

# *Advertise with Us*

*Contact the ad sales department  
for more information.*

**844.222.5888**

**bookmyads@austin.bbb.org**

As a BBB® Accredited Business, you have access to exclusive advertising packages which meet your business' needs. Regionalized pricing and dynamic advertising packages ensure you get the most for your advertising dollars.

BBB has products which target consumers and businesses. Consumers come to bbb.org to find a trustworthy business. Accredited business owners buy products and services for their homes and companies. Most importantly, both like to buy from accredited businesses. B2B to B2C and everywhere in between, BBB has you covered.

- **BBB Search Enhanced Listings**
- **BBB Search Bottom Banner Ad**

# Service Area Map

## by County, Region & Subregion



### AUSTIN

Bastrop  
Blanco  
Burnet  
Caldwell  
Fayette  
Gillespie  
Hays  
Llano  
Travis  
Williamson

### BRYAN

Angelina  
Brazos  
Burleson  
Grimes  
Houston  
Lee  
Leon  
Madison  
Milam  
Nacogdoches  
Polk  
Robertson  
Sabine  
San Augustine  
San Jacinto  
Trinity  
Walker  
Washington

### CENTROPLEX\*

Bell  
Coryell  
Lampasas

### CORPUS CHRISTI

Aransas  
Bee  
Duval  
Jim Wells  
Kleberg  
Live Oak  
Nueces  
Refugio  
San Patricio

### FORT WORTH

Erath  
Hood  
Johnson  
Parker  
Palo Pinto  
Somervell  
Tarrant  
Wise

### LAREDO\*\*

Webb

### PERMIAN BASIN

Andrews  
Brewster  
Crane  
Crockett  
Ector  
Glasscock  
Howard  
Loving  
Martin  
Midland  
Pecos  
Reagan

