

BBB, MID-SOUTH MARKETING OPPORTUNITIES

Complete Kit 2026



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Why Advertise?

Whether you've been in business for decades or a day, one of the most difficult things to predict about your operations is how to most effectively reach and engage with your target audience. The most pristine product development and highly efficient logistics in the world won't matter if you cannot get your message across to the right people at the right time.

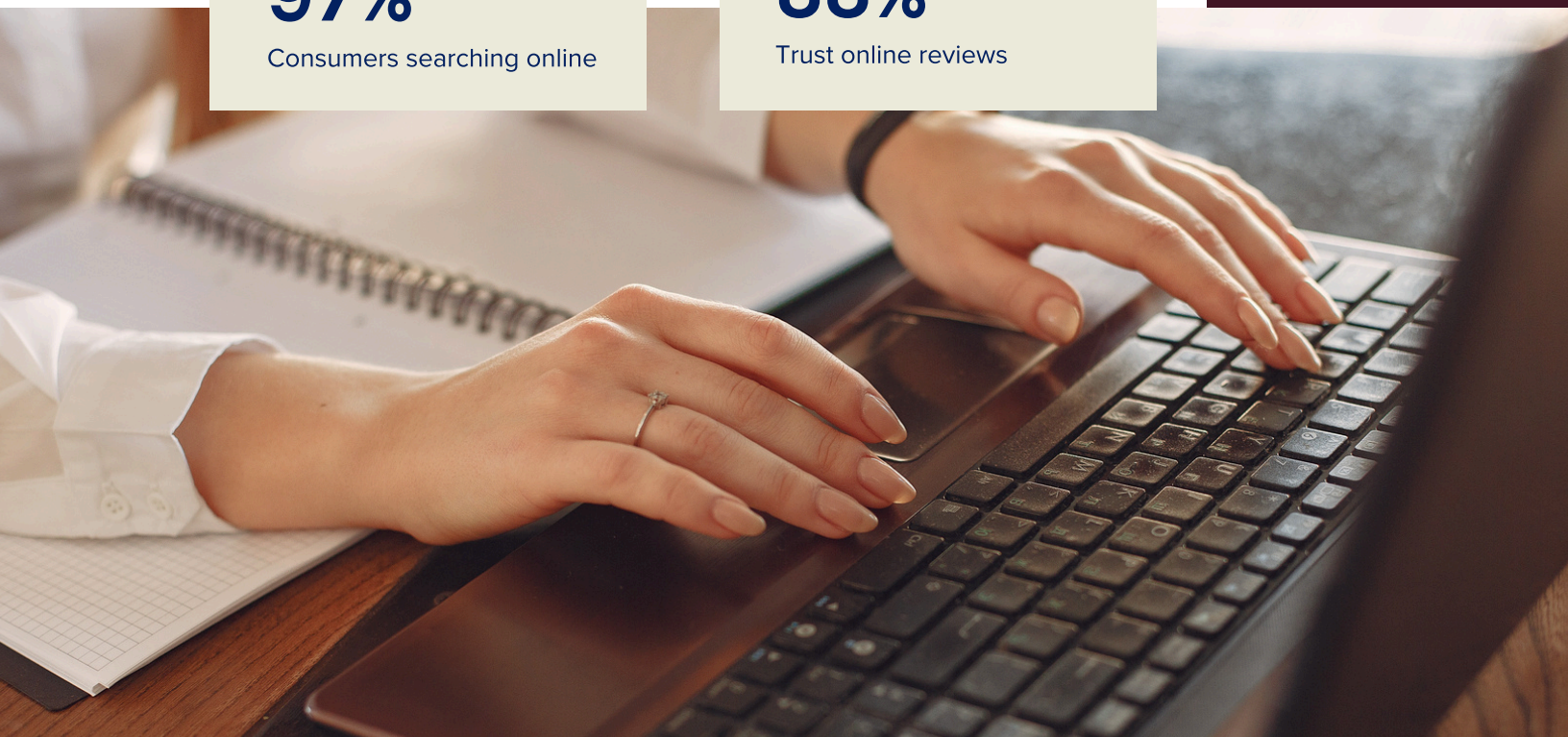
At BBB of the Mid-South, we do more than sell ad space; we help your business grow with trusted, effective marketing support. As your partner in digital visibility, we provide hassle-free campaign management, targeted solutions, and proven tools designed for small business success. From enhanced profiles to strategic digital campaigns, our in-house team delivers marketing solutions that are flexible, affordable, and built around your goals.

