



BPA WORLDWIDE

MARKETING SUPPORT SERVICES

You know that BPA Worldwide provides independent, third-party audits that are unsurpassed in the marketplace. But, did you know that we offer a wide array of additional marketing support services that can contribute to the success of your business and help drive revenue?

We encourage you to learn what we can offer and utilize the services that best meet your needs to get the most value from your BPA membership. You can also pass these services on to your advertisers and media buyers to help them better understand the value of audited media and make the evaluation and buying process more efficient.

B2B Media Exchange (Private Marketplace)



The B2B Media Exchange brings together audited B2B websites to form a co-op wherein publishers can offer their website ad inventory within a focused, private marketplace (PMP). The B2B Media Exchange allows programmatic buyers to access unique, audited audiences at premium rates. The B2B Media Exchange provides access to demand from major trading desks, DSPs and brands, as well as guaranteed inventory sold by publishers. The platform enables diversified demand sources across a variety of screens and channels.

www.B2BXCHG.com

Statement Trace

Learn who is viewing your BPA reports (great lead gen tool) with BPA's Statement Trace tool. Access the tool directly through the USER TOOLS section on the BPA website (www.bpaww.com) or sign up to receive instant e-mail alerts every time one of your reports is accessed.

MEMBER SERVICES Magazine Title BIOTECHNIQUES ▾

Profile Information **Statement Trace** Graphic Upload

STATEMENT All Statements ▾

FROM

TO

Export to Excel Search ➔

USER	STATEMENT DATE	VIEWDATE
Alex Asfer	December 2016	March 17, 2017
Nicholas Burney	December 2016	March 16, 2017
Carole Ireland	December 2016	March 16, 2017
Gayle Paprocki	December 2016	March 15, 2017
Don Ross	December 2016	March 14, 2017

Adwanted.com

BPA Worldwide has aligned with Adwanted.com to provide its media members automated access to offline media buying, including print, e-newsletters, events, directory placements, in addition to digital ads. BPA's B2B Media Exchange already allows members to sell digital ads programmatically.



Outreach to Your Advertisers

BPA has an ongoing marketer/agency outreach campaign promoting the value of audited media. Whether by direct mail, phone or face to face, we help educate marketers and media planners/buyers on the value of audited audience data and how to better utilize our member's brand reports.

We are happy to add your advertiser and agency contacts to our growing database for continued outreach. Please contact us to learn more.

Dear Advertiser Letter

Use this piece produced on BPA letterhead (Mail, PDF or Email) to inform advertisers and prospects about your latest Brand Report. The communication can be sent from BPA or your staff. The message provides advertisers assurance that their investment is well-placed when they buy media to reach your audited audience. This is an effective companion piece for your Brand Report. There is a generic version of the letter or it can be customized (a development fee may apply) to include audience data from your latest Brand Report.

“Building Blocks” Advertiser Outreach Program

We developed a series of four customizable postcards – the “Building Blocks” campaign – that supports our members’ investment in quality audience development. The creative (it can be a postcard, HTML email and display ad) emphasizes four positive attributes (Trust, Certainty, Assurance, Transparency) publishers exhibit by following the best practice of an independent, third party audience verification. Those four attributes will give advertisers/ marketers confidence they are investing in credible partners that are reputable media companies. www.BPAWW.com



Customized or Branded Promotional Videos

BPA can produce a customized promotional video to support your brand(s). Hosted by BPA President and CEO, Glenn Hansen, the video is a great way to showcase all your media channels and audience data from your latest Brand Report to the marketplace. Include the video with your online media kit or distribute to your advertisers on an individual basis.



If you prefer, BPA offers a three-minute promotional video that can be branded with your logo to support your sales efforts – at no additional cost. All you need to get started is to send us a digital file of your logo(s) and/or covers of recent issues in an editable, high-resolution format.

Contact your BPA representative to view a sample of either version of the videos.

Publisher Reporting Innovations

BPA’s media members have developed unique and innovative methods to present audience engagement to agencies and marketers. Publishers are encouraged to be as creative as they can when showcasing all of their data. We highlight some of those reporting innovations in the RESOURCES section of the BPA website.



Show Your BPA

You know BPA's independent, third-party audience data is a trusted resource for compliance and assurance in an ultra-competitive marketplace. In many cases, the BPA logo is the first thing advertisers and media buyers look for when evaluating and formulating their media plans.



