BDPA

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2020 Rate Card

PT TV

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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.

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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

Page Size Color or B/W	1x Chapter Program Guides	48x or 12x or 1x bdpatoday only	2x Both Publications
Full Page (Print Edition | *One time* [1x])	$250	$495	$595
Half Page (Print Edition | *One time* [1x])	$150	$300	$495
Web Banners (1 Year — social media channels/publications)	n/a	$1,995	n/a
Web Banners (1 Year — branding across blogs/landing pages)	n/a	$1,495	n/a
Full page (1 Year Weekly Digital Print – ICYMI editions)	(includes Program Guides)	$15,600	n/a
Full Page (1 Year Print Editions – online payment discount:	(includes Program Guides)	(12x | 1 Year) $8,500	n/a
Full Page (1 Year | 12 Print Editions – [12x])	(includes Program Guides)	(12x | 1 Year) $5,940	n/a

Submit secure payments online by closing dates for bdpatoday: https://bdpadc.org/shop/

Local Chapter Production Specifications for bdpatoday | 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	Womens History Month	FEB 20	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	**JUL 15**	**45th Anniversary & International Technology Conference in ATLANTA**
September	CBCF Annual Legislative Conference (ALC) 2020	AUG 20	CBCF/ALC Washington, D.C.
October	Cyber Security Awareness Month | GFY-2021 Begins	SEP 20	Cybersecurity Awareness Month
November	High-Performance Computing | SC20 & I/ITSEC 2020	OCT 20	Local BDPA Awards Events & SC20
December	2021 Career Tracks and 2021 Internships	NOV 15	Season's Greetings | Holiday Mixers

Popular Technology TV	Local/College Cable & YouTube	BDPA/BETF Pod Cast Ads	Bi-Weekly Pod Casts
:60 PTTV spots	$5,500 (2x :30 or 1x :60 spots)	*Pod Cast* Sponsorships	Provided by Industry partner $1,500
:30 PTTV spot	$3,500 (1x spot)	:60 *Pod Cast* Spot (1x)	Provided by Industry partner $1,395
PTTV themed vignette	$1,500 (1x ICT co-sponsor)	:30 *Pod Cast* Spot (1x)	Provided by Industry partner $1,250

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

bdpatoday Trim Size: 8 1/8" X 10 7/8"
Type of binding: Saddle-Stitched
Paper Stock: 11" x 17" 80 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 creatives with secure payments online prior to all closing dates to bdpatoday.
Payments ► https://bdpadc.org/shop Ads and creatives ► info@bdpatoday.org

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 300+ dpi TIFF, EPS, or PDF files.
Email files and creatives to: ► ads@bdpatoday.org

2020 HSCC Patron's Guides | Awards Galas

Email advertisements in a high-resolution PDF file or JPG image to:
► ads@bdpatoday.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@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):
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