bdpatoday

2012 Rate Card

Chapter Publications
& Charitable Events

BDPA

BDPA

2012
Technology Conference
and Exposition
Baltimore, Maryland
August 1 - 4

ROI

For close to 40-years, National BDPA maintains one of the nation's best CS-STEM workforce development programs of its kind. Since 1975, NBDPA's achievements remain on task and are emblematic of its tag line, "*Advancing technical careers from the classroom to the boardroom*." Moreover, NBDPA's corporate performance measure used to evaluate the efficiency of both our sponsors' and members' investments continually yields a year-over-year positive return on investment (ROI) for industry, HBCUs, and local communities.

- Affinity market awareness and branding during NBDPA events with our sponsors' products, services, white papers and career opportunities
- An NBDPA ICT industry pipeline which owns unique ICT industry relationships with IT, Cyber, and CS-STEM executives, entrepreneurs, and project managers
- Qualified CS-STEM Interns with GPA's north of 3.0 as a direct result of NBDPA's IT Showcase (ITSC) and NBDPA's High School Computer Competition (HSCC.)

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About Us

Formerly known as *Black Data Processing Associates*, **National BDPA** was founded in 1975 and rebranded as **BDPA** to promote technical development and professional growth in underserved communities for those pursuing or entering the information and communication technology (ICT) fields.

Executive Summary

bdpatoday has been published as a serial publication (**ISSN 1946-1429**) since 2007 by participating local NBDPA Chapters with their respective chapter Communications Committees. NBDPA Chapters also may opt to publish their own locally branded monthly or quarterly newsletters. **bdpatoday** is emailed to NBDPA members, NBDPA corporate sponsors and electronically delivered to NBDPA Chapters and local NBDPA Chapter Interest Groups (CIGs) as a benefit of membership. Print editions, reprints, and archives also are available.

bdpatoday offers advertising purchases in local NBDPA Chapter media markets or other geographic regional areas as specified by you or your organization's advertising agency. With targeted advertising, marketers may pick or choose from various media, social networks, and outreach programs in NBDPA's portfolio from different geographic areas covered by National BDPA, NBDPA Regions, and participating NBDPA Chapters.

Benefits

bdpatoday, Popular Technology TV, *BDPA iRadio Show*, and NBDPA **Groupsites** offer the following benefits directly from NBPDA or BDPA Education and Technology Foundation (BETF) through our social and multimedia portfolios.

- **Flexibility**—Easily create strategic, ICT industry awareness-building campaigns, while concurrently leveraging our chapters' universal targetability and economies of scale

- **Demographic Targeting**—Reach NBDPA's professional Cyber, IT, and CS-STEM professional networks that best allow you to reach those niche audiences interested in your products, services, contracting, subcontracting, or ICT career opportunities

- **Geographic Targeting**—Reach NBDPA's executives, professionals, HSCC/ITSC Alumni, and students by concentrating your advertising or recruitment campaign only in the areas you need to reach potential Cyber or IT communities.

2012 Media Kit ● Rates & Mechanical Data

Rates Effective October 1, 2011 for Federal Agency's FY12 and Participating BDPA Chapters

Page Size **Color** or B/W	1x Patron's Guides	1x **bdpatoday** only	2x Both Publications
Full Page (Print Edition):	$135	$295	$395
Half Page (Print Edition):	$75	$165	$195
Quarter Page (Print Edition):	$50	$75	$95
Business Card (Print Edition):	$35	n/a	n/a
Web Banner (1 Year e-Newsletter Editions):	n/a	$2795	n/a
Web Banner (1 Month e-Newsletter Editions):	n/a	$495	n/a
Web Banner (1 Year Home Page):	n/a	$595	n/a
Full Page (1 Year Print Editions):	(All Program Guides) $395	$3395	n/a

Submit secure payments online by closing dates to **bdpatoday** c/o **BDPA-DC**: **http://www.ncr-bdpa.org/shopBDPAdc.htm**

