



BPA INTERACTIVE “TAGGING 101”

THE CODE:

BPA Interactive utilizes a patented tagging code provided by Nielsen Online.

The following piece of code is a working example of the BPA Interactive Tag that will be implemented across all participating member sites.

NOTE: The tagging code below should not be altered or appended in any way. Changes to the tagging code will result in incomplete traffic counts that cannot be captured.

```
<!-- START Nielsen//NetRatings SiteCensus V5.3 -->
<!-- COPYRIGHT 2007 Nielsen//NetRatings -->
<script type="text/javascript">
    var _rsCl="us-bpaww";
    var _rsCG="0";
    var _rsDN="//secure-us.imrworldwide.com/";
    var _rsPLfl=0;
    var _rsSE=1;
    var _rsSM=1.0;
    var _rsCL=1;
</script>
<script type="text/javascript" src="//secure-us.imrworldwide.com/v53.js"></script>
<noscript>
    <div></div>
</noscript>
<!-- END Nielsen//NetRatings SiteCensus V5.3 -->
```

After a tagged web page loads in a viewer's browser, the BPA Interactive code executes and sends a message to the data collection server network with the details of the page under measurement.

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PAGE IMPLEMENTATION & TAG PLACEMENT:

The BPA Interactive tag code must be placed immediately above the **</body>** tag at the end of each HTML Page. Tag placement at the bottom of each page ensures that each page loads completely before the tag code is executed and is in compliance with BPA standards.

Below is an example of how proper BPA Interactive tag code placement might appear:

```
                </table>
            </tr> </td>
        </table>

<!-- START Nielsen//NetRatings SiteCensus V5.3 -->
<!-- COPYRIGHT 2007 Nielsen//NetRatings -->
<script type="text/javascript">
    var _rsCI="us-bpaww";
    var _rsCG="0";
    var _rsDN="//secure-us.imrworldwide.com/";
    var _rsSE=1;
    var _rsSM=1.0;
    var _rsCL=1;
</script>
<script type="text/javascript" src="//secure-us.imrworldwide.com/v53.js"></script>
<noscript>
    <div>
</noscript>
<!-- END Nielsen//NetRatings SiteCensus V5.3 -->

</body>
</html>
```

NOTE: The tag code must be copied and added to each page as a **“text-only”** file. Formatted files, including Word files, may create unintended additions or deletions within the code, creating discrepancies in the reporting function.