

Section	Extended Visibility Details
Extended Visibility Overview	Extended Visibility is an optional advertising feature for eligible paid listings on Safe and Trusted Canada. It gives a business broader geographic visibility while keeping the business's actual physical location clearly identified. Selecting Extended Visibility does not mean that a business is more trustworthy, credible or qualified than another business.
Price and Availability	Extended Visibility costs \$199.00 plus GST per year. It is available only with an eligible paid listing and remains connected to that business listing.
Provincial Trade Area	Extended Visibility provides every eligible business with 1 approved Provincial Trade Area. A business with a Professional Plan receives 3 approved Provincial Trade Areas in total. One Provincial Trade Area is for the province where the business is located. The other two Provincial Trade Areas may be selected anywhere else in Canada. For all other eligible Listing Plans, the single Provincial Trade Area may be selected within the business's home province or elsewhere in Canada, subject to the service restrictions that apply to the business. A Provincial Trade Area expands where the business may be found; it does not change the business's physical address.
Featured Business Visibility	The business is identified as a Featured Business in its applicable approved categories within its selected Provincial Trade Area or Provincial Trade Areas. Extended Visibility is intended to help consumers discover the business beyond its regular City or Town Trade Areas.
Display Order	Extended Visibility does not create a separate display position or change the business's Listing Plan level. The business remains displayed according to its current Listing Plan and the activation date of that plan. Extended Visibility is an additional promotion of the existing listing within the approved Provincial Trade Area or Provincial Trade Areas.
City or Town Trade Areas	Extended Visibility does not add any City or Town Trade Areas. The business keeps the City or Town Trade Areas included with its selected Listing Plan.

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What Makes Us Different?	Listings do not rotate or change position based on proximity to the consumer. Your position in the database is determined by your selected Listing Plan, the date your listing was activated and, where applicable, the date Extended Visibility was activated. Your profile gives consumers everything they need to know about your business in one click.
Consumer Search Options	Consumers can search within Trade Areas by Province, City or Town, and Business Category. Consumers can also search directly by Business Name, the last four digits of the business telephone number, and identified Business or Contractor Credentials. These search options help consumers locate a particular business or compare businesses using the location, services and information that matter to them.
Contractor Requirements	Contractors may only select a Provincial Trade Area where they are legally permitted to provide their services. Where applicable, contractors must maintain required licensing, liability insurance and Workers' Compensation coverage.
Business Responsibilities	The business owner or an authorized representative is responsible for providing accurate and current business information and for identifying the approved categories and geographic areas in which the business provides services. Extended Visibility does not replace any licence, registration, insurance or legal requirement that applies to the business.
Managed by Safe and Trusted Canada	Safe and Trusted Canada applies the Featured Business identification and approved Provincial Trade Area or Provincial Trade Areas to the eligible business listing. Changes may be submitted by email or another approved communication method and remain subject to the Listing Plan, account access and approval requirements.
Professional Affiliations	Safe and Trusted Canada is an advertising and business information platform. It does not accredit, validate, approve, endorse or recommend any business. A business may choose to display its accreditation, registration or professional affiliation as information for consumers. Listing levels and Extended Visibility control advertising visibility and profile presentation only. Businesses present their information. Consumers decide which business best meets their needs. Extended Visibility is subject to the Safe and Trusted Canada Terms and Conditions.