Local Chapter Production Specifications for **bdpatoday** | www.bdpatoday.org

Issue Months	Themes and Program Meetings	Closing Dates	Special Host Chapter Events
January	Consumer Electronics | Transportation Systems	DEC 15	**International CES | Detroit Auto Show**
February	Black Family Technology Awareness Month	JAN 20	**Black History Month/BEYA**
March	Robotics/Unmanned Vehicles	FEB 20	**FIRST Robotics**
April	Government Computing | Supplier Diversity	MAR 20	**National OSDBU Conference**
May	FY 2013 Outlook & Government Relations	APR 20	**Industry Days on The Hill**
June	Regional HSCC, IT Showcase, US Cyber Challenge	MAY 20	**Regional HSCC & ITSC**
July	XSEDE [*TeraGrid*] Conference, BDPA Summer APBI	JUN 20	**Cyber, XSEDE and SC12 Preview**
August	National BDPA Technology Conference Edition	JUL 20	**BDPA National Conference**
September	CBCF Annual Legislative Conference (ALC) Edition	AUG 20	**CBCF/ALC | Fall APBi**
October	Cyber Security Awareness Month | GFY-2013 Begins	SEP 20	**Annual HBCU Football Classics**
November	High-Performance Computing | SC12	OCT 20	**BDPA Awards Galas & SC12**
December	Career Tracks and 2013 Internships	NOV 15	**Season's Greetings | Winter APBi**

Popular Technology TV	Local/College Cable & YouTube	BDPA/BETF iRadio Show	Bi-Weekly Internet Radio Show
P T T V Theme Co-Sponsor	$6500 (4x :30 or 2x :60 spots)	*iRadio* Program Sponsor	$100
:60 P T T V spots	$4500 (2x :30 or 1x :60 spots)	:60 *iRadio* Spot (1x)	$50
:30 P T T V spot	$2500 (1x spot)	:30 *iRadio* Spot (1x)	$30

Mechanical Requirements for Chapter Newsletters and Event Program Guides

bdpatoday Trim Size: **8 1⁄8" X 10 7⁄8"**
Type of binding: Saddle-Stitched
Paper Stock: 11" x 17" 70 lb. maximum

Run of **bdpatoday** Ads (Non-Bleed)

	Width	Height
Spread (Two Facing Pages)	15 7⁄8"	10 3⁄8"
Full Page	7 11⁄16"	10 3⁄8"
Half Page Horizontal	7 5⁄8"	4 3⁄4"
Half Page Vertical	3 3⁄8"	10 3⁄8"
Quarter Page	3 5⁄8"	4 3⁄4"

Run of **bdpatoday** Ads (Bleed)
Includes 1/8" grind on each page

	Width	Height
Spread (Two Facing Pages)	16 7⁄8"	11 1⁄8"
Full Page	8 3⁄8"	11 1⁄8"
Half Page Horizontal	8 3⁄8"	5 1⁄8"
Half Page Vertical	4 3⁄4"	11 1⁄8"
Quarter Page	4"	5 1⁄8"

Submit secure payments online prior to all closing dates to **bdpatoday** c/o **BDPA-DC**:
http://www.ncr-bdpa.org/shopBDPAdc.htm

bdpatoday Digital File Requirements

Macintosh (OS 9.2 or higher), Windows (XP or higher). InDesign, Illustrator, Acrobat, or Photoshop files are acceptable. For InDesign submissions, printer and screen fonts and all links must be supplied. For Illustrator submissions, text must be changed to outlines. Submit in CMYK or RGB (grayscale mode if ad is to print in black and white only) as 300+ dpi TIFF, EPS, or PDF files. Email to: **ads@ncr-bdpa.org**

2012 HSCC Patron's Guide | Awards Galas

Email advertisements in a high-resolution PDF file or JPG image to: **ads@ncr-bdpa.org**

BDPA Chapter Web Banner Advertising

File size should be 162 **w** x 144 **h** pixels, 50 KB or less in size, GIF or JPG images (animations are limited to 5 rotations), and may be e-mailed to: **ads@ncr-bdpa.org**

Mail content to **bdpatoday** via FedEx or USPS. Send content on DVD, CDROM, thumb drive, or memory-stick with payments prior to closing dates to: **611 Pennsylvania Avenue SE, #213, Washington, D.C. 20003-4303**

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