

# stay connected



2011 MARKETING PROGRAM FOR BBB ACCREDITED BUSINESSES





## Welcome and Overview

### Dear BBB Accredited Businesses:

More than any other time in history, there are opportunities to connect your business to your customers. Today's media options and communications technologies make this all possible yet it takes strategic thinking to connect in the right way to the right customers.

The Better Business Bureau's Marketing Program for Accredited Businesses provides a simple, strategic plan that will deliver your advertising message together with other like-minded companies and the BBB. This leverages the strength of your message into a much bigger and more impactful campaign of trust, honesty, ethics, integrity and treating your customers right.

As business owners and as consumers you know people are watching how they spend their hard earned money. Research shows San Diego consumers consistently tell us that they want to do business with companies they can trust. Fact is, nearly two million times a year consumers are contacting the Better Business Bureau to inquire about a company before they spend their money.

So doesn't it make sense to join forces with other BBB Accredited Businesses by participating in this special program we've designed just for you? You can choose to participate in this program on television, radio, newspaper, magazines, BBB Google Adwords or our own Yellow Pages of BBB Accredited Businesses.

And no matter what level of participation you choose, your advertising will have more clout and visibility because the special BBB branded advertising reminds consumers that you are committed to treating them right.

Sincerely,

**Sheryl Bilbrey**, President & CEO

## The Marketing Program for BBB Accredited Businesses

### overview

The Marketing Program for BBB Accredited Businesses incorporates successful programs like our Famous Faces TV campaign, Famous Voices Radio campaign, BBB Google AdWords, and the Yellow Pages of BBB Accredited Businesses. Then we've added a special advertising section in San Diego Magazine that showcases Torch Award Hall of Fame companies, plus San Diego Business Journal, San Diego Home/Garden Lifestyles, the San Diego Union Tribune and a brand new opportunity with SignOnSanDiego.com.

### how does it work?

Your BBB has pre-negotiated special rates and added value for you in these special sections.

As a participant, you buy the advertising you want directly from our media partners.

Each section has been formatted to carry the BBB brand message reinforcing the fact that Accredited Businesses are committed to ethics in the marketplace.

The BBB framework helps consumers decide who gets their business.

### who can participate?

Any BBB Accredited Business in good standing can participate in this program.

### what are the 2011 media opportunities?

- San Diego Business Journal
- The Famous Voices Radio Campaign runs on 22 English language and 7 Spanish language radio stations
- The Famous Faces TV Campaign runs on eight network and independent TV stations plus San Diego Interconnect cable stations throughout San Diego County
  - San Diego Home/Garden Lifestyles
  - San Diego Magazine
  - San Diego Union Tribune
  - SignOnSanDiego.com
  - Google AdWords Program
- Yellow Pages of BBB Accredited Businesses
- Online Video Sponsorship Program

### how do we sign up?

On the following pages, you will find a one-sheet for each media opportunity as well as a sample of the advertising opportunities to help you decide what is best for your company. Please note the contact information for each media representative. They will work with you directly to make sure your advertising is placed in the programs you select.

Also please note billing information at the bottom of each page.

PUBLICATION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>San Diego Business Journal</b> contact: Mallory Bullard 858.277.6594 mbullard@sdbj.com	BBB Listing Page Jan 3	BBB Listing Page Feb 7	BBB Listing Page Mar 7	BBB Listing Page Apr 4	BBB Listing Page May 2	BBB Listing Page Jun 6	BBB Listing Page Jul 4	BBB Listing Page Aug 1	BBB Listing Page Sep 5	BBB Listing Page Oct 3	BBB Listing Page Nov 7	BBB Listing Page Dec 5
<b>BBB Famous Voices—Radio</b> contact: Sharon Massey 858.350.8854 sharon@sandiegoradio.com	Famous Voices 1/3, 1/10, 1/17 :30 Radio Spots						Famous Faces :30 TV Spots	Famous Faces :30 TV Spots				
<b>BBB Famous Faces—TV</b> contact: Sheila Fox 619.298.0495 sheila@foxmark.net						Famous Faces :30 TV Spots	Famous Faces :30 TV Spots	Famous Faces :30 TV Spots				
<b>SD Home/Garden Lifestyles</b> contact: Michael Evans 858.634.4405 mevans@sdbg.net				BBB Accredited Business Section				BBB Accredited Business Section				BBB Accredited Business Section
<b>San Diego Magazine</b> contact: Megan Smith 619.744.0530 megans@sandiegomagazine.com		BBB Torch Award Hall of Fame Full-Page 4C profile*										
<b>San Diego Union Tribune</b> contact: Kathy Vaca 619.293.1594 kathy.vaca@uniontrib.com			BBB Theme Page Mar 17	BBB Theme Page May 12	BBB Theme Page May 12	BBB Theme Page Jun 6	BBB Theme Page Jul 14	BBB Theme Page Sep 15	BBB Theme Page Sep 15			
<b>SignOnSanDiego.com</b> contact: Kara Grassetti 619.718.5290 kara.grassetti@signonsandiego.com												
<b>Google Adwords Program</b> contact: Bob Day 619.972.3948 bob@bbpages.com *sign up anytime		ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing
<b>Yellow Pages of BBB Accredited Businesses</b> contact: Bob Day 619.972.3948 bob@bbpages.com					Summer Edition						Winter Edition	
<b>Online Video Sponsorship Program</b> contact: Andrea McNelis 858.637.6199 x320 amenelis@sandiego.bbb.org *sign up anytime		ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing	ongoing

