



Date  
Business of Providing Assurance

Dear Advertiser:

Here's one very good reason to consider purchasing advertising space in **YOUR BRAND NAME**: The audience is audited by BPA Worldwide.

BPA Worldwide is an independent, not-for-profit organization which verifies the audience data of business and consumer media: print, online and events. Once a year, **YOUR BRAND NAME** demonstrates its transparency by opening up its records to BPA Worldwide auditors for a thorough examination and verification.

In other words, **YOUR BRAND NAME** uses the BPA audit to assure you that their audience claims are correct. This information enables you, the advertiser, to determine if they're saying the right thing to the right people in the right place. And, for the first time, **YOUR BRAND NAME** is now reporting its audience that receives the digital edition of the publication.

Informed advertisers and agencies have made it very clear that audited media is a key element in their buying decision. Consider the following statements from the American Association of Advertising Agencies (4As) and the Association of National Advertisers (ANA): "Through audited reports, advertisers and agencies are assured that a specific media brand does, in fact, deliver recipients that comprise a market's desired audience."

On the subject of audited versus unaudited media they go on to say that "our vote would be for investing in audited media because those unaudited are often nothing more than space purchase gambles with very poor odds."

**YOUR BRAND NAME** is providing you with the link to their [latest BPA Worldwide Brand Report](#), the very best way you can be assured that you are getting what you pay for. To learn more about BPA, visit [www.bpaww.com](http://www.bpaww.com).

If you have any questions, please contact [FNAME] [LNAME], [TITLE], **YOUR BRAND NAME** at [email@email.com](mailto:email@email.com) (phone #), or me at [ghansen@bpaww.com](mailto:ghansen@bpaww.com) (1-203-447-2801).

Best regards,

Glenn Hansen  
President & CEO  
BPA Worldwide