

Section	Standard Plan Details
Standard Plan Overview	The Standard Plan is designed for businesses seeking enhanced advertising visibility, a complete profile presentation, broader category coverage and service coverage across several City or Town Trade Areas. The Standard Plan is an advertising plan. Selecting the Standard Plan does not mean that a business is more trustworthy, credible or qualified than another business.
Standard Plan Price	The Standard Plan is \$199.00 plus GST per year. The monthly payment option is \$18.58 plus GST per month for 12 months.
MONTHLY PLAN CANCELLATION	A business owner may cancel a monthly Standard Plan by providing 30 days' written notice. Following notice of cancellation, the business owner is responsible for two additional monthly payments. The Standard Listing and its paid features remain available during the applicable cancellation period.
ANNUAL PLAN CANCELLATION	The annual Standard Plan automatically reactivates each year unless cancelled. A business owner may cancel the annual plan by providing written notice at least 60 days before the annual reactivation date. When proper notice is provided, there are no additional payments after the end of the current annual term. Annual payments already made are non-refundable. The Standard Listing and its paid features remain available until the end of the current annual term.
Categories and Trade Areas	The Standard Plan includes up to 3 Primary Categories, up to 30 Subcategories and up to 5 City or Town Trade Areas. Only one business profile is required. The profile may appear in all approved categories and trade areas selected by the business. The business's actual physical location remains clearly identified.
Standard Presentation and Visibility	Standard Listings receive enhanced profile presentation and advertising visibility through Safe and Trusted Canada. Standard Listings are displayed after Professional and Advanced Listings and before Plus, Basic and Information-Only Listings. When more than one Standard Listing appears in the same category and geographic area, the businesses are displayed according to the date their Standard Listings were activated.
Extended Visibility	Eligible businesses may add Extended Visibility for \$199.00 plus GST per year. Extended Visibility provides 1 Provincial Trade Area. The Provincial Trade Area may be selected within the business's home province or elsewhere in Canada. Contractors may only select a Provincial Trade Area where they are legally permitted to provide their services. The business will be displayed as a Featured Business in its applicable categories and approved Provincial Trade Area. Extended Visibility does not provide additional City or Town Trade Areas beyond the 5 City or Town Trade Areas included with the Standard 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 and the date your listing 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.
Managed by the Business Owner	The business owner or an authorized representative receives access to a password-protected account. The business may manage its business description, products and services, contact information, categories, Business Credentials, Contractor Credentials, reviews and ratings, promotions, job postings, eQuotes participation, and accreditation, registration or professional affiliation information. The business may connect its listing to its website, social media accounts and review sites. Standard businesses may also provide direct links to relevant website pages and upload up to 5 approved images, 1 PDF document and 1 YouTube video link. Each Standard Listing includes a QR code that the business may provide to customers to help obtain reviews on the Safe and Trusted Canada platform. Automatic assistance and built-in instructions are available to help the business complete and manage its profile.
Managed by Safe and Trusted Canada	To help protect the integrity, security, ease of use and professional presentation of every listing, certain profile elements are managed by Safe and Trusted Canada in consultation with the business owner or authorized representative. Changes may be submitted by email or another approved communication method.
Professional Affiliations and Consumer Choice	Safe and Trusted Canada is an advertising and business information platform. It does not accredit, validate, approve, endorse or recommend any business. Safe and Trusted Canada acknowledges independent organizations and professional bodies that establish standards and monitor the businesses or professionals under their authority. A business may choose to display its accreditation, registration or professional affiliation on its listing as information for consumers. Listing levels and Featured Business placement control advertising visibility, geographic visibility and profile presentation. They do not represent accreditation, endorsement, validation, approval, ranking or a recommendation by Safe and Trusted Canada. Businesses present their information. Consumers review the available information and decide which business best meets their needs. All Standard Listings are subject to the Safe and Trusted Canada Terms and Conditions.