



Better Business Bureau®

# Start With Trust<sup>sm</sup>

BBB Serving Mainland British Columbia

## Consumer Guide 2012

**DISTRIBUTION: 400,000**

via newspaper directly to Consumers' doorsteps

Also available to view online at:  
[www.biv.com/bbb](http://www.biv.com/bbb)

**Ad space is  
now open  
for the next  
edition**

**CALL TODAY: TOLL FREE 604-904-1214**

[craigmohrholdings@shaw.ca](mailto:craigmohrholdings@shaw.ca)

# Consumers are looking for BBB ACCREDITED BUSINESSES



**C**onsumers can rest assured that when they find the signs of a BBB Accredited Business they are dealing with a company that is proud to make a public statement about high ethical standards: a company that has demonstrated a commitment to customer service.

The **Better Business Bureau Guide** is the **Official Directory** of accredited member businesses. It is produced and published annually by the Business in Vancouver Media Group.

Reserve your 2012 premium position early!

SALES:  
**Dale Shumka:**  
**604-904-1214**  
 or  
 craigmohrholdings@shaw.ca

Production & Sales Inquiries:  
 Katherine Butler: 604-688-2398

**A year of visibility for the price of one ad!**

**DISTRIBUTION: 400,000** –Distributed February 2012



## LOCATIONS:

- |                  |                |
|------------------|----------------|
| Burnaby          | Coquitlam      |
| Vancouver        | Port Coquitlam |
| South Delta      | Port Moody     |
| Richmond         | Abbotsford     |
| North Shore      | Mission        |
| New Westminister | White Rock     |
| Surrey           | South Surrey   |
| Maple Ridge      | Langley        |
| Pitt Meadows     | Aldergrove     |
| North Delta      | Chilliwack     |
|                  | Squamish       |

### DISTRIBUTION:

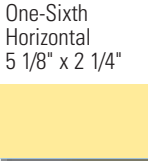



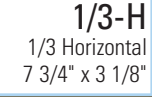

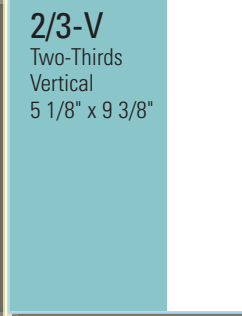
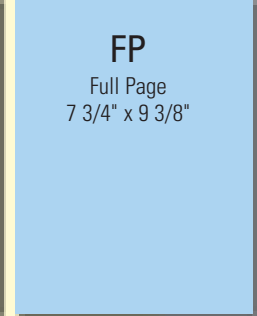
The Greater Vancouver Regional District via community newspapers, mail, community centres, *Business in Vancouver* newspaper office and the Better Business Bureau offices.

Neither the Better Business Bureau nor Business in Vancouver Media Group will be liable for damages resulting from reasonable and/or unforeseen delays in the Directory's distribution.

# FULL-COLOUR PAGE DISPLAY

Display ads include your choice of colours and graphics  
(including full colour).



<p><b>1/6-H</b> One-Sixth Horizontal 5 1/8" x 2 1/4"</p> 	<p><b>1/6-V</b> One-Sixth Vertical 2 1/2" x 4 5/8"</p> 	<p><b>1/3-S</b> One-Third Square 5 1/8" x 4 5/8"</p> 	<p><b>1/3-V</b> One-Third Vertical 2 1/2" x 9 3/8"</p> 	<p><b>1/3-H</b> 1/3 Horizontal 7 3/4" x 3 1/8"</p> 	<p><b>HP-H</b> Half-Page Horizontal 7 3/4" x 4 5/8"</p> 	<p><b>2/3-V</b> Two-Thirds Vertical 5 1/8" x 9 3/8"</p> 	<p><b>FP</b> Full Page 7 3/4" x 9 3/8"</p> 
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## FULL-COLOUR COLUMN DISPLAY

All Column Display ads are one  
column wide (2 1/2 inches).

