



It's A Jungle Out There.
Advertise Wisely.

2012 MARKETING PROGRAM FOR BBB ACCREDITED BUSINESSES

welcome and overview

Dear Valued BBB Accredited Businesses,

In these tough economic times, all businesses, big and small, have learned what is really important for their company. Missions have become clearer; our drive to succeed is greater than ever. The San Diego BBB recognizes our Accredited Businesses' unique determination to stay at the top of their industry in the local marketplace, and because of that we have created a competitive and targeted advertising campaign at no risk to you.

The Better Business Bureau's Marketing Program for Accredited Businesses provides a simple, strategic campaign that delivers your company's message to the local community while leveraging the strength of the BBB brand. The BBB's Marketing Program offers you not only a further and more impactful reach, but the added advantage that your advertisements will carry behind them a feeling of trust, honesty, ethics and integrity.

In this upcoming year, the BBB will celebrate its Centennial Anniversary. This accomplishment could not have been achieved without the diligence and dedication of our Accredited Businesses. Thus, we have added new marketing opportunities available only in 2012 in almost every realm of advertising that we offer.

As both a business owner and a consumer, you know that people are watching how they spend their hard-earned money, and nearly two million times a year consumers contact the BBB to inquire about a company before they make a purchase. The BBB represents trust in the marketplace, and research shows that trust is of utmost importance to consumers. Pairing with the BBB in your advertising campaigns means you will receive below market-value pricing with an ethical name unparalleled in the public's eyes.



So doesn't it make sense to join forces with the BBB and other Accredited Businesses by participating in this special program we designed especially for you? You can choose to partake in one or all of a myriad of options including television, radio, newspaper, magazines, BBB Google AdWords and our own BBB Directory of Accredited Businesses.

No matter what level of participation you choose, you can have confidence that your advertising will carry more clout and reach more consumers because our special BBB-branded advertising reminds consumers that you are committed to treating them ethically and with integrity.

Sincerely,

Sheryl Bilbrey, President & CEO

famous faces tv campaign



The Famous Faces TV campaign for 2012 offers three levels of participation:

- The \$15,000 package focuses on the evening news, prime access and late news shows.
- The \$10,000 package focuses on the early morning news shows, morning shows, noon news and early evening news with some daytime shows.
- The \$5,000 package focuses on early morning news and daytime programming.

In addition to the paid spots, each of our partner television stations also guarantees bonus spots that run as public service announcements thus providing each participant with additional exposure at no additional cost.

Audience Info:	Daytime Schedule: Gross Impressions Adults 18+: approx. 2 million Evening Schedule: Gross Impressions Adults 18+: approx. 5.6 million
Timing:	Commitment date: February 15, 2012 Production Dates: April/May, 2012
Run date(s):	June, July and August, 2012
Cost:	\$15,000 – Evening News, Prime Access and Late News \$10,000 – Morning News/Shows, Noon News, Early Evening News & Daytime \$5,000 – Morning News/Shows, Noon News & Daytime \$2,500 – commercial production
Contact:	Sheila Fox, Fox Marketing Network P.O. Box 34040, San Diego, CA 92163-4040 619.298.0495, sheila@foxmark.net
Specs:	Copy pre-approved with predominant BBB message. Copywriting / production fees included in \$2,500 commercial production fee.
Billing Info:	Cash in advance. Checks to: San Diego Better Business Bureau

SAMPLE TV STORYBOARD--FAMOUS FACES CAMPAIGN

BBB - "Famous Faces-Gregg Cantor, Murray Lampert Construction" :15 Spot



I'm Gregg Cantor, president of Murray Lampert Construction,
one of the BBB's Accredited Businesses.
To earn Accreditation you must commit to the BBB standards of ethics and integrity.

Start with Trust...
Start with a BBB Accredited Business.

google adwords program

The Better Business Bureau Google AdWords Program combines the trust of the BBB brand with Google's search dominance, creating an effective program that drives consumers searching Google for products and services directly to BBB Accredited Businesses like you.

