



## news release

contact: Glenn Schutz  
BPA Worldwide  
203-447-2873  
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

### ***IEEE Spectrum* Becomes Latest Brand to Join the BPA Media Exchange**

**Shelton, CT March 17, 2021** – [IEEE Spectrum](#), the flagship website of the IEEE, the world’s largest professional organization devoted to engineering and the applied sciences, is the latest brand to join the BPA Media Exchange – the only programmatic platform of audited, brand-safe sites and business audiences.

“The BPA Media Exchange will be a great addition to the portfolio of digital sales tools available to our marketing partners,” said Mark David, *IEEE*’s Director of Advertising and Business Development.

“Participating in a private marketplace made up of BPA-affiliated media sites that share the same goal of brand safety as *IEEE* fits well with our digital business model.”

The Media Exchange, which provides access to demand from major trading desks, DSPs and marketing brands via [18 top industry verticals](#), was developed to help BPA members overcome the unique challenges publishers have in a difficult-to-navigate and increasingly complex digital landscape. Publishers can onboard with no upfront capital to participate. In addition, they can leverage BPA’s knowledge, technology and resources to assist their internal ad operations teams.

“We are pleased *IEEE Spectrum* has joined the other quality sites participating in the Media Exchange,” said Glenn Hansen, President and CEO of BPA Worldwide. “By joining the collective, *IEEE* can continue to transact with their direct advertisers in an automated fashion, as well as make inventory available through the data cooperative with scale and enhanced insights.”

To date, publishers participating in the Media Exchange have collectively earned more than \$550,000 in new ad revenue.

“Participating sites are recognizing previously untapped digital ad revenue by selling inventory to their existing marketing partners and prospects,” Hansen explained. “Publishers can also create additional revenue streams by selling through audience extension and account-based marketing campaigns across the web.”

Now is the time for media owners to explore the value of programmatic advertising, Hansen continued. “Publishers – especially B2B publishers – have to face the fact that programmatic is here, and marketers and agencies are asking for it,” he said. “The train is moving; hop on board!”

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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.