

SAFE AND TRUSTED CANADA

Extended Visibility

Section	Extended Visibility Details
Extended Visibility Overview	Extended Visibility is an included advertising feature of the Professional Plan on Safe and Trusted Canada. It gives a business broader geographic visibility while keeping its actual physical location clearly identified. Extended Visibility does not mean that a business is more trustworthy, credible or qualified than another business.
Price and Availability	Extended Visibility is included with every Professional Plan Listing at no additional cost. It is not sold as a separate advertising add-on.
City or Town Trade Areas	Every listing is automatically included in the City or Town Trade Area where the business is physically located. Depending on its Listing Plan, a business may also appear in additional City or Town Trade Areas assigned according to its location, products or services and reasonable service area. The Professional Plan includes up to 20 City or Town Trade Areas. Extended Visibility does not add or change that number.
Provincial Trade Areas	Every listing automatically receives placement in two applicable Provincial Trade Areas. A Provincial Trade Area expands where the business may be found; it does not change the business's physical address. For example, a business located in Debden may appear in the Prince Albert and Meadow Lake Provincial Trade Areas when appropriate.
Professional Plan Extended Visibility	Combined with the two Provincial Trade Areas automatically provided to every listing, a Professional Plan Listing receives visibility in five approved Provincial Trade Areas in total.
Interprovincial Capability	A non-contractor business may select three additional Provincial Trade Areas anywhere in Canada when it provides products or services to those markets. The business remains physically located in its home province, and its actual physical address continues to be clearly identified.
Featured Listing Visibility	Professional Plan Listings are identified as Featured Listings within their five approved Provincial Trade Areas. Featured Listing visibility helps consumers discover the business beyond its regular City or Town Trade Areas.
Display Order	Extended Visibility does not create a separate Listing Plan level or change the business's current Listing Plan.
What Makes Us Different?	Listings do not rotate or change position based on their proximity to the consumer. Position is determined by the selected Listing Plan, its activation date and, where applicable, the date Extended Visibility was activated.
Consumer Search Options	Consumers can find businesses within Trade Areas by province, city or town, and business category. They can also find a business by its business name, the last four digits of its telephone number, and identified Business or Contractor Credentials.
Contractor Requirements	Contractors may only receive placement in a Provincial Trade Area where they are legally permitted to provide 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, current information and identifying approved categories and service areas. Extended Visibility does not replace any licence, registration, insurance or legal requirement.
Managed by Safe and Trusted Canada	Safe and Trusted Canada applies the Featured Listing identification and approved Provincial Trade Areas to the eligible listing. Changes remain subject to the Listing Plan, account access and approval requirements.
Safe and Trusted Canada's Role	Safe and Trusted Canada is an advertising and business information platform. It does not accredit, validate, approve, endorse, rank or recommend any business. Listing Plans and Extended Visibility control advertising visibility and presentation only. Businesses present their information, and consumers decide which business best meets their needs.

Extended Visibility is subject to the Safe and Trusted Canada Terms and Conditions.