5,798,457
Business Profiles on BBB.org

145,136
BBB of the Mid-South Directory views in 2025

97%
Consumers searching online

88%
Trust online reviews



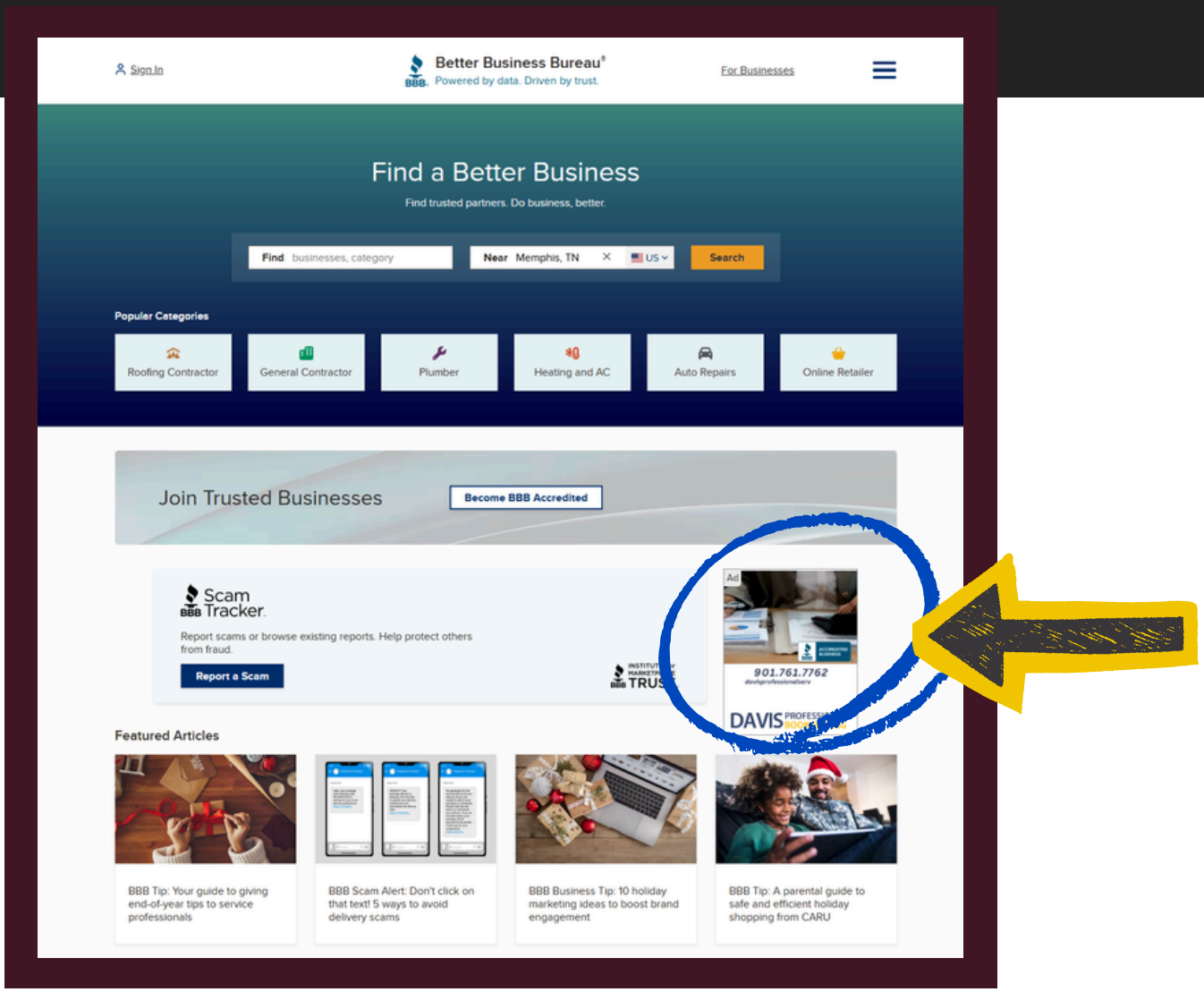
HOME PAGE DISPLAY ADS

145,136

Views on local BBB Mid-South Search Page

Feature your display ad on the home page of your local BBB. Over 1 million visitors come to this page every year in the greater Mid-South area.