\*Dates to be announced please contact Kara for more information.

\*SD Magazine Torch Award issue limited to previous and current Torch Award Winners

## San Diego Business Journal



Number 1 Weekly Business Publication in San Diego  
15,000 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/leasing of products.

**Timing:** Annual program to run first Monday of each month starting in January 2011

**Commit by:** December 6, 2010

**Materials by:** December 27, 2010

**Run date(s):** Jan 3, Feb 7, Mar 7, Apr 4, May 2, Jun 6, Jul 4, Aug 1, Sept 5, Oct 3, Nov 7, Dec 5

**Cost:**

- Line Ads plus 4-Color Logo**
- 1 col x 1.5" ad = \$55/ad = \$660/year**
- 1 col x 2.5" ad = \$75/ad = \$900/year**
- 1 col x 3.5" ad = \$80/ad = \$960/year**
- Display Ads in 4-color**
- 5" width x 2.5" height = \$150/ad = \$1,800/year**
- 5" width x 3.5" height = \$160/ad = \$1,920/year**
- Minimum 12 time schedule

**Specs:**

- Line Ads**
- 1 col x 1.5" ad**
- Headline
- 3 lines of content
- Contact info
- 1 col x 2.5" ad**
- Headline
- 7 lines of content
- Contact info
- 3" x 2" ad**
- Headline
- 14 lines of content
- Contact info
- Display Ads**
- 5" width x 2.5" height**
- 5" width x 3.5" height**

**Website:** The BBB page will be online every month as well as a link to the advertisers website. This is included at no additional charge.

**Contact:** Mallory Bullard, Account Executive  
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

**Early bird special \$10.00 off, each month, any size ad with signed contract at the 2010 BBB breakfast.**

## San Diego Radio Broadcasters Association “Famous Voices” Package



Sponsors will receive 10x thirty-second announcements on SDRBA member stations. Spots will run as free-standing announcements or will be piggybacked with another BBB sponsor as a sixty-second announcement.

Each sponsor will receive a minimum of 200-240 total radio announcements over the three week campaign.

Audience Info:	The SDRBA member stations include the full complement of radio formats reaching all demographics of the San Diego population.
Stations:	<b>18 English language / 9 Spanish language</b>
Schedule:	BBB sponsor schedules will be distributed evenly across all day-parts and days of the week, running Monday-Sunday, 6am-midnight.
Reach:	Sponsor schedule will reach approximately 900,000 adults 18+ over the three week schedule. (Arbitron PPM April/May/June 2009)
Timing:	Commitment date: November 5, 2010
Materials by:	Copy points needed by November 12, 2010
Production dates:	Nov. 29 – Dec. 10, 2010
Run date(s):	Weeks of Jan. 3, Jan. 10, and Jan. 17, 2011
Cost:	<b>\$4,300.00</b>
Contact:	Sharon Massey, Executive Director 13137 Winstanley Way, San Diego, CA 92130 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

### SAMPLE RADIO COPY—FAMOUS VOICES CAMPAIGN

#### BBB Accredited Business

Anncr: 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

Anncr: 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.**

## Famous Faces TV Campaign



The Famous Faces TV campaign for 2011 offers three levels of participation each of which is available for either general market TV stations or Spanish language TV stations.