Reeves  
Terrell  
Upton  
Ward  
Winkler

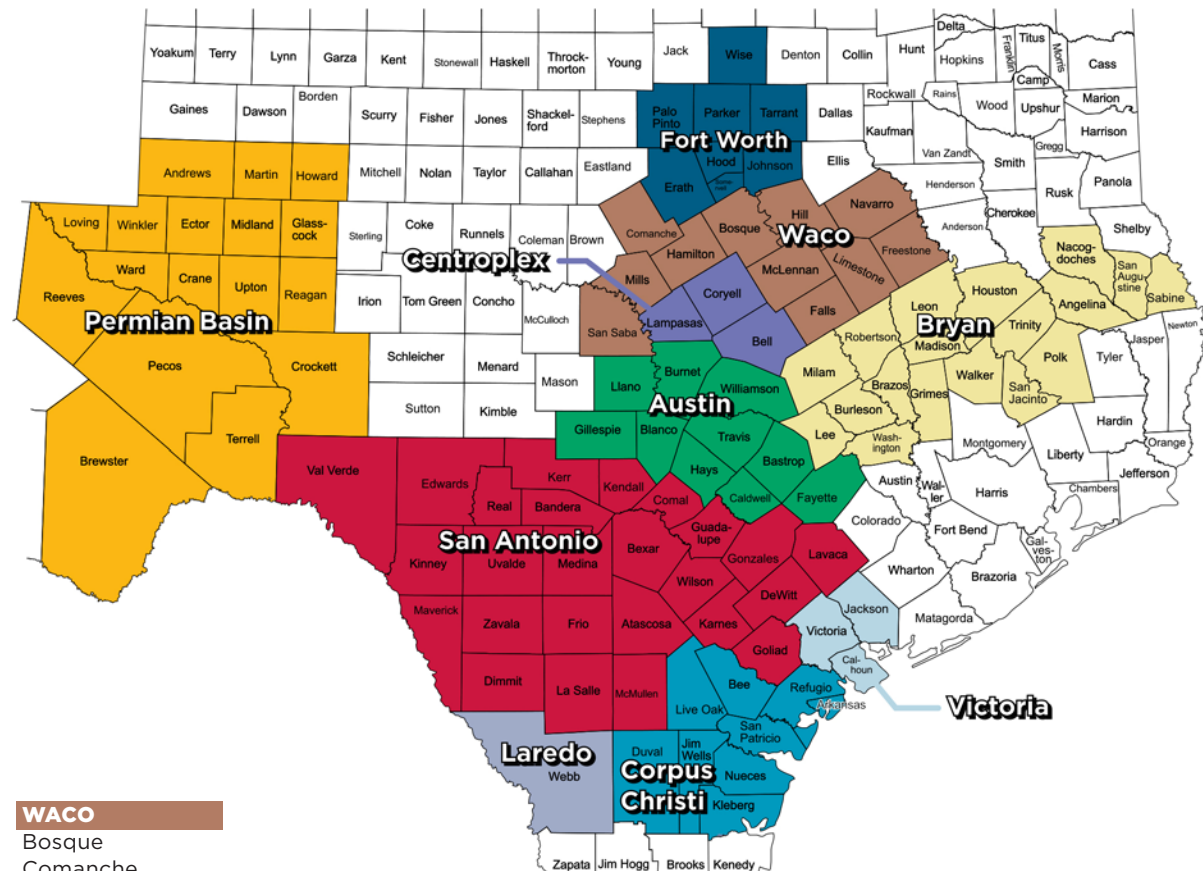
### SAN ANTONIO

Atascosa  
Bandera  
Bexar  
Comal  
Dewitt  
Dimmit  
Edwards  
Frio  
Goliad  
Gonzales  
Guadalupe  
Karnes  
Kendall  
Kerr

Kinney  
Las Salle  
Lavaca  
Maverick  
McMullen  
Medina  
Real  
Uvalde  
Val Verde  
Wilson  
Zavala

### VICTORIA\*\*\*

Calhoun  
Jackson  
Victoria



\* Small Market for BBB Search.  
Combined with Waco for all other products.

\*\* Small Market for BBB Search.  
Combined with San Antonio for all other products.

\*\*\* Small Market for BBB Search.  
Combined with Corpus Christi for all other products.

# BBB Search Enhanced Listings



## On average, people visit BBB.org 12 million times each month\*

looking for BBB Business Profiles, scam alerts, consumer tips, and more. BBB Search is designed to make accredited businesses stand out AND help consumers find a trustworthy business quickly and easily.

Increase your company's visibility by showcasing your business through an enhanced listing, spotlight your business with a display ad or simply display your logo in search results. Stand out among accredited businesses and add logo recognition and a preferred placement to your listing.

## All Enhanced Listings Positions (ELP) also include:

- Logo Display
- Link to Business Profile
- Activity Tracking
- Letter Rating
- Accredited Business Seal

## Pricing

Pricing is subject to market size and category. Speak with your BBB ad sales consultant to learn more. Inventory is limited.

\* IABBB Data 2022

## Search Listing Placements

### Position 1

Rotating ad with 3 total companies

### Position 2

Rotating ad with 5 total companies

### Position 3

Rotating ad with 5 total companies

### Logo Listing

Showcases your logo to increase brand exposure on a non-ad listing

### Positions 4 & 5

Rotating ads with 10 total companies

**Banner Ad**  
Clickable banner displays that rotate with 6 total companies

# BBB Search

## Bottom Banner Ad



**BBB sets standards and evaluates thousands of ads each year to ensure that people can trust what businesses say.** Increase your company's visibility by showcasing your business through a bottom banner ad. *These bottom banner ads are not industry specific.*

### Bottom Banner Ad

#### Audience:

Business-to-Consumer

#### Reach:

20,000–25,000 per month, per ad

#### Medium:

Web

#### Ad Specifications:

720 x 90 px

### Pricing

**\$7,000 12 months**

**\$3,600 6 months**

**4 Slots Available  
per Region Service Area**

The screenshot displays the BBB Search results page for 'plumber' in 'Fort Worth, TX'. The page features a search bar at the top with filters for 'Find plumber', 'Near Fort Worth, TX', and 'US'. Below the search bar, there are three business listings: 'ABC Plumbing', 'TX Plumbing, Inc.', and 'DFW Plumber & Repair'. Each listing includes the business name, a brief description, a BBB Rating of 'A+', a phone number, and a 'Get a Quote' button. At the bottom of the page, there is a large black banner with the text 'YOUR AD HERE' and a small 'Ad' label. The footer of the page contains links for 'For Consumers', 'For Businesses', and 'About BBB'.