Consumers look to the BBB for trustworthy companies that can offer quality services. This program posts sponsored listings on Google for several types of businesses. These listings direct consumers straight to the sponsor's Reliability Report and rating. Consumers will find you, an Accredited Business, quickly and easily, and have confidence in the credibility that comes along with choosing a BBB Accredited Business.

A Top Sponsored listing on Google is an easy, fast and low cost way to reach consumers searching on Google for the service YOU offer. With this program, you do not even need to have your own website. Your business name listing is your online presence.

* Please note we do not have this program available for all types of businesses, please contact us to inquire.

Cost:	\$200 monthly
Contact:	Bob Day P.O. Box 710970 Santee, CA 92072 619.972.3948 x101 bob@bbbpages.com



famous voices radio campaign



The San Diego Radio Broadcasters Association is offering two opportunities to participate in a BBB radio campaign in 2012 in recognition of the BBB's Centennial Celebration. Twenty-eight radio stations, including both English and Spanish language formats, will run the announcements for each campaign.

- Traditional Famous Voices Campaign (January): 30-second announcements, minimum of 230x
- Centennial Celebratory Campaign (Feb/March): 15-second announcements, minimum of 320x

Audience Info:	The SDRBA member stations include the full complement of radio formats reaching all demographics of the San Diego population.
Stations:	19 English language / 9 Spanish language
Schedule:	BBB sponsor schedules will be distributed evenly across all day-parts and days of the week, running Monday-Sunday, 6am-midnight.
Reach:	Sponsors will reach over 900,000 Adults 18+ with the January schedule and almost 1.1 million Adults 18+ with the Feb/March campaign.
Timing:	Commitment date: November 9, 2011
Materials by:	Copy points needed by November 18, 2011
Production dates:	Early December, early February
Run date(s):	30-Second Campaign: January 2 - January 22, 2012 15-Second Centennial Campaign: February 20 - March 11, 2012
Cost:	January 30-second campaign: \$4,500.00 March 15-second campaign: \$4,800.00
Contact:	Sharon Massey, Executive Director P.O. Box 910285 San Diego, CA 92191-0288 858.350.8854, sharon@sandiegoradio.com
Specs:	Copy pre-approved with predominant BBB message. Copywriting/production fees included.
Billing Info:	Cash in advance. Checks to: San Diego Radio Broadcasters Association

BBB TRADITIONAL FAMOUS VOICES CAMPAIGN SAMPLE (:30)

BBB Accredited Business

Anner: Nicole Donnelly
Miramar Kitchen and Bath

Donnelly: For almost 20 years Miramar Kitchen and Bath has specialized in delivering high quality bath and kitchen remodeling projects at affordable prices. Our team is committed to completing each job without headaches or delays...and we know our customers appreciate the fact that we're a BBB Accredited Business. They understand that means we always strive to conduct our business with integrity and treat our customers with respect. So...

Start with Trust ...
Start with a BBB Accredited Business at bbb.org.

BBB Torch Awards

Anner: Chad Gardner, Vice President
K-Co Construction

Gardner: As a family owned business, K-Co Construction is dedicated to ensuring that your family has the best possible home remodeling experience. Our distinction as both a local and international winner of the BBB Torch Award for Marketplace Ethics, lets you know we're committed to being a company you can trust. So whether you're deciding who's going to handle your remodeling project ... or making another purchase or business decision ...

Start with Trust ...
Start with a BBB Accredited Business at bbb.org.

BBB FAMOUS VOICES CENTENNIAL CAMPAIGN SAMPLE (:15)

"This is (*your name here*) from (*your company*) a proud BBB Accredited Business since XXXX. Congratulations to the BBB on 100 Years of Advancing Trust Together."



san diego business journal



Number 1 weekly Business Publication in San Diego
14,000 circulation, 45,000 weekly readers

Audience Info: Upper management, C-level executives, average age is 51, average household income \$240,000, average net worth 2.20 million, 86% own a home, 91% influence the purchase or leasing of services for their company and 73% influence the purchase or leasing of products.