You can choose to participate in one or more i.e. the \$15,000 package for general market TV and a \$10,000 package for Spanish language TV.

- 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 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 4, 2011   Production Dates: April/May, 2011
Run date(s):	<b>June, July and August, 2011</b>
Cost:	<b>\$15,000 – Evening News, Prime Access and Late News</b> <b>\$10,000 – Morning News/Shows, Noon News, Early Evening News &amp; Daytime</b> <b>\$5,000 – Morning News/Shows, Noon News &amp; Daytime</b> <b>\$2,500 – commercial production</b>
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

#### Better Business Bureau - “Famous Faces-All American Paint and Body” :30 Spot



We're Tina & Henry Bellini from *All American Paint and Body* one of the BBB's Accredited Businesses. For more than 37 years our collision repair maintenance has grown as a result of many satisfied customers. We're constantly investing and training in education for our employees so we could maintain a great rating as a BBB Accredited Business.

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



San Diego Home/Garden Lifestyles, a locally owned magazine, is celebrating 31 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 212,000\* 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 2009/Feb-Mar 2010

**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 2011

**Commit by:** April issue – February 15, 2011  
August issue – June 14, 2011  
December issue – October 11, 2011

**Materials Due:** April issue – February 22, 2011  
August issue – June 21, 2011  
December issue – October 24, 2011

\*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, 2010.

**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 2011 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 23, 2010  
Profile to be finished by: Tuesday, January 4, 2011  
Publication date: February 2011  
On-Sale date: February 1, 2011

**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:** Megan Smith, Sales Assistant  
619.744.0530  
megans@sandiegomagazine.com

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

# The San Diego Union-Tribune

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 1

**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.

**Materials due:** Varies per publication – call for details.

**Run date(s):** March 17, May 12, July 14, September 15

**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 or additional print opportunities please contact:  
 Kathy Vaca, Account Manager  
 Phone: 619.293.1594, Fax: 619.260.5045  
 Kathy.Vaca@uniontrib.com

**Billing Info:** We accept Visa, MasterCard, Discover & American Express. Prior to publication, checks can be mailed to: Union-Tribune, Attn: Kathy Vaca  
 P.O. Box 120191, San Diego, CA 92112-0191  
 If you would like to be billed, please call for a credit application.

# SignOnSanDiego.com

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 Omniture HBX; Scarborough Local Market Studies among top 25 DMAs for adult population, Release 2, 2008 (12 months); Verve Wireless Partner Site Traffic Report 7/9/2009; ABC Audit (Sept. 2009).

**Product:** Better Business Bureau Membership Directory on Sign on San Diego, date & rates to be announced.

**Contact:** For more information on the BBB Directory or additional online opportunities please contact:  
 Kara Grasseti, SignOnSanDiego.com Account Manager  
 Phone: 619-718-5290, Fax: 619-260-5045  
 Kara.Grasseti@signonsandiego.com



