



BDPA



bdpatoday

2014 Rate Card

Chapter Publications
& Charitable Events

BDPA

STEM . Diversity . Inclusion



ROI

For nearly 40-years, National BDPA (NBDPA) maintains one of the nation's best grass-roots next generation workforce (NGWF) development and TECH-Inclusion 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 yield a year-over-year positive return on investment (ROI) for industry, community colleges, HBCU/MSI institutions, and local community economic development programs.

National BDPA and Local BDPA Chapters provide:

- Affinity market awareness and branding during NBDPA events with industry sponsors' products, services, white papers and career opportunities
- An NBDPA information and communications technology (ICT) industry pipeline which owns unique ICT industry relationships with IT and Cyber executives, entrepreneurs, and program managers.
- Qualified STEM Interns with strong GPA's north of 3.2 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 BDPA Chapters within their respective chapter Communications Committees. BDPA 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 BDPA Chapters and local BDPA Chapter Interest Groups (CIGs) as a benefit of sponsorship or membership. Print editions, special reprints, customized cover stories, and archived editions also are available.

bdpatoday offers advertising purchases in local BDPA Chapter media markets and other geographic regional areas. With targeted advertising, marketers select from various media, social networks, and outreach programs within National BDPA's portfolio from different geographic areas covered by NBDPA, NBDPA Regions, and participating BDPA 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, STEM, and STEM-IC (Intel/Cyber) professional networks that best allow you to reach niche audiences interested in your products, services, contracting, subcontracting, recent success stories, and ICT career opportunities
- **Geographic Targeting**—Reach NBDPA's executives, professionals, application developers, HSCC/ITSC Alumni, and college students by concentrating advertising and recruitment campaigns within areas you need to reach among potential Cyber or IT communities.

2014 Media Kit • Rates & Mechanical Data

Rates Effective October 1, 2013 for Federal Agency GFY14 Purchasing and Participating BDPA Chapters

Page Size Color or B/W	1x Chapter Program Guides	1x bdpatoday only	2x Both Publications
Full Page (Print Edition <i>One time</i> [1x]):	\$135	\$350	\$395
Half Page (Print Edition <i>One time</i> [1x]):	\$95	\$200	\$250
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 – online payment discount):	(Local Program Guides) \$250	\$2500	n/a
Full Page (1 Year 12 Print Editions – [12x]):	(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/shopBDPAdc.htm>

Local Chapter Production Specifications for **bdpatoday** | 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 OSDDBU Conference
May	GFY 2015 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 [<i>TeraGrid</i>] Conference, BDPA Summer APBI	JUN 20	Cyber, XSEDE and SC14 Preview
August	National BDPA Technology Conference Edition	JUL 15	36th National BDPA Tech Conference
September	CBCF Annual Legislative Conference (ALC) Edition	AUG 20	CBCF/ALC Fall APBI
October	Cyber Security Awareness Month GFY-2015 Begins	SEP 20	Annual HBCU Football Classics
November	High-Performance Computing SC14 & I/ITSEC 2014	OCT 20	Local BDPA Awards Events & SC14
December	Career Tracks and 2015 Internships	NOV 15	Season's Greetings Winter APBI

Popular Technology TV	Local/College Cable & YouTube	BDPA/BETF iRadio Show	Bi-Weekly Internet Radio Shows
PTTV Theme Co-Sponsor	\$6500 (4x :30 or 2x :60 spots)	iRadio Program Sponsor	\$250
:60 PTTV spots	\$3500 (2x :30 or 1x :60 spots)	:60 iRadio Spot (1x)	\$100
:30 PTTV spot	\$2500 (1x spot)	:30 iRadio Spot (1x)	\$50

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/shopBDPAdc.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

2014 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: **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

Creative content also may be emailed or sent directly to **bdpatoday** via FedEx or USPS. Send content on DVD 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**

2014 | Rate Card



BDPA

bdpatoday

Chapter Publications & Charitable Events