Profiles: ¼ page profile: includes 325 word advertorial with a color photo-\$1,600
½ page profile: Includes 750 word advertorial and a color photo-\$1,100

Display Advertising

Timing: Annual program to run the 2nd Monday of every month starting in January 2012

Commit By: December 5, 2011

Materials by: December 19, 2011

Cost & Specs: ¼ page display ad, color included: 5" x 6.625" \$1,100 per ad
½ page display ad, color included: 10" x 6.625" \$1,600 per ad
Minimum 12 time schedule

Classified

Timing: Annual program to run the 1st Monday of every month starting January 2012

Commit By: December 5, 2011

Materials by: December 19, 2011

Cost & Specs: Single Size: 3.25" x 2" = \$100/ad = \$1200/year
Double Size H: 3.25" x 4" = \$150/ad = \$1800/year
Double Size V: 6.75" x 2" = \$150/ad = \$1800/year
Minimum 12 time schedule

Website

All display and classified advertising will be featured in the SDBJ.com Digital Edition.

Contact: Mallory Bullard, Account Executive
San Diego Business Journal
4909 Murphy Canyon Road, Suite 200
San Diego, CA 92123
858.277.6594
mbullard@sdbj.com

Billing Info: Check or Credit Card at the time of order

Please contact us for other examples or a customized advertising plan for your business

To Advertise Call, Mallory Bullard at (858) 277-6594
Email mbullard@sdbj.com

San Diego Home/Garden Lifestyles, a locally owned magazine, is celebrating 32 years as San Diego's only subscription-based home and garden publication – a national record for regional-shelter magazine longevity. Each issue features the best in local architecture, interior design, gardens, restaurants and recipes. If you have a product or service that belongs in the home, your ad featuring that product or service belongs in *San Diego Home/Garden Lifestyles*. Let us help you grow your business.



Audience Info: Reach over 161,000* readers each month. 94% of *San Diego Home/Garden Lifestyles* readers own a home and are seeking remodel, design and landscape resources and ideas. Average income \$213,000. Average home value \$818,000.

*The Media Audit - Jul-Sep 2010/Feb-Mar 2011

Note: This year's Better Business Bureau section leads off with a full page featuring Sheryl Bilbrey, President & CEO of the BBB. In the article Bilbrey discusses the benefits of BBB accreditation and the reasons our readers should look for the BBB logo when considering home products and/or services. BBB ads directly follow the article, beginning with full-page, then half-page, and then quarter-page ads.

Run date(s): April, August and December 2012

Commit by: April issue – February 16, 2012
August issue – June 18, 2012
December issue – October 22, 2012

Materials Due: April issue – February 23, 2012
August issue – June 25, 2012
December issue – October 29, 2012

*Commit and Material dates are subject to change.

Cost: **Full Page 4 color - \$2,500***
Half Page 4 color - \$1,500*
Quarter Page 4 color - \$750
One-Eighth Page 4 Color - \$500
Includes Production charges
*Receive a 10% discount if you commit to all three issues by November 1, 2011.

Contact: Michael Evans, Associate Publisher
4577 Viewridge Ave.
San Diego, CA 92123
858.634.4405
mevans@sdhg.net

Specs: Full Page Non Bleed – 7.25" x 9.5"
Half Page 4 color – 7.75" x 4.75"
Quarter Page 4 color – 3.5" x 4.75"

Billing Info: First ad is prepaid; second ad can be billed net 30 days with approved credit or pre-payment by credit card.



San Diego Magazine's February 2012 issue will profile the Hall of Fame winners of the Better Business Bureau's Torch Awards for Marketplace Ethics in a vibrant four-color promotional section. Participation in this promotional section will provide current and previous winners with added exposure and educate San Diegans on why they need to do business with recipients of this prestigious award. This exclusive opportunity is only open to previous and current winners.

Audience Info: *San Diego Magazine's* 345,000 readers are the ideal audience for your message. Since 1948, we have built a loyal audience of influential San Diegans. Consider these facts: 20.1% sit on a board; 39.6% are business owners; 89.2% own a home; 65.7% are married and their average household income is \$220,000.