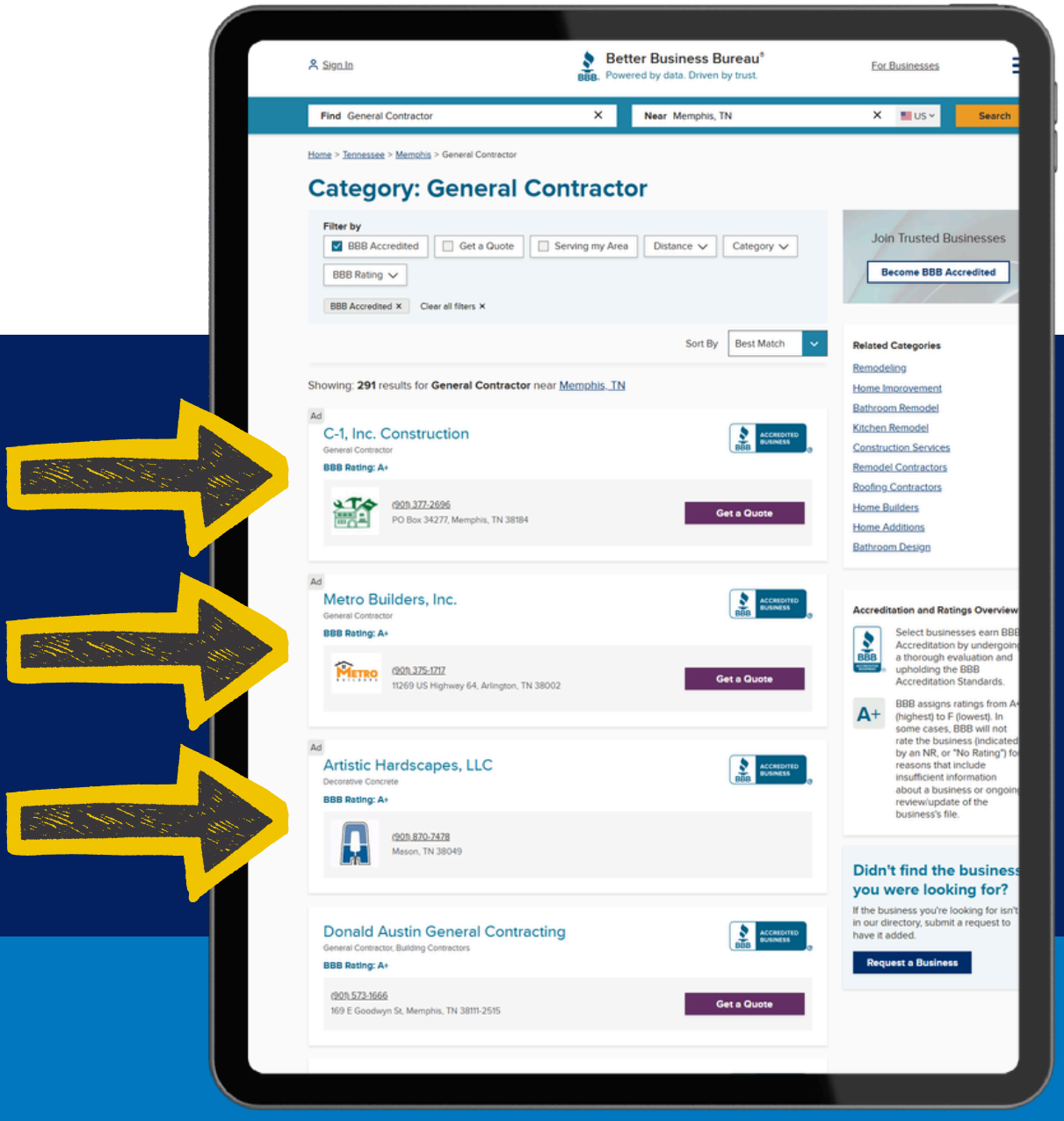
Your ad can link to a landing page, your Facebook page, or your own website.



PREMIER LISTINGS

Leverage your accreditation to the thousands of highly qualified consumers searching for your type of business on BBB.org.

Feature your business on the BBB.org search page. With a **Premier Listing**, your business can be placed at the top of search results, targeted by industry and location.

