



FREQUENTLY ASKED QUESTIONS

How can the BPA website audit be offered at no additional charge?

BPA Worldwide continually works to cut internal costs through a number of different measures, most recently bringing print media circulation statement and audit report production in-house using a much more cost-efficient system.

At the same time, BPA's Board of Directors approved a rate increase with the promise to members that the additional revenue would be re-invested into a more efficient interactive auditing tool. The combination of investment and expense reduction allows us to provide this audit offering at no additional charge beyond current audit fees. BPA will continue to offer the web site audit at no additional cost to print and events audit members as we move into subsequent fiscal years.

However, for web-only members, a fee is entailed to provide the audit service.

How will my BPA web traffic data compare with my company's internal web analytics?

It is very likely that your BPA web analysis will indicate lower levels. That is largely because we will be filtering traffic using IAB's and BPA's spider and robot lists, so our filters may be more extensive than what you are now using. We will also filter internal traffic to admin portions of your site and administrative pages..

Importantly, you will now find yourself in the enviable position of providing your advertisers and media buyers with the third-party, independent, standardized, "apples-to-apples" web metrics for which they have been asking.

What websites will take part?

In addition to current interactive members, any BPA print or event member is welcome to participate.

Will I continue to receive a BPA Interactive Statement?

No. As of January 1, 2009, BPA will no longer produce Interactive Statements. Web data will be accessed through an online tool. In addition, your website's top-line data may be included at your option on your print media circulation statements or trade show audit reports, including average daily page impressions, average daily unique browsers and average daily unique user sessions for the period covered by the report.

What web data is collected?

You will have the ability to view/print/e-mail reports based upon a number of web metrics, including page impressions, unique browsers, users' sessions, unique browser frequency, user session duration, page duration, as well as an "Executive Summary" of these metrics.

At the publisher's option, circulation statements may report average daily page impressions, average daily unique browsers and average daily unique user sessions for the period covered by the statement.

My website traffic is currently being measured by log file analysis. Can I still have a log file analysis?

As of January 1, 2009, BPA will no longer offer log file-based web audits. Our new, tag-enabled web audits will replace log file analyses and will be available to each of our current interactive members.

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

What is my cost if I choose to audit only my website (or only my publication or only my trade show)?

The cost of a Web-only audit will be based on a rate site's total traffic.

[Refer to BPA rates here.](#)

The cost of a publication-only audit will also remain unchanged through this fiscal year (ended June 30, 2009). Next year, we will revise our pricing to reduce the number of print run tiers but having no effect on total revenue. Trade show audit rates also remain unchanged through this fiscal year.

BPA typically reviews rates each May, with a Board decision on rates each July 1st.

If I have technical difficulties with the tagging system, who do I contact?

BPA has set-up a "Help Desk" to provide technical support to any member who might require it throughout the set-up and reporting process. Click this [Help Desk](#) link or contact: bpainteractivesupport@bpaww.com.

Am I required to make my web data publicly available?

Initially, you will not be required to make your web data public. Once you are comfortable with the reporting, your data can then "go live" from that point forward. Until the data becomes live and available publicly, you can not promote site data as being audited.

Who will have access to my web traffic data?

Only those members participating in BPA's Interactive Audit tool who have gone "live" with reporting their data will be able to access other participating members' traffic data. All "live" data will also be available to any media buyers, advertisers and BPA staff who register for the service.

What if I want to report more metrics than are currently available to me through the BPA online audit?

BPA members may work with Nielsen Online directly to capture, track and report even more enhanced web metrics and truly use the tool as an analytics solution. As this is beyond the scope of the BPA offering, there would be charges by Nielsen.

Why did BPA choose Nielsen Online?

The Nielsen Online product was readily adaptable to BPA needs without extensive system development. Nielsen also has the resources to constantly upgrade and improve the product. Finally, like BPA, Nielsen Online is a global brand that is instantly recognizable by media owners, buyers and advertising agencies.

There are other web measurement tools available at no charge. How does the BPA web audit differ?

There are measurement tools for internal use and then there is audited data for public consumption through a single arbiter. BPA's audited web data will adhere to a standardized process all sites will follow. That will ensure a level playing field of metrics and verification testing so data is reliable and comparable—unlike measurement tools implemented by a site that is measured for self-reporting. Measurement tools can not offer third-party independence, are not used to a standard across competitive sites and do not provide a single destination for data.

A BPA web audit provides the assurance of an independent, third-party organization that is trusted around the globe and is perfectly positioned to provide a single industry standard for "apples-to-apples" web measurement for which online media buyers and advertisers are asking.

What if I choose to opt out of reporting my web site's data?

Those BPA members who choose to stop reporting their web site's traffic must remove all page tags from every page on their site. As long as the tags are in place, traffic data will be recorded and publicly available.

If I don't publish my web site's traffic data on a circulation statement, can I (or another BPA member) still use that data for competitive analysis in sales/marketing collateral?

You may use your BPA web site data even if it does not appear on a circulation statement.

Likewise, if your competitor(s) also have a BPA web audit, they may utilize your site's data for comparative purposes. Again, comparisons must abide by BPA's publicity rules/guidelines.

My website is a network of several brands. Can I report aggregate web traffic data from that site?

Individual sites that are affiliated with specific print or event brands and are included within "parent" (or network) sites will be counted as unique web destinations despite their inclusion in the overall site. In these cases, web traffic data from the "parent" site may only be reported if the "parent" site applies for a web-only membership. The fee for audit is based on volume of traffic (in aggregate) to sites not affiliated to an audited print brand.

Additionally, those "parent" sites that include sub-URLs for non-BPA-audited titles qualify for web audits but at an additional charge based on volume and must apply for a web-only membership.

What if my print brand does not have an exact corresponding web brand in name, but there is only one web site to complement or affiliated with the print brand?

We will accept this as part of the print brand and the fee for the web audit service is included in the print audit fee with no increase. The data for the affiliated web site may be included in the web site activity table on the print brands circulation statement and audit report.

What if my print brand does not have an exact corresponding web brand in name, rather, there are several web brands that are aggregated into an affiliated "parent" brand whenever we sell advertising?

We will accept this as part of the print brand and the fee for the web audit service is included in the print audit fee-no increase. The data for the affiliated "parent" web site may be included in the web site activity table on the print brands circulation statement and audit report. Disclosure of the web brands included in the aggregate total must be reported in the circulation statement.

What if my print brands have affiliated web brands, but we aggregate the web brands into a network buy across the sites?

BPA will accept each web brand affiliated with a print brand as part of the print brand and the fee for the web audit service is included in the print audit fee-no increase. Only the data for the affiliated web site may be included in the web site activity table on the print brand's circulation statement and audit report. Data from the non-affiliated sites to the particular print brand may not be included in the print brand's circulation statement; however, all the print and web brands may be included in an "integrated media network" report.

What if my print brands have affiliated web brands, but we aggregate the affiliated web brands with non-affiliated web brands into a "parent" web site when selling advertising?

The data from the non-affiliated web sites can be audited, but not inclusive with the print brand audit fees. Rather, a separate fee is charged based on the volume of traffic to the non-affiliated sites. Data from these sites cannot be added to any print brand's circulation statement, but can be provided with all the print and web brands in an "integrated media network" report.

How do I set up the e-mail delivery of my web site's traffic reports?

To set up the delivery of your site's traffic reports, click on the "Administration" link in the upper right-hand corner of the reports page. Along the left of the Administration page, you will see the "Email Reports" section. Clicking on "Add Custom" will allow you to select report options, formats, report types, channels and email recipients.