Note: **This issue is limited to previous and current Torch Award winners & finalists.**

Commit by: Thursday, December 22, 2011
Profile to be finished by: Tuesday, January 3, 2012
Publication date: February 2012
On-Sale date: February 1, 2012

Cost: **Full page profile** rate is \$3,750 net (compared to standard one time full-page rate of \$6,295). Each full-page, four color profile includes:
– Professional color photography
– Interview and a 250-word write-up
– Production and 500 profile reprints to be used for your own marketing purposes.
– Your profile will also appear on www.sandiegomagazine.com for 12 months with a link to your website.

Half page profile rate is \$2,500 net which includes:

- Professional color photography
- Interview and a 175-word write-up
- Production and 500 profile reprints to be used for your own marketing purposes.
- Your profile will also appear on www.sandiegomagazine.com for 12 months with a link to your website.

Quarter page profile rate is \$1,250 net which includes:

- Professional color photography
- Interview and a 50-word write-up
- Production and 500 profile reprints to be used for your own marketing purposes.
- Your profile will also appear on www.sandiegomagazine.com for 12 months with a link to your website.

Contact: Karen Mullen, Ad Director
619.744.0525
karenm@sandiegomagazine.com

Billing Info: Clients to be billed upon publication with payment due net 30 days or pre-payment by credit card.



The one source you need to reach the most San Diegans is *The San Diego Union-Tribune*. We are the Pulitzer Prize-winning leader of news and information in San Diego County and the largest metro newspaper in San Diego. Our mission is to be the leader in providing news, information and marketing services indispensable to customers in our diverse region.

Audience Info: Each Sunday publication will reach approximately 750,000 San Diegans! 68% are homeowners, 37% are college graduates or have further education, 38% have 1-3 years of college, 19% are age 35-44, 22% are age 45-54, 18% are age 55-64, 21% are 65 or older

* Source: 2010 San Diego Scarborough Report, Release 3

Product: Better Business Bureau Directory Listing in Sunday's edition of the Union-Tribune. Participate in our BBB Directory published the 1st Sunday of every month and reach out to our affluent readers with a monthly offer while branding your name as a BBB Accredited Business.

Timing: Runs the 1st Sunday of every month.
Space Reservation Deadline: Wednesday prior to run date
Materials Deadline: Friday prior to run date – call for details

Specs: 3 column (4.92") wide x 1" long, Black and White

Cost: \$273 per month with a 12x commitment

Contact: For more information on the BBB Directory, the Special BBB Centennial Section or additional print opportunities please contact:
Jeff Rankin
Phone: 619.293.1576, Fax: 619.260.5045
jeff.rankin@uniontrib.com

Billing Info: We accept Visa, MasterCard, Discover & American Express. Prior to publication, checks can be mailed to:
Union-Tribune, Attn: Jeff Rankin
350 Camino de la Reina San Diego, CA 92108-3090
If you would like to be billed, please call for a credit application.

SPECIAL BBB CENTENNIAL CELEBRATION SECTION

The San Diego Union Tribune will be publishing a Special BBB Centennial Celebration Section on Sunday, March 4! Additional copies of this section will be distributed at the BBB Centennial Birthday Party on Thursday, March 8 and also throughout the rest of the year.

Cost: \$86 pci for black and white and color = 15% additional for any size ad

Specs:
Full Page = 129" ad size – 6col (10" wide) x 21.5" long
 Black and White = \$11,094, Color = \$12,758.10
Junior Page = 90" ad size – 6col (10" wide) x 15" long
 Black and White = \$7,740, Color = \$8,901
Half Page = 64.5" ad size – 6col (10" wide) x 10.75" long
 Black and White = \$5,547, Color = \$6,379.05
Quarter Page = 32.25" ad size – 3col (4.92" wide) x 10.75" long
 Black and White = \$2,773.50, Color = \$3,189.53
Eighth Page = 16" ad size – 4col (6.61" wide) x 4" long
 Black and White = \$1,376, Color = \$1,582.40
Sixteenth Page = 8" ad size – 2col (3.22" wide) x 4" long
 Black and White = \$688, Color = \$791.20



Space Reservations:
Friday,
January 13, 2012



SignOnSanDiego.com is the #1 local website with unmatched audience reach. It has been a fixture in San Diego since 1995 and is the home of the region's most widely read newspaper, The San Diego Union-Tribune. SignOnSanDiego.com is the leading online source for news, entertainment, sports, classifieds and more.

