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
DATES AND CIRCULATION

JANUARY 2023

MAY 2023

SEPTEMBER 2023

JANUARY 2024

Reach more than 4100 Businesses throughout 38 counties in the lower peninsula from the Indiana border to near the State's capital and north to the Mackinac Bridge.
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 **4,900** accredited business locations. These businesses employ an average of **31** Western Michigan residents. **56%** of BBB Accredited Businesses have an annual revenue of **$1 million** or more.
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

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover</td>
<td>$2,400</td>
<td>$2,000</td>
<td>$1,500</td>
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<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$1,125</td>
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<tr>
<td>1/2 Page</td>
<td>$1,500</td>
<td>$1,125</td>
<td>$850</td>
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**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

- **Full Page** 9x12 in
- **Half Horizontal** 9x6 in
- **Half Vertical** 4.5x12 in
- **2 page Advertorial** Content of Your Choice
- **2 page Advertorial** Full Page 9x12 in Ad

*Design for a .125 inch margin*