

Better Business Bureau Directory

San Diego Advertising Rates

BBB Yellow Pages • Tel: 619.972.3948 Ext. 101 • Fax:619.330.1843



Effective September 1, 2002

Premier Placement Display Rates

(Premier Ads are Four Color)

Position	1 Issue	Save with 2 issues (price per issue)
Back Cover	\$8,032	\$7,650
Inside Front Cover	\$6,903	\$6,575
Inside Back Cover	\$5,880	\$5,600
1/2 Page Inside Front Cover	\$3,832	\$3,650
1/2 Page Inside Back Cover	\$3,465	\$3,300

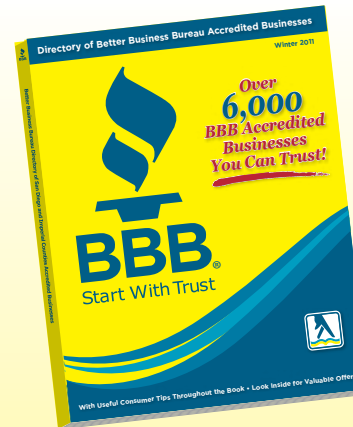
Category Display Rates

Double Truck	\$6,500	\$6,175
1 1/2 Page	\$5,500	\$5,225
Full Page	\$4,011	\$3,820
3/4 Page	\$3,045	\$2,900
9/16 Page	\$2,600	\$2,470
1/2 Page	\$2,152	\$2,050
3/8 Page	\$1,680	\$1,600
1/4 Page	\$1,207	\$1,150
3/16 Page	\$945	\$900
1/8 Page	\$683	\$650
1/16 Page	\$441	\$420
Enhanced Listing	\$315	\$300

Additional Rates

Four Color	\$600	\$570
Red Bold	\$175	\$165
Custom Spot Color	\$200	\$190
Additional Red Bold	\$175	\$165
Knockout	\$150	\$142
Red Spot Color	\$125	\$118
Extra Listing	\$100	\$95

**Every Year This Directory Reaches
625,000 Area Consumers**



**Will They
Find Your
Business
Inside?**

**A 50% deposit is required upon space reservation.
Balance is payable within 30 days of deposit.
Deposits are non-refundable.
Extended terms available on annual agreements
of one-half page or greater.**