

认证“基本服务费”收费标准

2011年7月1日起生效；适用区域为中华人民共和国

BPA 董事会对此收费标准有权修改，实际认证费用按照认证完时生效的标准收取



本收费包含如下项目：

- ✓ 会员年费
- ✓ 整体品牌到达认证（单渠道或多渠道）
- ✓ 网站流量认证
- ✓ 电子杂志发行数据
- ✓ 背景信息补充数据
- ✓ 单位数据
- ✓ 普查数据
- ✓ 公司排行数据
- ✓ 报告制作
- ✓ 在BPA网站上张贴报告
- ✓ 在BPA网站上建立到会员网站的链接
- ✓ 允许会员下载其发行报告，将报告公布在会员网站上，或将报告发给会员的客户和潜在客户
- ✓ 在BPA报告上使用会员的标识和刊物封面
- ✓ 为会员提供关于其发行报告或认证报告被访问情况的报告
- ✓ 在报告中使用的图表
- ✓ 对会员单位员工的上门培训和认证状况评估
- ✓ 推广材料评估
- ✓ 受众开发项目评估

基本认证时间规定

本标准中所示的基本认证时间包含在基本认证收费中。如认证实际所需时间超出该基本时间，超出部分按每小时人民币1480元收取。

BPA Worldwide

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注：

1. 所有费用均使用人民币计算
2. 除上述费用外，会员尚需按照BPA规则支付其他相关费用，包括但不限于认证员到认证地点的经济舱机票费用
3. BPA保留随时更改本收费标准或其中任何组成部分之权利，会员须按照正式收款通知中列明之金额付款
4. 与服务或本收费标准有关之条款与条件以各方书面签署的合同及BPA规则中之规定为准

