

SAFE AND TRUSTED CANADA

Increased Trade Area Visibility

Section	Details	Section	Details
Increased Trade Area Visibility Overview	Increased Trade Area Visibility is an optional advertising plan available for \$199 per year on Safe and Trusted Canada. It gives a business broader geographic visibility while clearly identifying its physical location. It does not mean that a business is more trustworthy, credible or qualified than another business.	Featured Listing Visibility	Businesses with Increased Trade Area Visibility are identified as Featured Listings within their approved Provincial Trade Areas. This helps consumers discover the business beyond its regular City or Town Trade Areas.
Price and Availability	The Increased Trade Area Visibility Plan costs \$199 per year and may be added to a Plus, Standard, Advanced or Professional Plan Listing. There is no separate Professional Plan discount.	Display Order	Increased Trade Area Visibility does not create a separate Listing Plan level or change the business's current Listing Plan. Position is determined by the selected Listing Plan, its activation date and, where applicable, the date Increased Trade Area Visibility was activated.
Periodic Promotions	Safe and Trusted Canada may periodically offer a promotional discount on Increased Trade Area Visibility. Any published Increased Trade Area Visibility promotion applies to all eligible Listing Plans under the stated promotional terms and expiry date.	Consumer Find 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.
City or Town Trade Areas	Every listing is automatically included in the City or Town Trade Area where the business is physically located. Additional City or Town Trade Areas are determined by the Listing Plan. Increased Trade Area Visibility does not add to or change the number of City or Town Trade Areas included with the Listing Plan.	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.
Provincial Trade Areas	Every listing automatically receives placement in the Provincial Trade Area for its province and the applicable Provincial Trade Area closest to the business's physical location. A Provincial Trade Area expands where the business may be found. It does not change the business's physical address.	Business Responsibilities	The business owner or an authorized representative is responsible for providing accurate, current information and identifying approved categories and service areas. Increased Trade Area Visibility does not replace any licence, registration, insurance or legal requirement.
Increased Trade Area Visibility Areas	For \$199 per year, a business may select three additional approved Provincial Trade Areas. These are provided in addition to the two Provincial Trade Areas automatically included with every listing. This gives the business visibility in up to five approved Provincial Trade Areas in total.	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.
Interprovincial Capability	A non-contractor business may select its 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 physical address remains clearly identified.	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 Increased Trade Area Visibility control advertising visibility and presentation only. Businesses present their information, and consumers decide which business best meets their needs.

Increased Trade Area Visibility is subject to the Safe and Trusted Canada Terms and Conditions.