Why partner with BDPA?

National BDPA (NBDPA) maintains one of the nation’s best grass-roots next generation workforce 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 45-year corporate performance and community outreach initiatives are measured to evaluate efficiencies 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 co-branding during STEM, technology, computer science, and cyber outreach events with industry sponsors, new products, new 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 Technical Professionals, Junior Developers (Jr. Devs) and Interns with strong GPA’s north of 3.25 as a direct result of BDPA’s renowned IT Showcase (ITSC), Mobile App Showcase, and National BDPA’s High School Computer Competition (HSCC) coding and gamification programs.

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 marginalized and underserved communities for those pursuing or entering information and communications technology (ICT) fields. Throughout 2020, National BDPA and local BDPA Chapters will continue their remarkable journeys with industry and local communities toward their 50th Anniversary in 2025. New success stories featured in bdpatoday continue beyond 2020 into their sixth decade of ICT mastery as tomorrow’s digital transformation leaders.

Executive Summary

bdpatoday is a serial publication (ISSN 1946-1429) and has been published since 2007 by BDPA-DC and participating local BDPA Chapters. Local BDPA Chapter Communications Committees leverage regional market tech trends, business intelligence, and tech-inclusion success stories within their respective geographical areas of coverage to publish locally branded vignettes, blogs, monthly newsletters, or quarterly publications highlighting your success stories!

bdpatoday is emailed to BDPA members, BDPA corporate sponsors and electronically delivered to Regional 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) program.

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 National BDPA, National BDPA Regions, and participating BDPA Chapters.

Benefits

Bdpatoday and Popular Technology TV (PTTV) 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 National BDPA chapters’ universal targetability with STEM programs, JROTC partnerships, and economies of scale.
- Geographic Targeting—Reach National BDPA’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.
## 2020 Media Kit • Rates & Mechanical Data

Discount Rates Effective October 1, 2019 for Federal Agency GFY20 Purchasing and Participating BDPA Chapters

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Color or B/W</th>
<th>1x Chapter Program Guides</th>
<th>48x or 12x or 1x bdpatoday only</th>
<th>2x Both Publications</th>
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<tbody>
<tr>
<td>Full Page (Print Edition</td>
<td>One time</td>
<td>$250</td>
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<td>$595</td>
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<tr>
<td>Half Page (Print Edition</td>
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<td>$150</td>
<td>$300</td>
<td>$495</td>
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<td>Web Banners (1 Year — social media channels/publications)</td>
<td>n/a</td>
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<tr>
<td>Web Banners (1 Year — branding across blogs/landing pages)</td>
<td>n/a</td>
<td>$1,495</td>
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<tr>
<td>Full page (1 Year Weekly Digital Print – ICYMI editions) (includes Program Guides)</td>
<td>$15,600</td>
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<tr>
<td>Full Page (1 Year Print Editions – online payment discount) (includes Program Guides) (12x</td>
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<td>12 Print Editions – (12x)) (includes Program Guides) (12x</td>
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Submit secure payments online by closing dates for bdpatoday: [https://bdpadc.org/shop/](https://bdpadc.org/shop/)

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

### Issue Months | Monthly Themes and Program Meet-Ups | Closing Dates | Special Host Chapter Events
--- | --- | --- | ---
January | Consumer Electronics and Next-Generation Technologies | DEC 15 | CES 2020
February | Black History Month and BEYA 2020 | JAN 20 | Black Engineer of the Year Awards
March | Robotics/Unmanned Vehicles | FEB 20 | Robotics and Women's History Month
April | BDPA Earth Day Tech Summits | MAR 20 | Government Procurement Fair
May | GFY 2021 Outlook & Government Relations | APR 20 | BDPA on The Hill | Youth Tech Summit
June | Regional HSCC and Smart City IT Showcases | MAY 20 | Regional Tech & Innovation Summits
July | BDPA Youth Technology Camps (YTC) | JUN 20 | BDPACon20 and SC20 Previews

### August | National BDPA Technology Conference Edition

| Issue Months | Monthly Themes and Program Meet-Ups | Closing Dates | Special Host Chapter Events
--- | --- | --- | ---
September | CBCF Annual Legislative Conference (ALC) 2020 | JUL 15 | 45th Anniversary & International Technology Conference in ATLANTA
October | Cyber Security Awareness Month | AUG 20 | CBCF/ALC Washington, D.C.
November | High-Performance Computing | SEP 20 | Cybersecurity Awareness Month
December | 2021 Career Tracks and 2021 Internships | OCT 20 | Local BDPA Events & SC20
December | 2021 Career Tracks and 2021 Internships | NOV 15 | Season's Greetings | Holiday Mixers

### Popular Technology TV

| Issue Months | Monthly Themes and Program Meet-Ups | Closing Dates | Special Host Chapter Events
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<table>
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<tr>
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<th>Bi-Weekly Pod Casts</th>
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<tr>
<td>:60 PTV spots</td>
<td>$5,500 (2x :30 or 1x :60 spots)</td>
<td>Pod Cast Sponsorships</td>
<td>Provided by Industry partner $1,500</td>
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<td>:60 Pod Cast Spot (1x)</td>
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<tr>
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<td>:30 Pod Cast Spot (1x)</td>
<td>Provided by Industry partner $1,250</td>
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</tbody>
</table>

Contact Ms. Sharrarne Morton for Chapter Anniversary PTTV outreach campaigns and scheduling of tech industry interviews.

### Mechanical Requirements for Chapter Publications and Event Program Guides

| Issue Months | Monthly Themes and Program Meet-Ups | Closing Dates | Special Host Chapter Events
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### bdpatoday Digital File Requirements

Macintosh (OS 11 or higher), Windows (10 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 300dpi TIFF, EPS, or PDF files. Email files and creatives to: bdpatoday.org

### 2020 HSCC Patron’s Guides | Awards Galas

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

### BDPA [Chapter] | Web Banner Advertising

File size should be: 595w x 70h pixels. 100 KB or less in size, GIF or JPG images (animations are limited to 5 rotations), and may be e-mailed to: bdpatoday.org

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