



news release

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FOR IMMEDIATE RELEASE

BPA Extends 48-Month Age of Source Exception to June 2021 Reporting Period

Shelton, CT, December 10, 2020 – Global assurance provider BPA Worldwide announced it is extending the exception permitting circulation sources to age beyond 36 months but not to exceed 48 months through the end of the qualification period of the analyzed issue for the June 2021 reporting period (March 2021 reporting period for Canadian members). BPA had previously extended the exception to 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.

The extension of the 48-month Age of Source reporting comes as COVID-19 pandemic continues to surge and shelter in place directives remain in place for most organizations. "Extending the exemption to the June 2021 reporting period allows publishers to continue serving those subscribers who are difficult for publishers to reach at home and whose request to receive the publication would otherwise lapse for not responding to renewal notices," explained Glenn Hansen, BPA's President and CEO.

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.

The U.S. Post Office has been in sync with BPA's exception permitting requestors to age beyond 36 months. The USPS extension carried to October 31st. The Post Office is receptive to re-evaluating based on persisting pandemic conditions and upper management in Washington, DC, and are considering extending the exception to the end of June 2021 in step with BPA's extension.

With the reporting periods ending September and December 2021, BPA 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.