



THE BPA AUDIT ADVANTAGE

POSTAL AUDIT

More Publishers are turning to BPA Worldwide for their Periodicals Rate Postal Audit.

Here's why:

Savings on distribution expenses. A publication that qualifies for Periodical Rates enjoys considerable savings on its USPS mailing expenses compared to Standard A Rates.

Qualifying for Periodicals Rates. A publication qualifies for Periodical Rates if it can prove that 50% of its distribution is either paid for or requested.

BPA is USPS authorized. BPA Worldwide is authorized by the USPS to conduct the initial audit and periodic audits for the purpose of qualifying publications for Periodical Rates. BPA can conduct these postal audits for business and consumer publishers. Publisher need not be a BPA member to contract for this service.

BPA's audit advantage. BPA staff, as part of their normal media audit procedures, verifies printed, telemarketing and electronic sources of paid and non-paid subscriptions. The use of our unique confirmation process replaces the need for written signatures on telemarketing and electronic sources. BPA's expertise in auditing these telemarketing and electronic sources generally provides for a quicker turnaround time than the USPS method of sending mailed verification surveys to an audit sample, and requiring a minimum response rate.

Information reviewed during audit. BPA staff will review printer's invoices, distribution receipts and a physical copy of the issue to be audited. In addition, the issue's distribution database will be tested for supporting source documentation based upon a randomly selected sample.

USPS role in BPA audits. The USPS reserves the right to review all documents and audit procedures relating to the Periodical Rates audits conducted by BPA. In fact, BPA's audit findings are forwarded directly to the USPS for review and decision on rate status.

Getting started:

- Complete and submit USPS Form 3500 and Fees to Post Office
- Complete and submit BPA Postal Audit Contract and Fees to BPA Worldwide
- Complete USPS Form 3548 and submit with copy of USPS Form 3500 to BPA Worldwide
- A BPA Auditor will coordinate the remaining audit process with your representative.

Please contact your BPA representative for a custom quote today!

CONTACT Visit the BPA website at www.bpaww.com for more information about media audits and verification services.