

Introduction to the BPA Media Exchange

BPA Worldwide, the global provider of assurance, launched the BPA Media Exchange to help publishers deploy digital media solutions in a constantly evolving marketplace. The Media Exchange connects quality marketers exclusively with publishers' brand-safe, audited sites.

The Media Exchange enables publishers to:

Activate Digital Media Buys

- Recapture budgets lost to other media
- Respond to your advertisers' new buying models
- Leverage enhanced targeting capabilities
- Get exposure to new advertisers

Scale First-Party Data

- Gain deeper understanding of your audience to increase the value of inventory
- Get expanded scale of relevant users
- Activate ad targeting for both owned and operated and off-portfolio
- Company-based data for account-based marketing (ABM)

Why Programmatic Advertising?

In today's ecosystem, much of marketing is moving toward digital. And digital media requires a programmatic platform for automated connections. However, the existing mar-tech business models have been unfavorable for specialty publishers. Why? Digital advertising is dominated by a handful of media companies that provide three benefits that most publishers cannot: large scale, precision targeting and ease of use.

With the Media Exchange, BPA is building an environment to close these gaps for specialty publishers and provide ease of use, coupled with quality, brand safety and verification that marketers demand and expect. This suite of solutions provides publishers with capabilities to compete and thrive via a variable-cost model with no upfront capital expenses.

Why Participate in the BPA Media Exchange?

BPA has a trusted reputation for ensuring quality standards for marketers and publishers. By applying quality verification to guarantee compliance with the constantly evolving industry standards, BPA is assuring a healthy digital economy.

BPA will also work directly with participating publishers to provide education and tutorials from industry experts to create a high-level road map for your sales strategies.

Requirements to Participate in the BPA Media Exchange

BPA membership is required for all Media Exchange participants. All participants must have completed an audit that includes both quantitative and qualitative validation. Checks of websites include:

- Brand Safety
- Traffic Quality
- Compatible formatting
- Adherence to content code of ethics

Upon completion of the audit, BPA will work with each publisher to assist in the implementation process.

Supply-Side Platform (SSP)

The supply-side platform is connected to all of the major buying platforms (demand-side platforms) and other buying portals. The SSP platform will allow for common targeting capabilities of inventory and specific audience segments.

Publishers maintain full control of rates and advertisers.

Packaging and Selling

The primary objective of the BPA Media Exchange for publishers is to support the requirements of their advertisers. Additionally, publishers can elect to participate in Media Exchange private marketplace that exposes inventory to advertisers generated from third-party channels.

Acceptable Ad Formats

The SSP will support all standard IAB ad units, as well as high-impact, native, mobile, desktop and video placements.

All websites must use ads.txt. BPA will provide publishers instructions to convert to ads.txt whenever needed.

For More Information:

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