If you are not already doing so, we strongly encourage you to display the BPA logo on all of your brand's audited channels – print, online and in person. The logo assures marketers that you have willingly opened your records to analysis as well as your brand's commitment to the best business practice of providing independently verified audience data.

BPA offers its members a full library of logos. For your convenience, logos are available in several file formats and either in color or black and white to best suit your brand's needs. Contact your BPA representative to for more information on logo usage.

Take BPA With You to Your Next Event

Exhibiting at face-to-face events is a great way to keep in touch with existing advertisers and meet with new prospects. What better way to affirm your brand's commitment to trust and transparency than by showcasing your membership with BPA. Depending on your needs, BPA can provide branded video, signage and collateral that speaks to the value you and your organization place in third-party audited audience data.



In addition, if you or your staff is hosting an educational event – for internal staff or external clients – BPA can provide knowledgeable personnel to reinforce the best practice you follow by being audited and emphasize the value of a verified audience to advertisers.

House Ads

We have a large library of 100+ house ads submitted by members for our annual contest. We encourage all of our members to use the concepts found in these ads to create their own house ads to show the value of their BPA membership/audit. See the BPA website (www.bpaww.com) or contact your BPA representative to view the entire collection of members' house ads.



BPA 101 Webinar

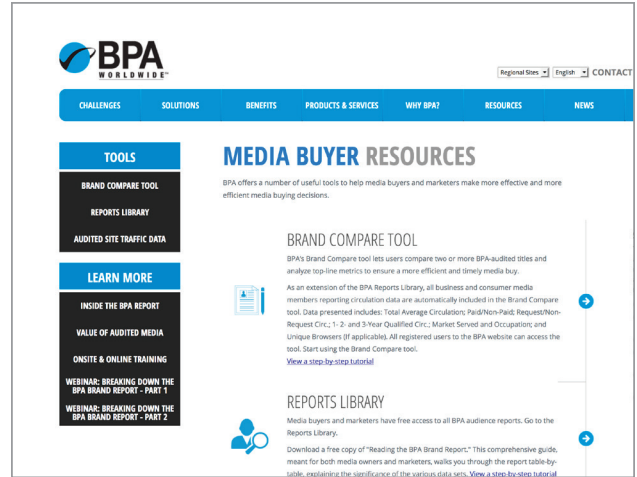
We have prepared a webinar designed to educate members' advertisers and prospects about the value and usefulness of audited media. Content includes defining a third-party audit, exploring the mechanics of the BPA Brand Report and other tools available to media buyers and advertisers. Hosted by BPA staff, the 45-minute session (approx. 30 minutes for the presentation and 15 minutes for Q&A) can be co-branded with the member's logo/contact information. Media owners are responsible for extending the webinar invitation to their contacts and prospects.

Media Buyer Resources

BPA offers a number of useful tools to help media buyers and marketers make more effective and efficient media buying decisions, including links to:

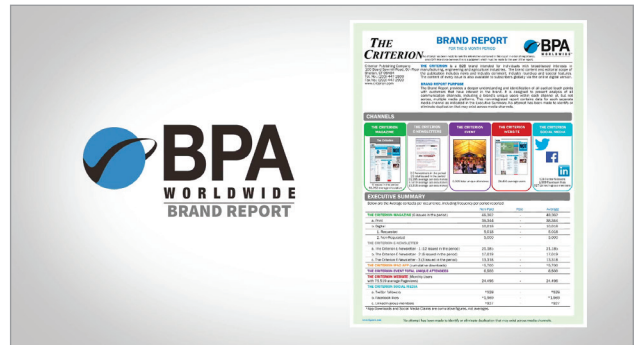
- BPA Brand Compare Tool
- Inside the BPA Brand Report videos
- How to the Read the Brand Report
- Safe Media 101 videos

www.BPAWW.com/MEDIABUYERS



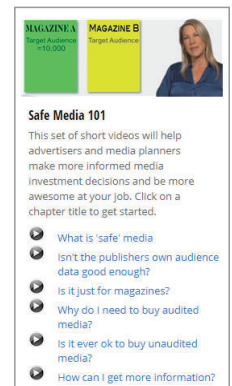
Brand Report Video Tutorials

We have developed a series of information video tutorials that analyze each table within the BPA Brand Report. You are encouraged to share these videos with your advertisers and prospects so they may more efficiently evaluate the valuable audience data found within your Brand Report.



