

Exclusive! 4 Ads in 4 Different Media Venues!
Sign Up Today!



Committed to Trust
Committed to You!

BBB 2009 Annual "Accredited Business Only" Advertising Campaign!
General Sponsor Ad Package

Package #2: - 3 PRINT ADS PLUS 1 WEB AD

Cooperative Directory Style Format in:

The New York Times, full page, nationally on a non-holiday weekday in October
New York Daily News, double page, on a non-holiday weekday in October
El Diario, double page (in Spanish), in October

[] Yes, sign up my company for the **Fall Ad Series (ONLY)** at **\$495 or \$450 before May 29, 2009**

Plus: You may also participate in our exclusive BBB Web Ad on our web site at www.newyork.bbb.org for an additional \$200. (Exclusive offer with purchase of newspaper ad ONLY)

[] Yes, sign up my company for the **Fall Ad Series and BBB Web Ad** at **\$695 or \$650 before May 29, 2009**

Check one: [] Enclosed is my check made payable to the BBB

[] Please bill me.

[] Charge my ad to (circle one) **MasterCard** **Visa** **American Express** **Discover**

Card # _____ Exp. Date _____ CVV _____ (3-digit card code)

Cardholder Name _____ Signature _____

Please print your company's name (35 character limit) and phone number exactly as you want it to appear in ads**

Company Name _____ Phone _____

Web Site [URL:](#) _____

**Additional Line: _____

****Additional lines are \$125 each. They may include phone #s, web sites or fax #s.**

Please circle one of the following categories for your listing: (We reserve the right to merge categories)

- | | | | |
|---------------------------------|----------------------------------|-------------------------------|-----------------------------------|
| Advertising Agencies | Electric Products & Services | Interior Design | Pharmacies |
| Air Conditioning | Electronics | Jewelry | Photographic Equipment & Services |
| Apparel | Electronics / Appliances | Kitchens & Baths | Plumbing |
| Appliances | Employment Contractors | Landscaping | Printing & Graphic Design |
| Art Restoration | Entertainment | Limousine Service | Professional Services |
| Art / Antiques | Event Producers | Locksmiths / Security | Publishing |
| Automotive | Financial Services | Marketing Consultants | Real Estate |
| Business Products & Services | Flooring | Media / Communications | Retailers |
| Carpet Cleaning | Florists | Medial Services | Roofing Contractors |
| Caterers | Food / Beverages | Messenger / Delivery Services | Schools / Training |
| Children's Products & Services | Framing | Mobile Phones & Accessories | Security |
| Chimney & Fireplace Services | Funeral / Interment Services | Moving | Storage |
| Cleaning Services | General Contractors | Music & Videos | Telecommunications |
| Cleaning / Domestic Services | General Services | Musical Instruments | Transportation |
| Computer Products & Services | Health & Beauty | Office Cleaning | Travel |
| Consumer Products | Health Maintenance Organizations | Office Furniture | Utilities & Energy Services |
| Data Cable Installation | Heating | Online / Internet Services | Veterinarians |
| Drapery & Upholstery Fabrics | Home Furnishings | Optical Services | Video Equipment Dealers |
| Dry Cleaners / Garment Services | Home Improvement | Painting Contractors | Waterproofing |
| E-Commerce | Hotels | Pest Control | Wedding / Bridal |
| Electric Contractors | Insurance | Pet Products & Services | Windows |

Please print clearly and sign. This information is mandatory for confirmation and will not appear in the ad.

Your Name _____ Title _____

Firm _____ Phone _____

Address _____ E-Mail _____

Fax _____ Signature _____ Date _____

For information on additional listings, lines, web sites, and/or phone #s, call or email Shawn Fafara, 212-533-8050, sfafara@newyork.bbb.org. Please complete and mail this form to: Shawn Fafara, **BBB Ad Campaign**, 257 Park Avenue South, New York, NY 10010 Or FAX to: 212-533-7507.



The Better Business Bureau
Serving Metropolitan New York,
Long Island and the Mid-Hudson Region
257 Park Avenue South-4th Fl.
New York, NY 10010
Phone: (212) 533-7500 Fax: (212) 477-4912

**Exclusive! 5 Ads in 5 Different Media Venues!
Sign Up Today!!**

BBB 2009 Annual "Accredited Business Only" Advertising Campaign FAQ

What is the BBB Ad Campaign?

An exclusive, popular annual campaign aimed at benefiting you, New York businesses and your customers.

What Is the Ad Campaign Message?

Committed to Trust -Committed to You!

The BBB is proud to honor its New York **BBB Accredited Businesses** all of whom are committed to upholding the **BBB Standards for Trust**. Since 1922, the BBB symbol has been a beacon for business reliability, integrity and honesty. The public relies on this symbol to help identify businesses, like these below, which are committed to these principles.

Choose from two exclusive packages:

Package #1: Prominent Sponsor Ad: Up to 50 distinguished companies will appear in: *The New York Times* (nationally) and the *New York Law Journal*, a full page, on a non-holiday weekday in October (**limited to 50 distinguished companies**).