**3CD**  
One and One Half-Inch  
Column Display  
2.5" x 1.5"

**4CD**  
Two-Inch Column Display  
2.5" x 2"

**5CD**  
Two and One Half-Inch  
Column Display  
2.5" x 2.5"

**6CD**  
Three-Inch Column Display  
2.5" x 3"

**CALL 604-904-1214**

FOR ANSWERS TO YOUR QUESTIONS or TO BOOK YOUR SPACE



# BETTER BUSINESS BUREAU GUIDE

The Official Directory of Better Business Bureau member companies

## 2012 Display Advertising Rates & Deadlines

**Advertising Close Date:** October 30, 2011

**Publication Date:** February, 2012

### 4/C PAGE DISPLAY

Display ads include your choice of colours and graphics (including full colour).

Display ads will be placed on the page corresponding to the chosen classification, but not necessarily positioned as shown on the template.

Ad	Description	Width (inches)	Depth (inches)	Annual Net Price*
1/6-H	One-Sixth Horizontal	5 1/8"	2 1/4"	\$2,550
1/6-V	One-Sixth Vertical	2 1/2"	4 5/8"	2,550
1/3-H	One-Third Horizontal	7 3/4"	3 1/8"	3,900
1/3-S	One-Third Square	5 1/8"	4 5/8"	3,900
1/3-V	One-Third Vertical	2 1/2"	9 3/8"	3,900
HP-H	Half-Page Horizontal	7 3/4"	4 5/8"	5,250
2/3-V	Two-Thirds Vertical	5 1/8"	9 3/8"	6,800
FP	Full Page	7 3/4"	9 3/8"	8,250

◆ All Page Display ads include one free CRL (Column Reference Listing).

**CRL Example:**

ABC COMPANY NAME (8 PT)  
SEE OUR AD THIS PAGE  
201-1000 Your St., Van 000-000-0000

### Cover Positions

		Annual Net Price*
Outside back cover	Full Page, Full-colour	\$13,500
Inside front cover	Full Page, Full-colour	10,000
Inside back cover	Full Page, Full-colour	10,000

### Basic Listings & Column Informational

Basic Listings Specs & Annual Net Rates	Enhanced* Code/Price	Description
<b>BOLD COMPANY NAME (9 PT)</b> 101-1000 Your St, Van 000-07pt	BSL \$175	
	BSLE \$200	In blue, green or red type on yellow
<b>EXTRA BOLD COMPANY NAME (12 PT)</b> 101-1000 Your St, Van 000-08pt	EBSLE \$225	In blue, green, black or red type on yellow
Column Informationals	Enhanced* Code/Price	Description
ABC COMPANY NAME (8 pt) 1/2" space with standard company name and address line plus 3 LINES OF 6 PT TYPE or 2 LINES OF 8 PT TYPE (MAX 1 LINE BOLD) 101-1000 Your St, Van 000-07pt	1CIB \$375	Any available type colour(s): blue, green or red (& black) on white
ABC COMPANY NAME (8 pt) 1" space with standard company name and address line plus 7 LINES OF 6 PT TYPE or 5 LINES OF 8 PT TYPE or 4 LINES OF 10 PT TYPE (MAX 2 LINES BOLD) 101-1000 Your St, Van 000-07pt	2CIB \$675	Any available type colour(s): blue, green or red (& black) on white

### 4/C COLUMN DISPLAY

All Column Display ads are **one column wide** (2 1/2 inches).

Ad	Depth (inches)	Annual Net Price*
3CD	1 1/2"	\$900
4CD	2"	1200
5CD	2 1/2"	1500
6CD	3"	1800

◆ All Column Display ads include one free ARL (Anchor Reference Listing)

**ARL Example:**

ABC Company name (7 PT) 000-000-0000  
(See our ad this page)

### Header logo

**Directory Section** (on the top left hand side of every right hand page, approximately 35 pages) **\$7000**

### Footer

**Directory Section** (one single line of type on the bottom of each right hand page) **\$4000**

### Note:

- All rates are net and subject to TAX.
- All rates are an annual one-time cost.
- A year of visibility for the price of ONE advertisement.
- 400,000 distribution

**CALL 604-904-1214**

