



news release

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

FOR IMMEDIATE RELEASE

California Marketing Group Is First Company to Apply for the BPA Certified Partner Program

Shelton, CT July 12, 2022 – California-based teleservices company, California Marketing Group (CMG) has become the first media industry service company to apply for the BPA Certified Partner Program, according to the global assurance provider.

“We are excited and honored to become the first industry supplier to apply for the BPA Certified Partner Program,” noted John Mabie, CMG’s CEO and founder. “We have always considered CMG to be an integral partner with our publishers and BPA. Our investment in the BPA Certified Partner Program demonstrates our continued commitment to quality and our customers.”



The BPA Certified Partner Program was recently introduced to industry partners with the goal of improving and enhancing the audit process. Organizations serving the media industry, including subscription management services, data management companies, email management companies, teleservice companies, and others can apply to the BPA Certified Partner Program. Once a partner has successfully completed the BPA review and obtained the BPA Certified Seal, BPA will accept audited data directly from these partners to make the audit process more efficient for media owners.

“We congratulate CMG for applying to the BPA Certified Partner Program,” noted Richard Murphy, BPA President and CEO. “We believe the BPA Certified Partner Program will elevate quality, trust, and efficiency in the industry. We applaud CMG for taking the first steps toward that goal.”

To learn more about the BPA Certified Partner Program and to apply, contact Rich Murphy at rmurphy@bpaww.com or +1-203-447-2804.

###

About BPA Worldwide. [BPA Worldwide](http://BPAWorldwide.com) is in the business of providing assurance. For 90 years as a not-for-profit assurance service provider, BPA was created by advertisers, advertising agencies and the media industry to validate audience claims used in the buying and selling of advertising.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of industry standards and external assurance programs, including:

- [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, EIC and ISO sustainability and corporate social responsibility guidelines and standards.
- [BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.
- [BPA iCompli Data Protection & Privacy](#), powered by SafeGuard Privacy technology, enables seamless cross-organization data compliance management in a single, accountable platform.

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.