Safe Media 101 Videos

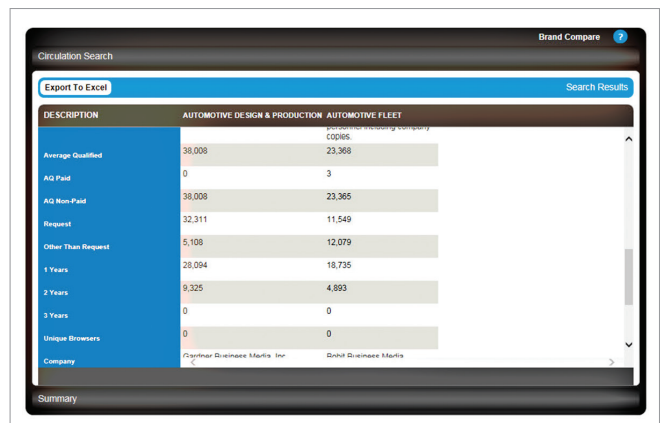
This series of six short videos will help advertisers and media planners make more informed decisions by understanding the value of audited media in an ever-changing marketplace.



Brand Compare Tool

An extension of the BPA Reports Library (found under the USER TOOLS section of the BPA website), the tool is the best way for ad agencies, media buyers and publishers to compare two or more BPA-audited titles and analyze top-line metrics to ensure a more efficient media buy.

All media members reporting audience data are automatically included in the Brand Comparison tool.



Reports Library/Audited Site Traffic

Media buyers can search the BPA Reports Library for any Brand Report by title, market segment, business/industry or occupation. Users of the Audited Site Traffic tool can view and compare web traffic data from BPA-audited sites. Export the data to Excel for quick analysis.

AUDITED SITE TRAFFIC

MEDIA TYPE:

MARKET CATEGORY:

SITE NAME: Contains Begins With

DISPLAY BY: Media Type / Market Category Site Name

[Search](#)

[Export to Excel](#)

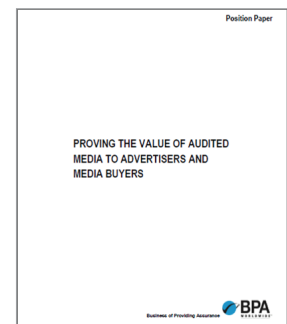
SITE NAME	MEDIA TYPE	MARKET CATEGORY	USERS	PAGE VIEWS	SESSIONS	AVERAGE SESSION DURATION	SOURCE	TRAFFIC HISTORY
CropLife	B2B	Agriculture	46,417	178,513	66,413	00:02:09	Google	View
Farm Equipment	B2B	Agriculture	49,748	121,064	74,937	00:01:29	Google	View
FeedNavigator.com	B2B	Agriculture	28,945	56,931	40,316	00:01:08	Google	View
FineGardening.com	B2B	Agriculture	653,357	1,163,827	830,322	00:01:10	Google	View
Growing Produce	B2B	Agriculture	91,082	453,523	118,932	00:01:49	Google	View

Business/Consumer TRAC (Trend Report About Circulation) Distribution to Agencies

The BPA Business and Consumer TRAC (Trend Report About Circulation), consisting of media members’ top-line audience data from the most recent brand reports, is distributed bi-annually to agencies and advertisers. It’s a great way to get your brand in front of endemic and non-endemic advertisers.

Position Paper: Proving the Value of Audited Media to Advertisers and Media Buyers

To support our members’ choice to contract for an audience audit, we have created an eight-page position paper, “Proving the Value of Audited Media,” and an accompanying one-page executive summary. BPA members are encouraged to distribute either piece to their advertiser/agency list to further highlight the value of third-party audience verification. We can also create co-branded pieces to include your brand’s name and/or logo.



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At BPA, we value your membership above all else and look forward to continuing our partnership and delivering high levels of service and functionality to help your business run better. We encourage you to contact your BPA representative to learn more about any of the services described herein or to offer ideas for additional support services that would be beneficial to your business and bottom line.

We look forward to hearing from you.

For more information, please contact a BPA representative at one of our regional offices.