- **A Cooperative Directory Style Format will also run in:**
 - *The New York Times*, full page, nationally on a non-holiday weekday in October
 - *New York Daily News*, double page, on a non-holiday weekday in September
 - *El Diario*, double page (in Spanish) in October –
 - **BBB Web Ad, on our web site at www.newyork.bbb.org - Price: \$3,000**

Package #2: General Sponsor Ad: Your firm will appear in a cooperative Directory Style Format which will run in:

- *The New York Times*, full page, nationally on a non-holiday weekday in October
- *New York Daily News*, double page, on a non-holiday weekday in September
- *El Diario*, double page (in Spanish) in October – **Price: \$495**

Plus Special Offer:

- **BBB Web Ad, on our web site at www.newyork.bbb.org - Exclusive offer with purchase of newspaper ad ONLY - Price: \$200 Additional**

The Web Ad will be uploaded to our web site at www.newyork.bbb.org in a special pop-up directory-style format. Participating Accredited Businesses will appear in alphabetical order by category. Each company will be listed in separate consecutive rows with the following information:

Company name, address, phone #, web site URL link, email link & BBB Reliability Report link. Each firm will be allowed to display its company's logo, which may also be a direct link to its web site.

How does it benefit my company?

Participating in the ad sends a clear message that **your firm** is a company the public can trust and that it meets the BBB's high standards of ethical business practices.

How Can I Participate? Complete the enclosed reservation form and return it either via:

- **mail** with your credit card, check or billing instructions to us:
Attn: BBB Ad Campaign
257 Park Avenue South, 4th Floor
New York, NY 10010

Call (212) 533-8050 or fax your reservation form and payment instructions to (212) 533-7507.



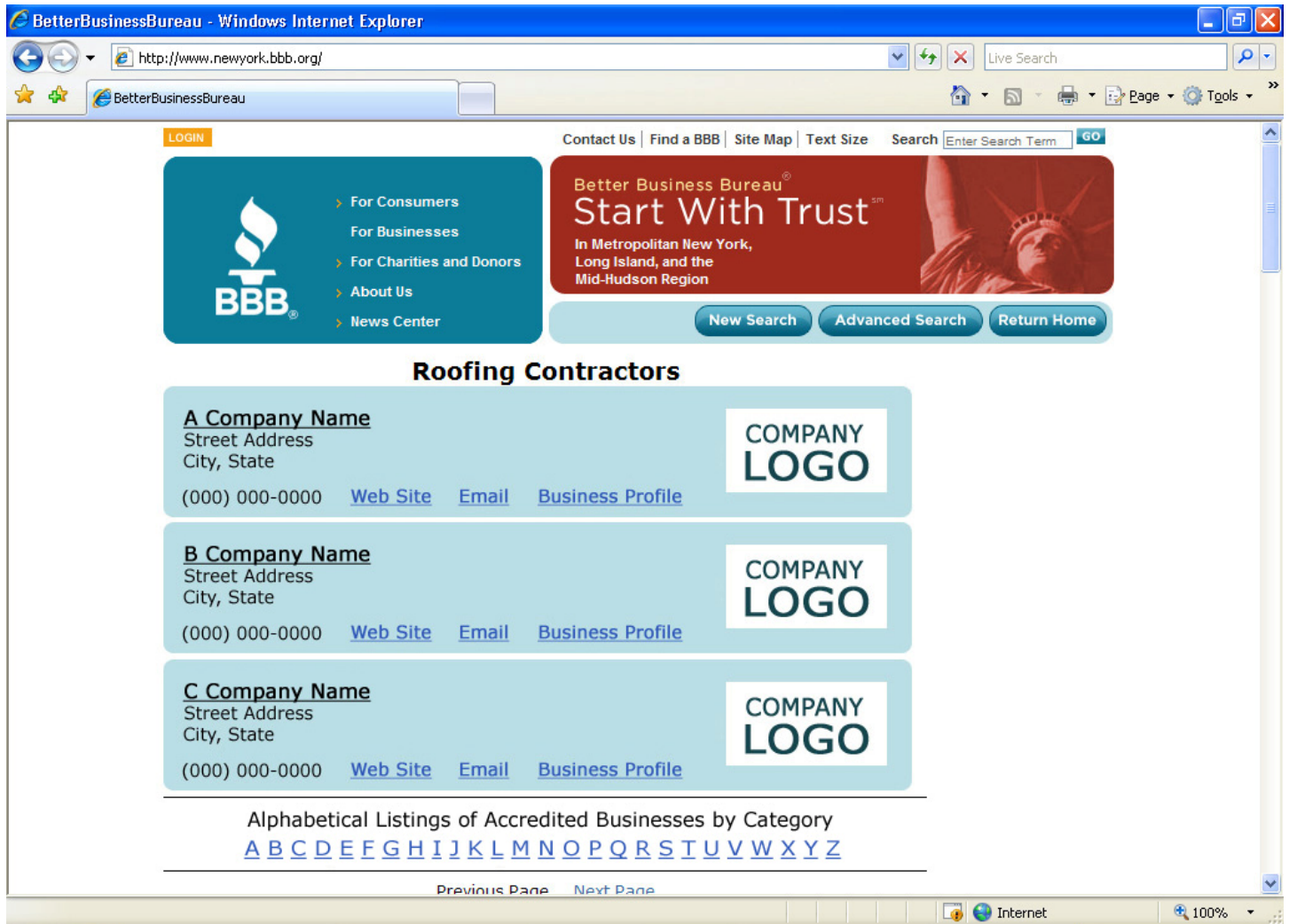
**BBB 2009 Annual
 “Accredited Business Only”
 Advertising Campaign — BBB Web Ad**

Committed to Trust — Committed to You!