Website/ Visitor Info:
 31 million page views a month.
 Over 2.6 million unique visitors a month.
 San Diego ranks 4th in U.S. cities for broadband usage.
 San Diego ranks 2nd in the U.S. for time spent on the Internet.
 San Diego ranks #2 in the U.S. for Smartphone use (Blackberry's, iPhones, etc.).

Sources: 2009 Scarborough Research, Release 1; 2009 Scarborough Research, Release 1 (Multi-Market); October 2009 Omnicore BBK; Scarborough Local Market Studies among top 25 DMA's for adult population, Release 2, 2008 (12 months); Veri Wireless Partner Site Traffic Report 7/9/2009; ABC Audit (Sept. 2009).

Product: 2012 Better Business Bureau Member Page Takeover-Sign on San Diego

Timing: Runs the 1st Monday of every month beginning January 2012
 Space Reservation Deadline – approximately 2 weeks prior to launch date
 Materials Deadline: approximately 1 week prior to launch date – call for details

Specs:
 Leaderboard = 728x300 pixels
 Monster Ad = 300x600 pixels
 Big Box = 300x250 pixels

Cost: \$500 per month

Contact: For more information on the BBB Directory or additional online opportunities please contact:
 Kevin Drolet, SignOnSanDiego.com Account Manager
 Phone: 619.293.1587, Fax: 619.260-5045
 Kevin.Drolet@signonsandiego.com

directory of bbb accredited businesses

The *BBB Directory* is the only county wide Directory published by a non-profit organization. This directory is designed to target the consuming public in an effort to enhance your BBB accreditation.



Audience Info: 312,500 copies of the BBB Directory are published every 6 months and are hand delivered to all 625,000 Single-family homes in San Diego county annually. Additional copies are also mailed to all BBB Accredited Businesses.

Timing: **Deadline – Spring/Summer 2012 is 4-2-12** with a distribution date of mid-May.
Deadline – Fall/Winter 2012 is 10-1-12 with a distribution date of mid-November.

Cost: All BBB accredited businesses receive one basic listing as a membership benefit. Additional listings and display advertising are available ranging in cost from \$100 to \$8,000 per issue with an average ad sale running around \$800 per issue.

Contact: Bob Day
P.O. Box 710970
Santee, CA 92072
619.972.3948 x101
bob@bbbpages.com

Ad Specs: Ad design is free with all purchased advertisements.
Ad specs will be provided to any advertiser wishing to handle their own artwork.

Billing Info: A 50% deposit is required upon completion of an advertising agreement. The balance is due upon publication. Some payment plans may be arranged on larger ad sizes.

Better Business Bureau Directory
San Diego Advertising Rates
BBB Yellow Pages • Tel: 619.972.3948 Ext. 101 • Fax: 619.330.1842

Effective September 1, 2002		
Premier Placement Display Rates <small>(Premier Ads are Four Color)</small>		
Position	Issue	Save with 2 Issues <small>(Printed Here)</small>
Back Cover	\$8,032	\$7,850
Inside Front Cover	\$6,903	\$6,575
Inside Back Cover	\$5,880	\$5,800
1/2 Page Inside Front Cover	\$3,832	\$3,880
1/2 Page Inside Back Cover	\$3,465	\$3,300

Additional Rates		
Four Color	\$600	\$570
Red Bold	\$175	\$165
Custom Spot Color	\$200	\$190
Additional Red Bold	\$175	\$165
Knockout	\$150	\$142
Red Spot Color	\$125	\$118
Extra Listing	\$100	\$95

**Every Year This Directory Reaches
625,000 Area Consumers**

Will They Find Your Business Inside?

