



**bdpatoday**

**2013 Rate Card**

Chapter Publications  
& Charitable Events



# BDPA

STEM . Diversity . Inclusion



bdpa.org



## ROI

For nearly 40-years, National BDPA (NBDPA) maintains one of the nation's best STEM IT workforce development programs of its kind. Since 1975, NBDPA's achievements have remarkably remained on task and are emblematic of its tag line, "**Advancing technical careers from the classroom to the boardroom.**" Moreover, National BDPA's corporate performances are measured to evaluate the efficiency of both our sponsors' and members' investments which continually yields a year-over-year positive return on investment (ROI) for industry, community colleges, HBCU/MSI institutions, and local community economic development programs.

National BDPA provides:

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

## bdpatoday



## 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 communications technology (ICT) fields.

## Executive Summary

bdpatoday has been published as a serial publication (**ISSN 1946-1429**) since 2007 by participating local NBDPA Chapters within 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, special reprints, customized cover stories, and archived editions also are available.

bdpatoday offers advertising purchases in local NBDPA Chapter media markets and 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 within National BDPA's portfolio from different geographic areas covered by NBDPA, NBDPA Regions, and participating NBDPA Chapters.

## Benefits

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

- **Flexibility**—Easily create strategic, ICT industry awareness-building campaigns, while concurrently leveraging NBDPA chapters' universal targetability and economies of scale
- **Demographic Targeting**—Reach NBDPA's professional Cyber, IT, CS-STEM, and STEM-IC (Intell/Cyber) professional networks that best allow you to reach these niche audiences interested in your products, services, contracting, subcontracting, recent success stories, or ICT career opportunities
- **Geographic Targeting**—Reach NBDPA's executives, professionals, application developers, 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.

# 2013 Media Kit • Rates & Mechanical Data

Rates Effective October 1, 2012 for Federal Agency GFY13 Purchasing 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	\$350	\$395
Half Page (Print Edition):	\$95	\$185	\$250
Quarter Page (Print Edition):	\$75	\$125	\$135
Web Banner (1 Year e-Newsletter Editions):	n/a	\$2995	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):	(Local Program Guides) \$395	\$3500	n/a

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

## Local Chapter Production Specifications for bdpatoday | [www.bdpatoday.org](http://www.bdpatoday.org)

Issue Months	Monthly 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 and BEYA
March	Robotics/Unmanned Vehicles	FEB 20	FIRST Robotics
April	Government Computing   Supplier Diversity	MAR 20	National OSDBU Conference
May	GFY 2014 Outlook & Government Relations	APR 20	BDPA Day on The Hill   Youth Summit
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 SC13 Preview
August	National BDPA Technology Conference Edition	JUL 15	35 <sup>th</sup> National BDPA Tech Conference
September	CBCF Annual Legislative Conference (ALC) Edition	AUG 20	CBCF/ALC   Fall APBI
October	Cyber Security Awareness Month   GFY-2014 Begins	SEP 20	Annual HBCU Football Classics
November	High-Performance Computing   SC13	OCT 20	Local BDPA Awards Events & SC13
December	Career Tracks and 2014 Internships	NOV 15	Season's Greetings   Winter APBI

Popular Technology TV	Local/College Cable & YouTube	BDPA/BETF iRadio Show	Bi-Weekly Internet Radio Show
PTTV Theme Co-Sponsor	\$7500 (4x :30 or 2x :60 spots)	iRadio Program Sponsor	\$125
:60 PTTV spots	\$5500 (2x :30 or 1x :60 spots)	:60 iRadio Spot (1x)	\$60
:30 PTTV spot	\$3500 (1x spot)	:30 iRadio Spot (1x)	\$35

Contact **Ms. Sharrarne Morton** to place **PTTV** outreach campaigns and schedule interviews.

## 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 | soft matte or white gloss finish

### 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 :

► <http://www.ncr-bdpa.org/shopBDPAAdc.htm>

### bdpatoday Digital File Requirements

Macintosh (OS 10.4 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](mailto:ads@ncr-bdpa.org)

### 2013 HSCC Patron's Guide | Awards Galas

Email advertisements in a high-resolution PDF file or JPG image to:

► [ads@ncr-bdpa.org](mailto:ads@ncr-bdpa.org)

### BDPA [Chapter] Web Banner Advertising

File size should be: 595 w x 70 h pixels, 100 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](mailto:ads@ncr-bdpa.org)

Content also may be sent directly to bdpatoday via FedEx or USPS. Send content on DVD, CDROM, or memory-stick with payment(s) prior to closing date(s) c/o: **BDPA-DC, 611 Pennsylvania Avenue SE, #213, Washington, D.C. 20003-4303**



**35th National BDPA  
Technology Conference  
Washington, D.C.  
August 13 - 17, 2013**



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