

BPA Worldwide.

Because auditing transparency and
timeliness are more critical than ever.



BPA-AUDITED NEWSPAPERS PROVIDE MEDIA BUYERS WITH FULL CIRCULATION DISCLOSURE, INSIGHT, ASSURANCE AND TIMELINESS.

Because thorough, timely verification of circulation data has never been more vital in the media-buying process, the newspaper that you are now reading is among the more than 600 newspapers and consumer magazines audited by BPA Worldwide. For more than 70 years, BPA has been trusted by media buyers and media owners for auditing objectivity, rigor and reliability—and for ensuring that buyers and sellers get the independent assurance they need within a timeframe that reflects today's complex, rapidly changing media environment. For more information, call 203.447.2800 or visit bpaww.com BPA Worldwide. **Leading the World in Media Auditing**

