

**“I DON’T KNOW WHY YOU GUYS SEND IT,
CUZ I DIDN’T ASK FOR IT AND I DON’T
HAVE TIME TO READ IT...”**

Extract from an **actual recorded phone conversation** between a subscription telemarketer and Steve, a recipient of a business publication. The telemarketer confirmed Steve as a ‘qualified reader.’ Fortunately, the BPA circulation auditor listened to the recording and disqualified him from the subscriber list.

Hear the conversation,
www.SaferWithBPA.com



IF YOU AGREE IT’S TIME TO STOP WASTING ADVERTISING DOLLARS REACHING PEOPLE LIKE STEVE, HERE’S WHAT TO DO:

Next time someone tries to sell you advertising, ask if their telemarketers record their calls.

BPA is in the business of protecting advertisers like you from wasting money reaching the Steves of the world. One of the ways we do this is by insisting that publications record their subscriber verification calls.

If you advertise in a magazine we audit, you’ll never pay to reach Steve.

You’ll be happy and so will he.



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