



news release

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

FOR IMMEDIATE RELEASE

## **SPECIAL STATEMENT:**

### **BPA Extends Age of Source Reporting Option to 48 Months for June 2020 Reporting Period**

**Shelton, CT April 2, 2020** – *The following statement was distributed today from Glenn Hansen, President and CEO, BPA Worldwide, to all business publication and consumer magazine members:*

In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted.

Following on to allowing the [option not to report Age of Source](#), BPA Worldwide announces a further exception for the reporting period ending June 2020 to permit circulation sources to age beyond 36 months but not to exceed 48 months. (This is the current Standard for paid circulation.) If Age is NOT reported, the percentage of Total Qualified circulation at 36+ to 48 months must be footnoted.

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

- I. Direct Request
- II. Request from Recipient's Company
- IV. Communication (Other than Request)

Doing so affords the publisher the opportunity to continue to serve those subscribers whose request to receive would otherwise lapse for not responding due to sudden "shelter in place" 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.

With the reporting period ending December 2020, we will revert back to the 36-month qualification period.

We look forward to the end of this pandemic. Meanwhile, we wish all best of health!



Sincerely,

Glenn Hansen  
President & CEO  
BPA Worldwide  
203-447-2801

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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.