

Subscriber Study Audits
(Effective July 1, 2007)
All fees are U.S. dollars.

The BPA Subscriber Study Audit offers publishers the ability to enhance the credibility of their subscriber studies within the media-buying community by having BPA supply independent, third-party verification that the research has been conducted and tabulated in strict conformance with sound methodology.

BPA does not actually perform the research or act as a research firm; nor do we require that media owners ask specific, standardized questions. Rather, BPA controls and validates study survey methodology, including sample size and selection, mailing of surveys, required minimum response rates and usable returns, reporting on number of efforts used, and any other elements aimed at attaining the minimum response rates and tabulated numbers. The methodology of the BPA Subscriber Study Audit was created by a joint industry committee comprised of executives from leading industry research firms, agency research departments and publishing companies.

When BPA has verified that a study has been conducted and tabulated in conformance to its guidelines, it issues an opinion letter to accompany any presentation of the research data to the media buying community. Along with this letter, publishers would be required to show the entire questionnaire used in the survey.

To access a description of methodology for the Subscriber Study Audit, [click here](#).

To access a sample of the type of opinion letter issued when a Subscriber Study Audit is completed, [click here](#).

To email a marketing representative for more information, [click here](#).