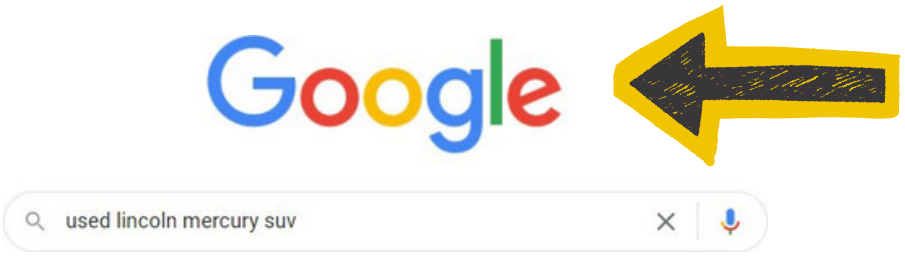


Your ads will rotate at the top three search results, and in the bottom three search results.

GOOGLE TARGETED DISPLAY ADS

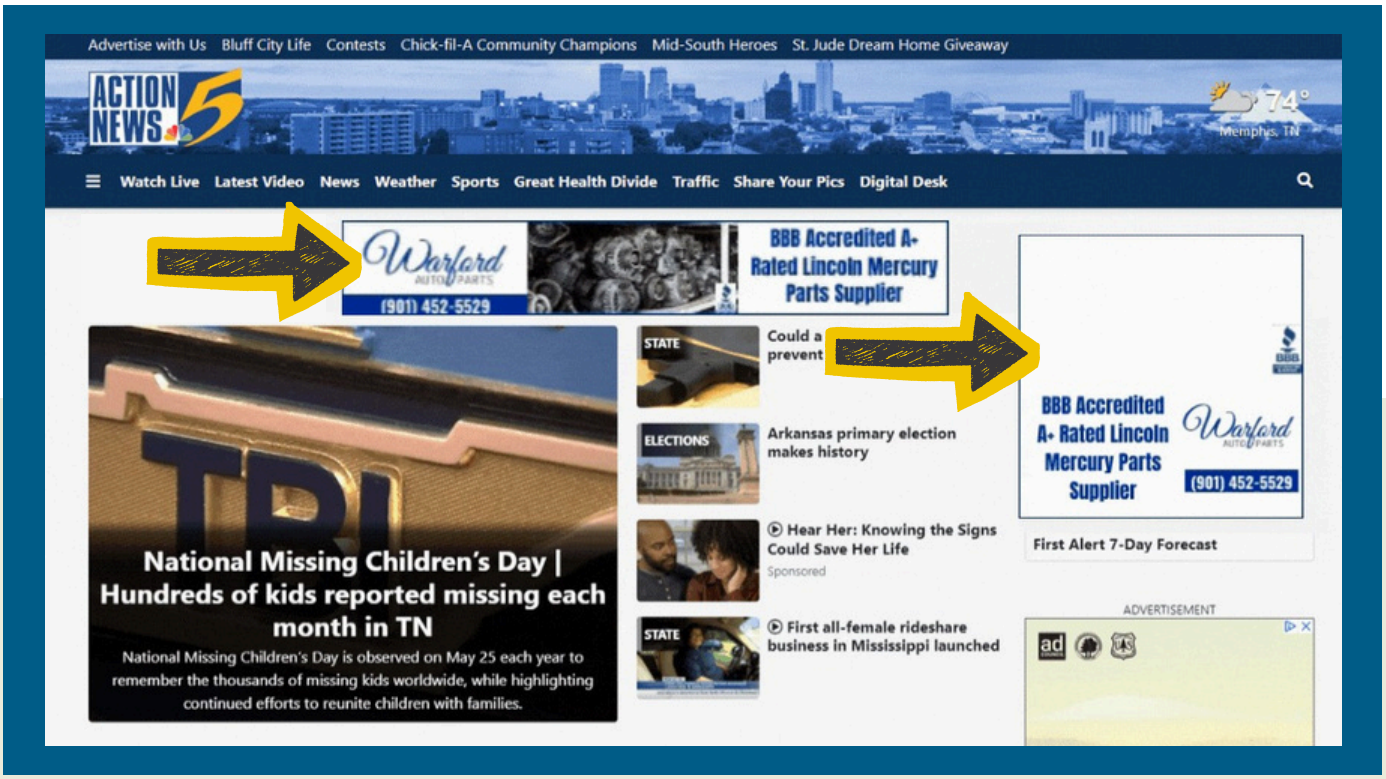
Google Targeted Display Ads are the ads that follow you based on your recent Google searches. The BBB puts banner listings on Google's Display Network for individual Accredited Businesses.

