



Web Banner Sponsorship Value Packages:

SMALL/MEDIUM BUSINESSES (*less than 100 Employees*) Your Banner on the Search Page (Right Rail)

- One year at \$1,800 (\$150/mo)
- 9 months at \$1,500 (\$166.66/mo)
- 6 Months at \$1,200 (\$200/mo)

Sponsorship Requirements

- Sponsorship is by invitation only and is only open to BBB Accredited Businesses in good standing.
- Banners load in random order and rotate through all sponsors.

Banner Artwork Standards

- Sponsor banner dimensions are 150 pixels wide x 400 pixels high (Search Page).
- Additional banner no larger than 500 pixels wide x 120 pixels high should be provided for general listing on interior page (would be resized accordingly).
- File size should be 30k or less, in gif or jpg format.
- Text should not be smaller than 10 pt., if possible. Gotham Bold is recommended.
- To maximize banner visibility, please avoid using flash or heavy animation in artwork.
- You may link your banner to the URL of your choosing.
- Sponsorship banners may contain corporate/brand identity kinds of messages, but should not feature explicit advertising messages that "sell" a product or service (a CBBB national requirement). Banner content and hotlink are subject to BBB approval.



Web Banner Sponsorship Value Packages:

LARGE BUSINESSES (over 100 Employees) *Your Banner On the Home Page (Bottom Right)*

- One year at \$4,800 (\$400/mo)
- 6 months at \$2,700 (\$450/mo)
- \$500 per single month

Banner Artwork Standards

- Sponsor banner dimensions are 255 pixels wide x 100 pixels high (home page).
- Additional banner no larger than 500 pixels wide x 120 pixels high should be provided for general listing on interior page (would be resized accordingly).
- File size should be 30k or less, in gif or jpg format.
- Text should not be smaller than 10 pt., if possible. Gotham Bold is recommended.
- To maximize banner visibility, please avoid using flash or heavy animation in artwork.
- You may link your banner to the URL of your choosing.
- Sponsorship banners may contain corporate/brand identity kinds of messages, but should not feature explicit advertising messages that "sell" a product or service (a CBBB national requirement). Banner content and hotlink are subject to BBB approval.



SPECIAL SPONSORSHIP OPPORTUNITIES

Promote Your Business: Become a BBB Web Sponsor

BBB Website Sponsorship

Reach Receptive Consumers in a Uniquely Valuable Environment with Online Banners. BBB Accredited Businesses are eligible to become a sponsor of the BBB website at **www.newyork.bbb.org**.

Visibility on www.newyork.bbb.org is valuable because consumers – especially Internet users - have a remarkably positive view of the BBB and its partners, as they set the tone for marketplace trust:

- 81% of the public are aware of the Better Business Bureau, along with 89% of business leaders (Princeton Survey Research, 2004).
- 3 out of 4 of our www.newyork.bbb.org website users are seeking pre-purchase information about a business, and over 90% said that the BBB logo on an ad or website would make them more likely to do business with a company (Opinionsite.com, 2004).
- You'll be in good company...prior sponsors include: IBM, AXA Financial, Sony, J&R Music & Computer World, Bank of New York, Con Edison, 1-800-Mattress, New York Times (NY Today).

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Special Offer!
Web Sponsorship Registration Form

SMALL/MEDIUM BUSINESSES(less than 100 Employees) Your Banner on the Search Page (Right Rail)

Yes, I want a web banner on the Search Page!

Check one

One Year Sponsor at \$1,800

- o \$150 per month (may be paid in full or in 4 equal \$450 payments)

9 Month Sponsor at \$1,500

- o \$166.66 per month (may be paid in full or in 3 equal \$500 payments)

6 Month Sponsor at \$1,200

- o \$200 per month (may be paid in full or 2 equal \$ 600 payments)

I have enclosed my check for \$ _____.

This pledge is a firm commitment to participate at \$_____. Please bill me.

I am paying by __American Express __Visa __MasterCard __Discover

Card Number _____ Expiration ____ / ____ CVV_____

Name on Card _____ Total \$ _____

CONTACT NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____ CITY: _____ STATE: ____ ZIP: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

Your Signature: _____ DATE: _____

For further information or details about BBB Sponsorship programs, please contact us at
Tel ♦ 212.533-8050 Email smcmillan@newyork.bbb.org

Please Fax This Form to Susan McMillan at ♦ 212-533-7503

Cancellation/Refund Policy: All cancellations must be submitted in writing. We request a 30 day advance notice of cancellations in which case a partial refund will be issued based on the number of months the sponsor's banner has been in place. The BBB reserves the right to cancel or suspend any company's web banner, in which case a partial refund will be issued based on the number of months the sponsor's banner has been in place. The BBB assumes no liability for individual expenses committed and/or incurred in the event of cancellation or suspension.



Special Offer!
Web Sponsorship Registration Form

LARGE BUSINESSES (over 100 Employees)
Your Banner On the Home Page (Bottom Right)

Yes, I want a web banner on the Home Page!

Check one

One Year Sponsor at \$4,800

- o \$400 per month (may be paid in full or in 3 equal \$1,600 payments)

6 Month Sponsor at \$2,700

- o \$450 per month (may be paid in full or 2 equal \$1,350 payments)

I have enclosed my check for \$ _____.

This pledge is a firm commitment to participate at \$_____. Please bill me.

I am paying by __American Express __Visa __MasterCard __Discover

Card Number _____ Expiration ____ / ____ CVV_____

Name on Card _____ Total \$ _____

CONTACT NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____ CITY: _____ STATE: ____ ZIP: _____

TELEPHONE: _____ FAX: _____ E-MAIL: _____

Your Signature: _____ DATE: _____

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