Category Display Rates		
Double Truck	\$6,500	\$6,175
1 1/2 Page	\$5,500	\$5,225
Full Page	\$4,011	\$3,820
3/4 Page	\$3,045	\$2,900
9/16 Page	\$2,620	\$2,470
1/2 Page	\$2,152	\$2,050
3/8 Page	\$1,680	\$1,600
1/4 Page	\$1,207	\$1,150
3/16 Page	\$945	\$900
1/8 Page	\$683	\$650
1/16 Page	\$441	\$420
Enhanced Listing	\$315	\$300

A 50% deposit is required upon space reservation. Balance is payable within 30 days of deposit. Deposits are non-refundable. Extended terms available on annual agreements of one-half page or greater.

bbb's online video sponsorship program

Increase your Accredited Business's exposure to the highly qualified consumers visiting sandiego.bbb.org. The *BBB's Online Video Sponsorship Program* provides exclusive placement of your company's logo, banner ad, and video commercial throughout our BBB website, including our website's homepage.

Product: Each Online Video Sponsorship includes:

- **Minimum of 10,000 Yearly Impressions**
- **Banner Ad Placement** - Featured alongside video content proves to be 10x more effective than static banner ads
- **Graphical Logo** - Premium placement on bbb.org's Business Search Pages, Home Page, & News Center
- **Video Commercial (optional)** - Feature your 15-second video commercial is played before BBB educational video content

Also included:

- **Targeted Banner Placement** - Spotlight your business on the BBB's "Check out a Business" pages, and target visitors searching for your industry
- **Quantify Effectiveness** - Every month, receive a report on your sponsorship specific to your banner, logo, and video views.

Cost: **12 Month Sponsorship - \$1,200** - Receive an unlimited amount of impressions for a full year
Month-to-Month Sponsorship - \$125 per month (reoccurring charge until cancelled). Receive an unlimited amount of impressions per month.
Creative Services - available upon request.

More info: <http://sandiego.bbb.org/online-sponsorships>

Contact: Andrea McNelis, BBB's Director of Sponsorships
858.637.6199 x320
amcnelis@sandiego.bbb.org



additional opportunities with your bbb

Your San Diego Better Business Bureau has several additional and unique opportunities available for you, our accredited businesses. Each opportunity allows for greater visibility within our San Diego community.



BBB B2B MIXERS

Promote your business with a table top exhibit at our bi-monthly BBB business-to-business (B2B) mixers. Held at unique venues, these mixers offer excellent networking opportunities as you meet other BBB Accredited Businesses, build relationships and expand your business. Table top opportunity is only \$250.



TORCH AWARDS FOR MARKETPLACE ETHICS

Reinforce your commitment to ethical business practices by supporting our annual Torch Awards luncheon in December. Over 400 business executives attend each year to help honor local businesses and non-profits who have demonstrated exemplary business practices. Several different opportunities are available, including the option to purchase individual seats, a table of eight, or become a Platinum Sponsor of the event.



GERRY WILSON GOLF CLASSIC

Known for being a "hole lotta fun," the BBB Golf Classic is an annual fundraiser for the BBB Foundation, a 501(c)(3). Sign up to play, or perhaps become a Tee Sponsor and see just how much fun it is - all while supporting ethics in our community. Per player cost includes green fees, lunch, awards dinner, a new pair of golf shoes, and so much more. We hope to see you on the course.



BBB CENTENNIAL CELEBRATION

In 2012, your BBB will celebrate its 100th anniversary. To commemorate this milestone, we will have special events throughout the year for our Accredited Businesses, as well as unique marketing and sponsorship opportunities. To find out more about the upcoming Centennial Celebration or to inquire about these new advertising opportunities and sponsorships, please visit <http://www.sandiego.bbb.org/events>.

To find out more about these opportunities please visit www.sandiego.bbb.org/events or contact your BBB's Andrea McNelis at 858.637.6199 or amenelis@sandiego.bbb.org today.

social networking

Your BBB is social networking...are you?



need to update your information,
find out about the latest bbb events,
or pay your invoice online?

Log on to your Accredited Business Login Page at sandiego.bbb.org!



5050 Murphy Canyon Rd. #110
San Diego, CA 92123-4389

TEL 858.637.6199 | FAX 858.496.2141
Info@sandiego.bbb.org | bbb.org