GOOGLE ADVERTISING

GOOGLE SEARCH ENGINE SOLUTIONS (SES)

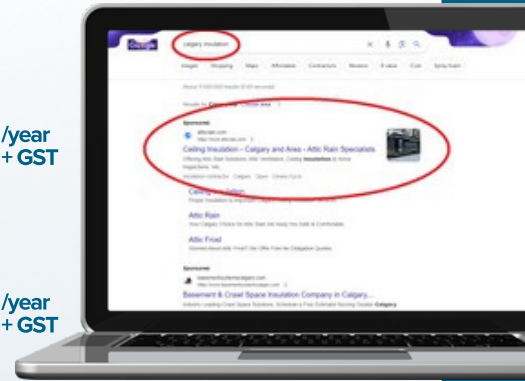
When users search Google for your services, we want you to stand out on Google!

Starting at
\$3,000 /year
+ GST

MAXIMIZE YOUR VISIBILITY

Attract more customers and double your potential leads with Google SES & BBB.org.

Starting at
\$4,200 /year
+ GST



EMAIL ADVERTISING: BUSINESS & CONSUMER

SPONSORED TIPS

Advertise directly to the Accredited Businesses or consumers in our newsletter. A great way to position yourself as a trusted voice in front of businesses and consumers in Alberta.

Starting at
\$150 + GST

ADVERTORIAL

Gain exposure within the BBB Accredited Business network. Enhance brand visibility and showcase your unique offerings with an advertorial.

Starting at
\$300 + GST

SPOTLIGHT EMAIL BLAST

This exclusive communication channel connects you directly with all Accredited Businesses in our network.

Starting at
\$600 + GST

BUSINESS INSIGHTS
DECEMBER 2025
BBB Serving Alberta & East Kootenay

BBB Business Tips

BBB SCAM ALERT
TOP 12 HOLIDAY SCAMS
TARGETING BUSINESSES

12 Scams Targeting Businesses During the Holidays
Businesses are frequent targets of scams, especially during the holidays. Learn how to spot the warning signs, avoid common tactics, and protect your business from costly fraud. Stay informed and keep your business safe this season.

[Learn More](#)

BBB BUSINESS TIP:
DON'T LOSE CUSTOMERS
OVER OUT OF STOCK ITEMS

BBB Business Tip: Don't lose customers over out of stock items
Running out of stock can hurt both sales and customer trust. Learn how to manage inventory effectively, reduce stockouts, and keep customers happy online and in-store. Discover practical tips to stay ahead and keep your shelves full.

[Learn More](#)

NOW AVAILABLE!
2026
SPONSORSHIP PROGRAM
Trust starts with you.

Target Reach

Access to an audience of 8,000+ readers across members, industry leaders, consumers, and partners.

High Engagement

Consistently strong performance with an average engagement rate above 40%.*

*Reported email open rates reflect historical averages from previous campaigns. Actual results may vary, and no specific performance is guaranteed.

RADIO ADVERTISING



Customized campaigns can be developed based on your advertising goals, needs, and budget, and executed across any of our partner stations to deliver maximum impact and value.

TELEVISION ADVERTISING

*SUBJECT TO AVAILABILITY

LIVE ON LOCATION

Discounted CTV Live on Location segments with Adriana Zhang, featuring your location.

- 3 x 2-Minutes on Your Morning

Starting at

CTV: TV/Digital, 2 minutes

\$3,240 + GST

10 SECOND CLOSED CAPTIONING SPONSORSHIPS

Reach even more Albertans with a 10-second news sponsorship, delivering an effective, budget friendly solution for greater brand impact.

- 10 seconds, 20 Occasions, airing in Your Morning and other daytime programming

Starting at

CTV: TV/Digital, 10 seconds

\$1,920 + GST

7 SECOND NEWS SPONSORSHIPS

This 7-second news sponsorship offers an affordable, high-profile opportunity to connect with a wider Alberta and East Kootenay audience.

- 7 seconds, 40 occasions, airing in Your Morning and other daytime programming

Starting at

CTV: TV/Digital, 7 seconds

\$1,600 + GST

BROADCAST MEDIA CAMPAIGNS

CUSTOMIZABLE ADVERTISING

Corus Entertainment is proud to support your business by providing customizable advertising campaigns at exclusive BBB preferred pricing. Using research and insights we will customize your needs through our trusted suite of products across Alberta and East Kootenay.



OUTDOOR ADVERTISING

PATTISON



LARGE FORMAT OUTDOOR

Experience the power of outdoor advertising with our premium large-format billboards.