These ads are seen only by consumers whose search history shows an interest in the products or services that your company offers. The traffic from these banner listings goes straight to your BBB Business Profile!



When someone does a Google search here,

your ad gets displayed here!

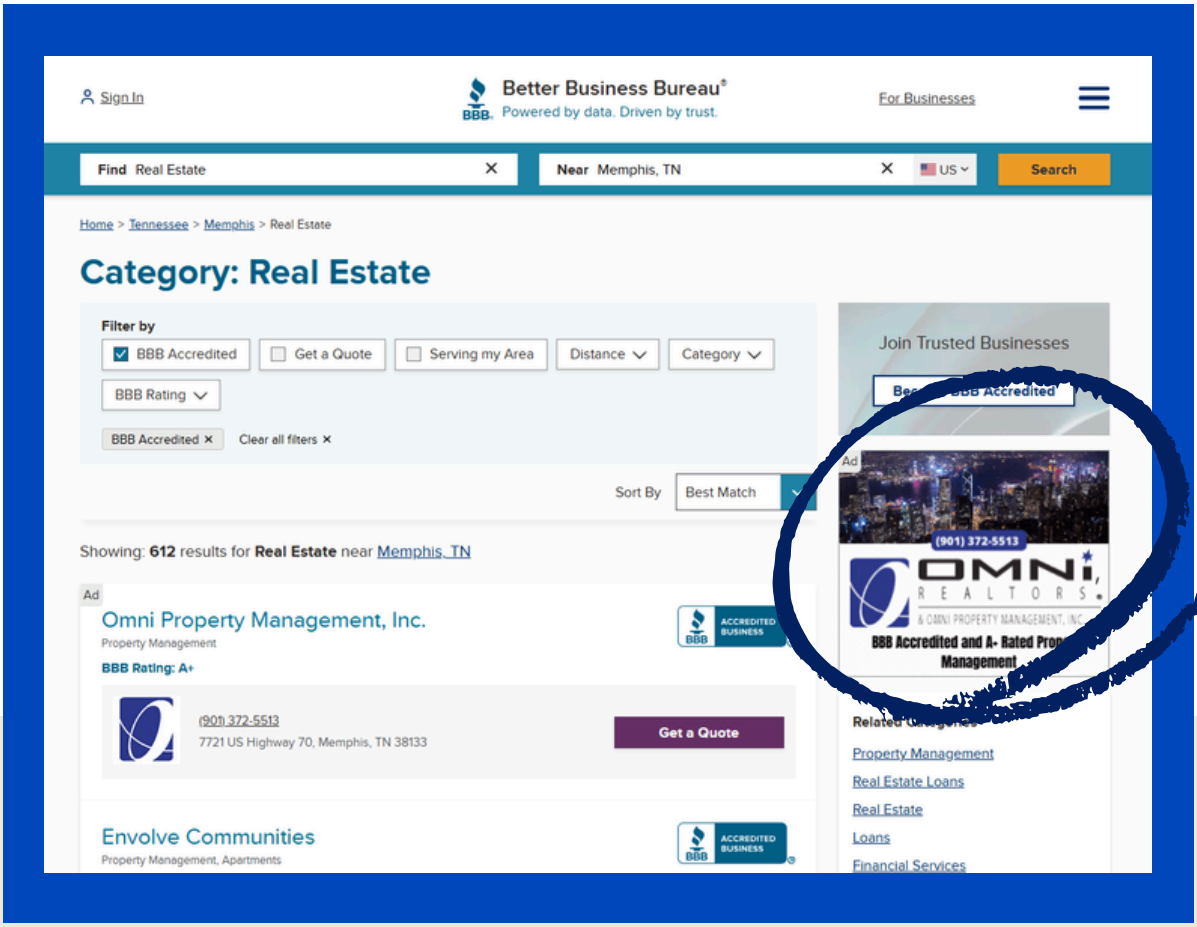


10k to 20k

Impressions Monthly

DISPLAY / VIDEO ADS

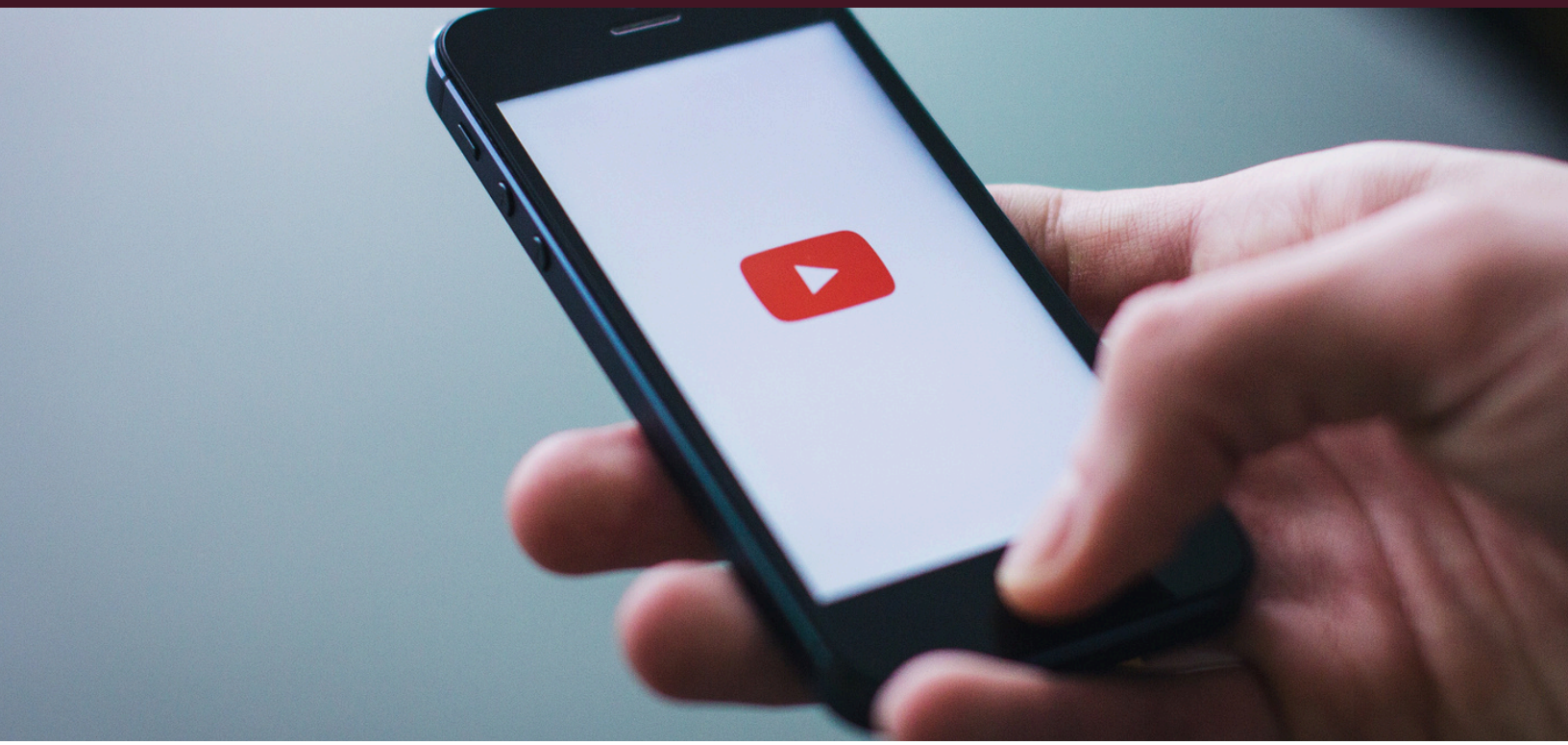
Increase your Accredited Business's exposure to the highly qualified consumers visiting BBB.org. The Top Video & Display Ad provides exclusive placement of your business logo, banner and video commercial throughout our website.



Each Online Sponsorship includes:

- **Targeted ad placement on the Business Search Page:** Your ads are delivered based on what business consumers are searching for. For example, if a consumer searches for a HVAC business, a HVAC sponsor and related video content will display.
- **Homepage & Video Page:** Premium placement on bbb.org - Home Page & Video Page featured alongside video content.
- **Graphic Ads:** Our creatives team customizes specific banner ads for your sponsorship.

