



news release

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FOR IMMEDIATE RELEASE

BPA Extends 48-Month Age of Source Exception To December 1, 2020

Coping with Corona in Media

Shelton, CT July 7, 2020 – As part of its “Coping with Corona in Media” support program permitting circulation sources to age beyond 36 months but not to exceed 48 months [for the reporting period ending June 2020](#), global assurance provider BPA Worldwide announced it is extending the exception through the November 2020 issues for the December 2020 reporting period.

The exception to carry sources up to 48 months applies to only four sources:

- I. Direct Request
- II. Request from Recipient’s Company
- III. Membership Benefit
- IV. Communication (Other than Request)

Although reporting of Age of Source is not required, if Age is not reported, the percentage of Total Qualified circulation at 36+ to 48 months must be footnoted.

According to Glenn Hansen, BPA’s President and CEO, extending the 48-month age of source reporting is in response to the recent surge in Covid-19 cases in the USA and continued shelter in place directives. Extending the exemption allows publishers to continue serving those subscribers whose request to receive would otherwise lapse for not responding to renewal notices or calls due to ongoing “work from home” requirements.

For the six-month period ended December 2019, an average of 3% of all audited circulation fell in the 25- to 36-month-old period. Therefore, we do not anticipate that much circulation will age beyond 36 months, but in these dire times we wish to extend every opportunity to our members.

Effective December 1st, 2020, BPA standards will revert back to the 36-month qualification period.

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.