CLASSIC HORIZONTAL POSTERS (10'X20')

*Starting at
\$2,880 / 4 weeks



DIGITAL HORIZONTAL POSTERS (10'X20')

*Starting at
\$1,500 / 4 weeks

TRANSIT ADVERTISING

Engage a captive audience by reaching transit riders, commuters, and pedestrians across the city.



TRANSIT SEVENTIES

*Starting at
\$288 / 4 weeks



KING POSTER

*Starting at
\$385 / 4 weeks



ULTRA TAIL

*Starting at
\$650 / 4 weeks

*Production costs are not included. All prices are subject to GST.

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OUTDOOR ADVERTISING

PATTISON



DIGITAL NETWORK

Deliver your message with impact through targeted digital networks, reaching street level and office settings.



DIGITAL **STREET LEVEL NETWORK**
(PER LINE)

***Starting at**
\$2,820 / 4 weeks



DIGITAL **RESIDENTIAL NETWORK**

***Starting at**
\$2,060 / 4 weeks



DIGITAL **OFFICE NETWORK – DON**

***Starting at**
\$3,000 / 4 weeks

AIRPORT ADVERTISING

Capture high-impact audience attention with dynamic airport gateway and luggage carousel television networks.



AIRPORT **GATEWAY TV NETWORKS**
(36 SCREENS, 15 SECOND ADS)

***Starting at**
\$2,500 / 4 weeks



AIRPORT **DOMESTIC LUGGAGE CAROUSELS**

***Starting at**
\$2,350 / 4 weeks

**Production costs are not included. All prices are subject to GST.*

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PRINT/DIGITAL ADVERTISING



Capture TV Digital Advertising

Capture TV is a leading provider of digital signage solutions. They specialize in creating impactful and data-driven campaigns that deliver measurable ROI for businesses.

Captivate thousands of potential customers daily. Achieve high-impact exposure with an average of 15,000 10-second ads per month displayed across different locations.



BBB offer

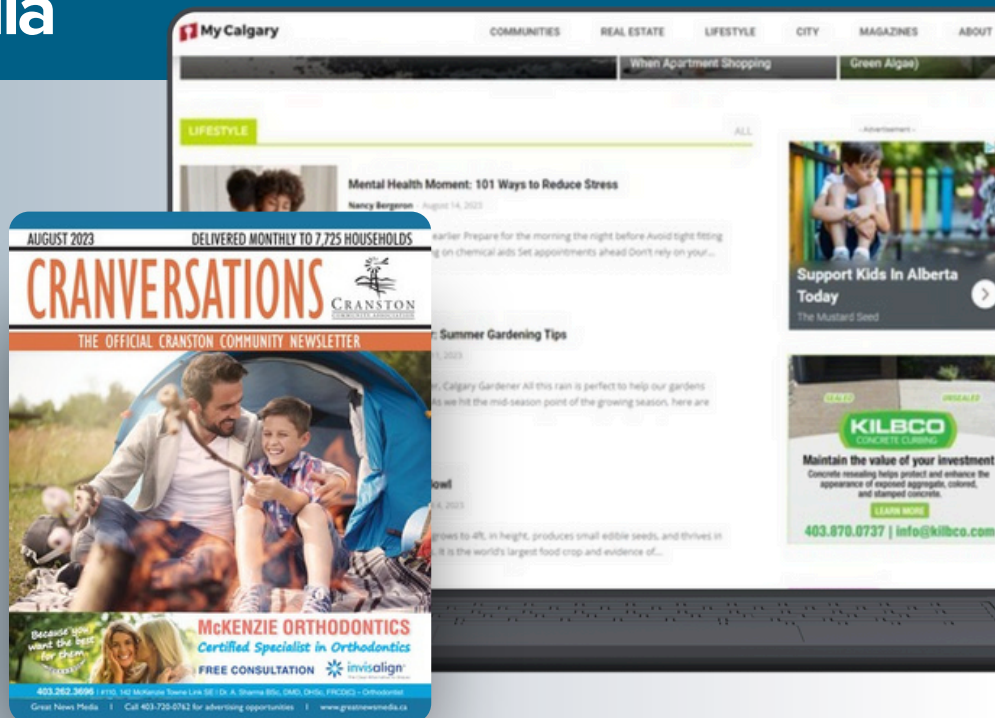
20% discount

Offer: Showcase your BBB Seal and take advantage of an exclusive 20% discount.

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.

Leverage the trust and reach of Great News Media to connect with a highly engaged audience and deliver impactful advertising campaigns.



BBB offer

10% discount

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/AlbertaBBB

 instagram.com/BBBAlberta

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

 x.com/BBBAlberta

Start a Campaign Now!



Karla Dela Cruz

Advertising Account Manager

e: karla@alberta.bbb.org

Toll free: 1-800-221-6690 ext. 641

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.