



# BETTER BUSINESS BUREAU Community GUIDE

Better Business Bureau Serving Denver/Boulder

## *The BBB Community Guide Offers Dynamic Marketing Solutions for BBB Accredited Businesses!*



### **ADVERTISE IN THE SUMMER ISSUE OF THE BBB COMMUNITY GUIDE!**

The **BBB Community Guide** is an exciting new quarterly publication produced for the Better Business Bureau Serving Denver/Boulder. The BBB Community Guide contains valuable information for every consumer about BBB services. Articles explain how to use BBB phone and online resources, how to find an Accredited Business, how to avoid seasonal scams, important tips for consumers, and much more.

The **BBB Community Guide** also provides a POWERFUL marketing and branding opportunity for BBB Accredited Businesses! Accredited Business ads educate consumers, and encourage new business and customers through discounts and special offers.

The **BBB Community Guide** is printed in full color on glossy paper. Brock Media Company, a BBB Accredited Business, has partnered with your Better Business Bureau Serving Denver/Boulder to produce the BBB Community Guide.

## **FAST FACTS**

### about the *BBB Community Guide*

**DISTRIBUTION:** A press run of more than 83,000 copies will be distributed as follows: Minimum 57,000 copies mailed directly to select Denver Neighborhoods. 19,000 copies distributed through more than 225 retail stores and restaurants in the Denver metro area. 6,200 copies mailed to BBB members, with another 1,000 distributed to new BBB members and events. Additional copies distributed in Boulder County.

**PUBLICATION SPECIFICS:** The **BBB Community Guide** will be magazine size - 8.375" wide by 10.875" tall. It will be printed on glossy stock in full color.

**ADVERTISING SPACE** will be limited in each issue to less than 80 pages. Ads are provided on a first-come, first-served basis. Please see ad size below for specifications.

**FREQUENCY:** The **BBB Community Guide** will be published four times a year - with distribution timed for the first week of February, May, July and November.

**VIRTUAL EDITION:** The complete issue of each **BBB Community Guide** will be available ONLINE at **DenverCommunityGuide.com**, with a link from the BBB's website: **Denver.BBB.org**. Consumers without a print version can access every advertiser's ad and all of the BBB information in the online edition.

**Please review the current issue at [BBBGuide.com](http://BBBGuide.com)**

#### **DEADLINES:**

**All ad space reserved: April 15, 2011**

**All ad copy received: Prior to April 20, 2011**

**Publication date: May 12, 2011**

**Copies mailed to metro households: by May 20, 2011**



## COLORFUL, HELPFUL CONTENT

We're very proud of the exciting look and great content included in every issue of the BBB Community Guide. You can review the bright, easily accessible design and format on **BBBGuide.com**.

ALL ADVERTISERS get the advantage of complete access to the entire community through the virtual edition on **BBBGuide.com**.

**VISIT OUR WEBSITE:**  
**BBBGuide.com**

## advertising opportunities

The **BBB Community Guide** has been designed to be affordable for every BBB Accredited Business. Sizes range from a full page to half and quarter pages, and there are specially-priced "BBB Marketplace" pages that offer very affordable display ads for small business members. Members who participate the next three issues of the BBB Community Guide receive a substantial discount.

SIZE	SPECS	1X RATE	4X RATE
Full Page Display Ad	7.25" x 9.75" / 8.875" x 11.375" (bleed)	\$2,695	\$2,475
Half Page	7.25" x 4.75"	\$1,675	\$1,550
Quarter Page	3.5" x 4.75"	\$895	\$795
BBB Marketplace	2.33" x 1.25"	\$335	\$295

**PLEASE NOTE:** Advertising space will be reserved on a first come, first served basis, as page count is limited.

**PAYMENT: A 50% deposit is required to reserve ad space. Payment in full required prior to publication. Checks, VISA, MASTERCARD and AMEX accepted.**

## contact

**For businesses beginning with  
letters A thru F:**

Please contact **Sandi Ausman**  
**303-443-0600 ext. 198**  
7Miracles@comcast.net

**For businesses beginning with  
letters G thru N:**

Please contact **Linda Wigod**  
**303-443-0600 ext. 106**  
Linda@brockpub.com

**For businesses beginning with  
letters O thru Z:**

Please contact **Nicole Karsted**  
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