## 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.

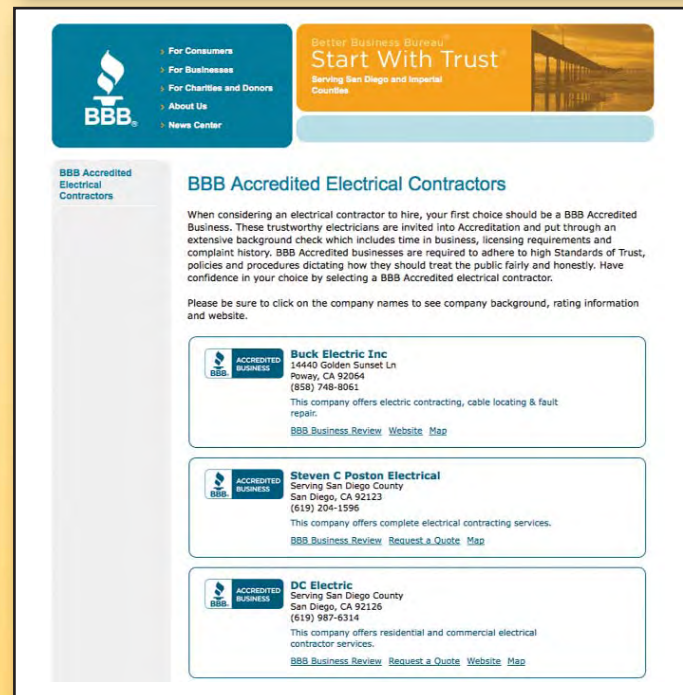
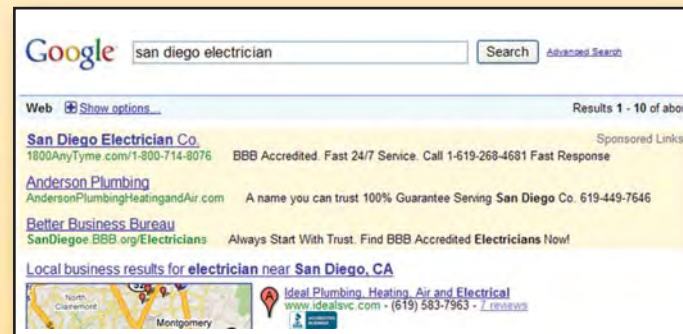
Consumers look to the BBB for trustworthy companies that can offer quality services. This program posts sponsored listings on Google for several types of businesses. These listings direct consumers straight to the sponsor's Reliability Report and rating. Consumers will find you, an Accredited Business, 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: Pricing will vary depending on company Type of Business.

Contact: Bob Day  
P.O. Box 710970 Santee, CA 92072  
619-972-3948 x101, bob@bbbpages.com



## Yellow Pages of BBB Accredited Businesses

The BBB Yellow Pages is the only San Diego Yellow Page 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 Yellow Pages 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. Also your BBB Yellow Pages has a user-friendly online version at sandiego.bbb.org.

Timing: **Deadline – Spring/Summer 2011 is Apr. 1, 11** with a distribution date of mid-May.  
**Deadline – Fall/Winter 2011 is Oct. 3, 11** with a distribution date of mid-November.

Cost: All BBB Accredited Businesses receive one basic listing as a 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 Yellow Pages San Diego Advertising Rates

BBB Yellow Pages • Tel: 619.972.3948 • Fax: 619.330.1843

Effective September 1, 2002

Position	1 Issue	Save with 2 Issues (per issue)
Back Cover	\$8,032	\$7,650
Inside Front Cover	\$6,903	\$6,575
Inside Back Cover	\$5,880	\$5,600
1/2 Page Inside Front Cover	\$3,832	\$3,650
1/2 Page Inside Back Cover	\$3,465	\$3,300

Category	1 Issue	2 Issues
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	\$2,600	\$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

Additional Rates	1 Issue	2 Issues
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



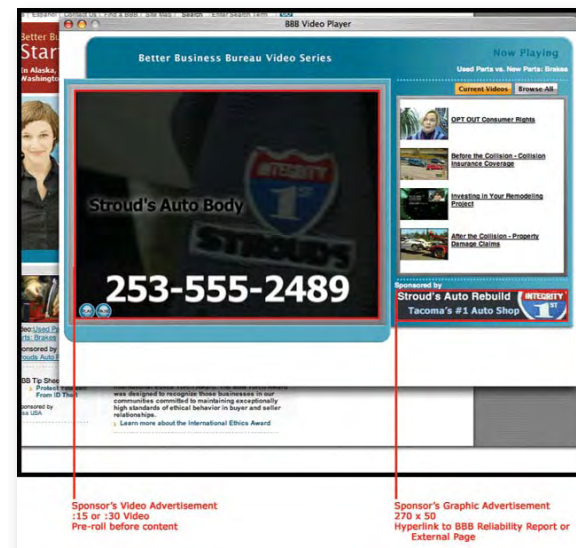
**BBB**  
Start With Trust

*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](mailto: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.

To find out more about these opportunities please visit [www.sandiego.bbb.org/events](http://www.sandiego.bbb.org/events) or contact your BBB's Andrea McNelis at 858-637-6199 or [amcnelis@sandiego.bbb.org](mailto:amcnelis@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](http://sandiego.bbb.org)!



5050 Murphy Canyon Rd. #110  
San Diego, CA 92123-4389  
Tel **858.496.2131** | Fax **858.496.2141**  
**[info@sandiego.bbb.org](mailto:info@sandiego.bbb.org)** | **[bbb.org](http://bbb.org)**