YOUTUBE ADS



Boost your brand with a 30 - 60 second commercial that can appear as skippable in-stream, in-feed, and Shorts ads on **YouTube**.

Put your ad directly in the hands of consumers in your targeted area!
Your ad will be shown in-stream to viewers and will link directly to your BBB Online Profile, giving you instant credibility as a local, trusted business.

YouTube ads are created for you at NO charge beyond the monthly fee.

Packages start at $400 a month.

**Three month minimum contract for best results*

Targeted Reach

Tailor your ads to specific demographics, interests and behaviors.

Engaged Viewers

YouTube users are actively watching, making them more likely to engage.

Measurable Results

We monitor views, completion rates and conversions to refine your strategy over time.

TV COMMERCIALS



Put your business on the big screen with trusted local TV stations. Our advertising packages with **WMCTV**, **WREGTV**, and **WHBQTV** help you reach a wide audience across traditional broadcasts and online streaming.

Co-branded BBB commercial packages offer a powerful way to tell your story, build credibility, and connect with your local community.

It's an ideal mix of visibility, trust, and reach—all at an affordable rate.

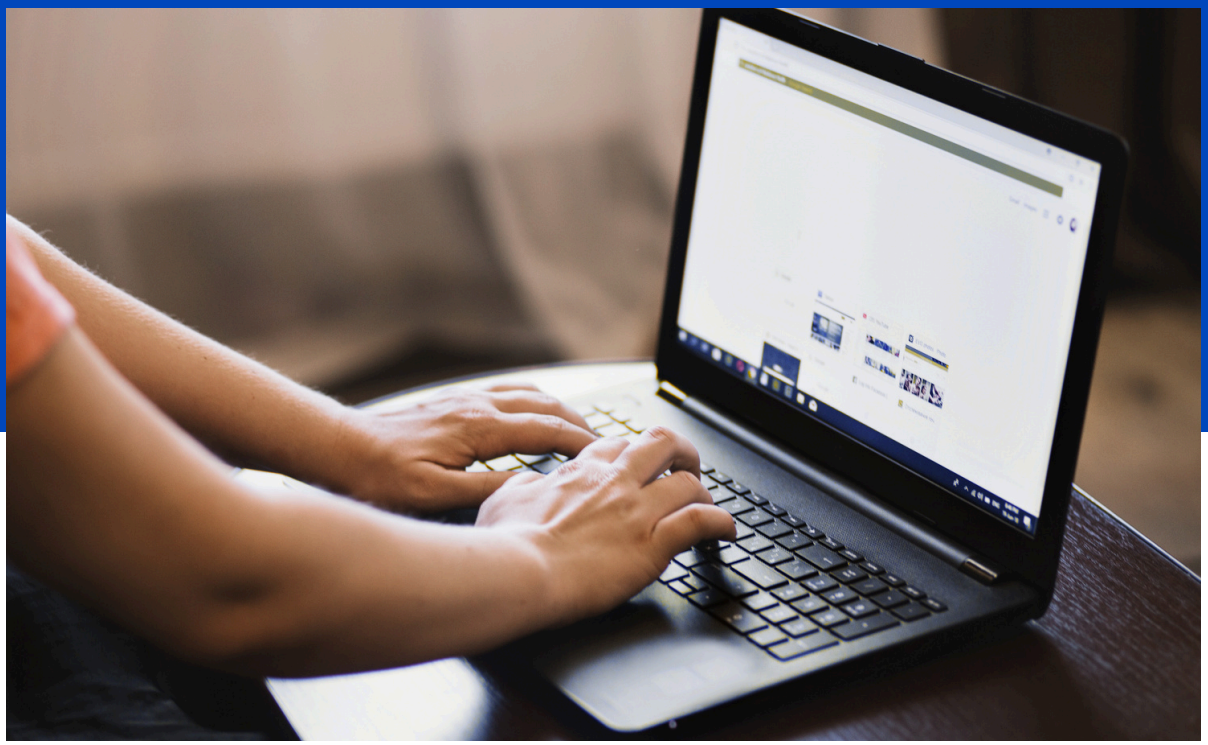
Packages start around $616 a month.

**Three month minimum contract for best results*

Perfect for increasing your local audience

- Co-branded with the BBB Seal of Trust
- Prime-time advertising spots
- No cost for production

BETTER BUSINESS BUREAU



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