The **BBB Web Ad** will run on our local Metropolitan New York BBB web site (www.newyork.bbb.org) in a special pop-up directory style format. Participating Accredited Businesses will appear in alphabetical order by category. Each company will be listed in separate consecutive rows with the following information:

- **Company name**
- **Address**
- **City**
- **State**
- **Phone number**
- **Web Site URL link**
- **Email link**
- **BBB Reliability Report link**

Each firm will be allowed to display its company’s logo (which may be sent to the BBB electronically), which may also be a direct link to its web site. This ad format will run from June through December of 2009.



Exclusive offer with purchase of newspaper ad ONLY | Price: \$200 Additional

Call the BBB Accredited Business Hotline to sign up today!

(212) 533-8050

This ad will be enlarged
into a full-page ad in
The New York Times



Committed to Trust - Committed to You!

The BBB is proud to honor its New York **BBB Accredited Businesses**, all of whom are committed to upholding the **BBB Standards for Trust**. Since 1922, the BBB symbol has been a beacon for business reliability, integrity and honesty. The public relies on this symbol to help identify businesses, like the ones below, which are committed to these principles.

List your
company's name
and phone
number here
for \$495

Get an additional
Ad on our web site
for \$200 with
purchase of the
print ad ONLY

These are sample
categories only.
Actual categories
are listed on the
Ad Reservation
form.

APPAREL

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

APPLIANCE/TV SALES/SERVICE

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

AUTOMOTIVE SALES/LEASING

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

BANKING

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

BUSINESS PRODUCTS & SERVICES

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

CARPET/UPHOLSTERY CLEANING

Company name
Phone 212-000-0000
www.yoursite.com

CATERING

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

CLEANING • RESIDENTIAL/ COMMERCIAL

Company name
Phone 212-000-0000
www.yoursite.com

COMMUNICATIONS/ TELECOMMUNICATIONS

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

COMPUTERS/ SOFTWARE/SERVICES

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

ELECTRONICS COMPONENTS

Company name
Phone 212-000-0000
www.yoursite.com

FINANCIAL SERVICES

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

FLOORS/FLOOR COVERINGS

Company name
Phone 212-000-0000
www.yoursite.com

FLORISTS

Company name
Phone 212-000-0000
www.yoursite.com

FOOD RETAIL

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

FUNERAL/INTERMENT SERVICES

Company name
Phone 212-000-0000
www.yoursite.com

HEALTH RELATED PRODUCTS AND SERVICES

Company name
Phone 212-000-0000
www.yoursite.com

HEATING/AIR CONDITIONING

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

HOME BUILDERS

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

HOME FURNISHINGS

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

INSURANCE

Company name
Phone 212-000-0000
www.yoursite.com

LANDSCAPING/ SPRINKLERS

Company name
Phone 212-000-0000
www.yoursite.com

LIMOUSINE SERVICE

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

MORTGAGES

Company name
Phone 212-000-0000
www.yoursite.com

MOVING & STORAGE

Company name
Phone 212-000-0000
www.yoursite.com

OIL COMPANIES/ SERVICE

Company name
Phone 212-000-0000
www.yoursite.com

PEST CONTROL

Company name
Phone 212-000-0000
www.yoursite.com

PHOTOGRAPHERS

Company name
Phone 212-000-0000
www.yoursite.com

PLUMBING

Company name
Phone 212-000-0000
www.yoursite.com

PRINTING/GRAPHICS

Company name
Phone 212-000-0000
www.yoursite.com

REAL ESTATE

Company name
Phone 212-000-0000
www.yoursite.com
Company name
Phone 212-000-0000
www.yoursite.com

RETAILERS

Company name
Phone 212-000-0000
www.yoursite.com

ROOFING/SIDING

Company name
Phone 212-000-0000
www.yoursite.com

SCHOOLS/TRAINING

Company name
Phone 212-000-0000
www.yoursite.com

TRAVEL

Company name
Phone 212-000-0000
www.yoursite.com

UTILITIES

Company name
Phone 212-000-0000
www.yoursite.com

WEDDING/BRIDAL SERVICES

Company name
Phone 212-000-0000
www.yoursite.com

WINDOWS/DOORS

Company name
Phone 212-000-0000
www.yoursite.com

The Better Business Bureau Serving Metropolitan New York

257 Park Avenue South, New York, NY 10010

Inquires and complaints, call 212-533-6200.

Visit us on the web: www.newyork.bbb.org.