BDPA

celebrating **40** years of *new technology*

bdpatoday

2015 Rate Card

bdpatoday.org

ROI

National BDPA (NBDPA) maintains one of the nation's best grass-roots next generation workforce (NGWF) development and technology-inclusion programs. 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 40-year corporate performance and community outreach initiatives are measured to evaluate the efficiency of both our sponsors' and members' investments which continually yield year-over-year positive returns on investment (ROI) for industry, community colleges, HBCU/MI schools, 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
- Information and communications technology (ICT) industry pipelines which own 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 information and communications technology (ICT) fields. Throughout 2015, National BDPA and local BDPA Chapters will celebrate a remarkable 40-year journey with industry and local communities.

Executive Summary

bdpatoday has been published as a serial publication (**ISSN 1946-1429**) since 2007 by NBDPA and participating local BDPA Chapters within their respective chapter Communications Committees. BDPA Chapters also 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 for organizations via the publication's online Chapter-as-a-Service (CaaS) module.

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* **(PTTV)**, *BDPA iRadio Show*, and NBDPA **Groupsites** offer the following benefits directly from NBPDA 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.

2015 Media Kit ● Rates & Mechanical Data

Discount Rates Effective October 1, 2014 for Federal Agency GFY15 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 | *One time* [1x]):	$135	$350	$395
Half Page (Print Edition | *One time* [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	(12x | 1 Year) $2500	n/a
Full Page (1 Year | 12 Print Editions – [12x]):	(Local Program Guides) $395	(12x | 1 Year) $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 OSDBU Conference
May	GFY 2016 Outlook & Government Relations	APR 20	BDPA Day on The Hill | Youth Summit
June	Regional HSCC, IT Showcase, US Cyber Challenge	MAY 20	GEOINT, Regional HSCC & ITSC
July	XSEDE [*TeraGrid*] Conference, BDPA Summer APBI	JUN 20	Cyber, XSEDE and SC14 Preview
August	National BDPA Technology Conference Edition	JUL 15	40th Anniversary & International Technology Conference
September	CBCF Annual Legislative Conference (ALC) Edition	AUG 20	CBCF/ALC | Fall APBi
October	Cyber Security Awareness Month | GFY-2016 Begins	SEP 20	Annual HBCU Football Classics
November	High-Performance Computing | SC15 & I/ITSEC 2015	OCT 20	Local BDPA Awards Events & SC14
December	Career Tracks and 2016 Internships	NOV 15	Season's Greetings | Winter APBi

Popular Technology TV	Local/College Cable & YouTube	BDPA/BETF iRadio Show	Bi-Weekly Internet Radio Shows
:60 P T T V spots	$3500 (2x :30 or 1x :60 spots)	*iRadio* Program Sponsor	$250
:30 P T T V spot	$2500 (1x spot)	:60 *iRadio* Spot (1x)	$100
P T T V themed vignette	$500 (1x ICT industry co-sponsor)	:30 *iRadio* Spot (1x)	$50

Contact **Ms. Sharrarne Morton** for 40th Anniversary *PTTV* outreach campaigns and schedule industry 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** :
► https://bdpatoday.org/store.html

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

2015 HSCC Patron's Guides | 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**

August 17-23, 2015 | **Washington, D.C.**

bdpa**today**

611 Pennsylvania Avenue, S.E.
Suite #213
Washington, D.C. 20003-4303

www.bdpatoday.org | 703.627.8257