实际平均印量	基本认证时间	2 页报告	4 页报告	6 页报告	8 页报告	10 页报告	12 页报告
少于或等于 8,000	13 hrs	¥ 34,950	¥ 36,760	¥ 43,090	¥ 45,600	¥ 52,390	¥ 56,290
多于 8,000	13.25	¥ 35,655	¥ 37,465	¥ 43,795	¥ 46,305	¥ 53,095	¥ 56,995
多于 8,500	13.50	¥ 36,180	¥ 37,990	¥ 44,320	¥ 46,830	¥ 53,620	¥ 57,520
多于 9,000	13.75	¥ 37,055	¥ 38,865	¥ 45,195	¥ 47,705	¥ 54,495	¥ 58,395
多于 9,500	14.00	¥ 37,640	¥ 39,450	¥ 45,780	¥ 48,290	¥ 55,080	¥ 58,980
多于 10,000	14.25	¥ 38,760	¥ 40,570	¥ 46,900	¥ 49,410	¥ 56,200	¥ 60,100
多于 11,000	14.50	¥ 39,940	¥ 41,750	¥ 48,080	¥ 50,590	¥ 57,380	¥ 61,280
多于 12,000	15.00	¥ 41,170	¥ 42,980	¥ 49,310	¥ 51,820	¥ 58,610	¥ 62,510
多于 13,000	15.25	¥ 42,145	¥ 43,955	¥ 50,285	¥ 52,795	¥ 59,585	¥ 63,485
多于 14,000	15.50	¥ 43,270	¥ 45,080	¥ 51,410	¥ 53,920	¥ 60,710	¥ 64,610
多于 15,000	15.75	¥ 44,555	¥ 46,365	¥ 52,695	¥ 55,205	¥ 61,995	¥ 65,895
多于 16,500	16.00	¥ 45,895	¥ 47,705	¥ 54,035	¥ 56,545	¥ 63,335	¥ 67,235
多于 18,000	16.25	¥ 47,445	¥ 49,255	¥ 55,585	¥ 58,095	¥ 64,885	¥ 68,785
多于 20,000	16.50	¥ 49,110	¥ 50,920	¥ 57,250	¥ 59,760	¥ 66,550	¥ 70,450
多于 22,000	17.00	¥ 50,770	¥ 52,580	¥ 58,910	¥ 61,420	¥ 68,210	¥ 72,110
多于 24,000	17.25	¥ 52,330	¥ 54,140	¥ 60,470	¥ 62,980	¥ 69,770	¥ 73,670
多于 26,000	17.50	¥ 53,720	¥ 55,530	¥ 61,860	¥ 64,370	¥ 71,160	¥ 75,060
多于 28,000	17.75	¥ 55,330	¥ 57,140	¥ 63,470	¥ 65,980	¥ 72,770	¥ 76,670
多于 31,000	18.00	¥ 57,420	¥ 59,230	¥ 65,560	¥ 68,070	¥ 74,860	¥ 78,760
多于 34,000	18.25	¥ 59,565	¥ 61,375	¥ 67,705	¥ 70,215	¥ 77,005	¥ 80,905
多于 38,000	18.50	¥ 62,300	¥ 64,110	¥ 70,440	¥ 72,950	¥ 79,740	¥ 83,640
多于 43,000	18.75	¥ 65,200	¥ 67,010	¥ 73,340	¥ 75,850	¥ 82,640	¥ 86,540
多于 48,000	19.25	¥ 68,260	¥ 70,070	¥ 76,400	¥ 78,910	¥ 85,700	¥ 89,600
多于 54,000	20.00	¥ 71,525	¥ 73,335	¥ 79,665	¥ 82,175	¥ 88,965	¥ 92,865
多于 60,000	21.00	¥ 74,950	¥ 76,760	¥ 83,090	¥ 85,600	¥ 92,390	¥ 96,290
多于 68,000	21.50	¥ 79,195	¥ 81,005	¥ 87,335	¥ 89,845	¥ 96,635	¥ 100,535
多于 78,000	22.00	¥ 84,180	¥ 85,990	¥ 92,320	¥ 94,830	¥ 101,620	¥ 105,520
多于 88,000	22.50	¥ 89,160	¥ 90,970	¥ 97,300	¥ 99,810	¥ 106,600	¥ 110,500
多于 100,000	23.00	¥ 93,615	¥ 95,425	¥ 101,755	¥ 104,265	¥ 111,055	¥ 114,955
多于 116,000	24.00	¥ 102,465	¥ 104,275	¥ 110,605	¥ 113,115	¥ 119,905	¥ 123,805
多于 134,000	25.00	¥ 103,965	¥ 105,775	¥ 112,105	¥ 114,615	¥ 121,405	¥ 125,305
多于 156,000	26.00	¥ 105,245	¥ 107,055	¥ 113,385	¥ 115,895	¥ 122,685	¥ 126,585
多于 180,000	27.00	¥ 106,855	¥ 108,665	¥ 114,995	¥ 117,505	¥ 124,295	¥ 128,195
多于 212,000	27.50	¥ 108,310	¥ 110,120	¥ 116,450	¥ 118,960	¥ 125,750	¥ 129,650
多于 248,000	28.00	¥ 111,260	¥ 113,070	¥ 119,400	¥ 121,910	¥ 128,700	¥ 132,600
多于 295,000	30.00	¥ 112,860	¥ 114,670	¥ 121,000	¥ 123,510	¥ 130,300	¥ 134,200
多于 350,000	31.00	¥ 114,895	¥ 116,705	¥ 123,035	¥ 125,545	¥ 132,335	¥ 136,235
多于 415,000	32.00	¥ 116,720	¥ 118,530	¥ 124,860	¥ 127,370	¥ 134,160	¥ 138,060
多于 500,000	33.00	¥ 118,495	¥ 120,305	¥ 126,635	¥ 129,145	¥ 135,935	¥ 139,835
多于 600,000	33.50	¥ 120,255	¥ 122,065	¥ 128,395	¥ 130,905	¥ 137,695	¥ 141,595
多于 725,000	34.00	¥ 122,300	¥ 124,110	¥ 130,440	¥ 132,950	¥ 139,740	¥ 143,640
多于 885,000	35.00	¥ 123,970	¥ 125,780	¥ 132,110	¥ 134,620	¥ 141,410	¥ 145,310
多于 1,080,000	35.50	¥ 126,265	¥ 128,075	¥ 134,405	¥ 136,915	¥ 143,705	¥ 147,605
多于 1,350,000	36.00	¥ 128,260	¥ 130,070	¥ 136,400	¥ 138,910	¥ 145,700	¥ 149,600
多于 1,660,000	38.00	¥ 130,495	¥ 132,305	¥ 138,635	¥ 141,145	¥ 147,935	¥ 151,835
多于 2,100,000	38.25	¥ 132,545	¥ 134,355	¥ 140,685	¥ 143,195	¥ 149,985	¥ 153,885
多于 2,600,000	38.50	¥ 134,790	¥ 136,600	¥ 142,930	¥ 145,440	¥ 152,230	¥ 156,130
多于 3,300,000	38.75	¥ 137,205	¥ 139,015	¥ 145,345	¥ 147,855	¥ 154,645	¥ 158,545
多于 4,200,000	39.00	¥ 139,455	¥ 141,265	¥ 147,595	¥ 150,105	¥ 156,895	¥ 160,795
多于 5,400,000	39.25	¥ 141,980	¥ 143,790	¥ 150,120	¥ 152,630	¥ 159,420	¥ 163,320
多于 7,000,000	39.50	¥ 144,440	¥ 146,250	¥ 152,580	¥ 155,090	¥ 161,880	¥ 165,780
多于 9,000,000	39.75	¥ 147,175	¥ 148,985	¥ 155,315	¥ 157,825	¥ 164,615	¥ 168,515
多于 12,000,000	40.00	¥ 156,405	¥ 158,215	¥ 164,545	¥ 167,055	¥ 173,845	¥ 177,745

如报告的页数超出本标准中所列范围，请来电咨询。