



bdpatoday

2017 Rate Card



bdpatoday.com



Returns on Investments (ROI)

National BDPA (NBDPA) maintains one of the nation’s best grassroots workforce development and technology-inclusion programs. Since its inception in 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.”*

National BDPA’s 40-year corporate performance and community outreach initiatives are measured to evaluate efficiencies of both mission-partner and member investments which continually yield year-over-year positive returns on investment (ROI) for industry, community colleges, historically black colleges and universities (HBCUs), minority serving institutions (MIs), and local community economic development programs.

National BDPA and Local BDPA Chapters provide:

- Affinity market awareness and branding during regional and local BDPA events with industry-sponsored products, services, white papers, and career opportunities
- Information and communications technology (ICT) industry pipelines owning unique relationships with IT and cyber executives, entrepreneurs, and program managers
- Qualified BDPA Student Members and Interns with strong GPA’s north of 3.2 directly and indirectly resulting from BDPA’s renowned **IT Showcase (ITSC)**, **Mobile App Showcase**, and National BDPA’s **High School Computer Competition (HSCC)** 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 underserved communities for those pursuing or entering information and communications technology (ICT) fields. Throughout 2017, National BDPA and local BDPA Chapters will continue their remarkable journeys with industry, academia, and local communities deeper into our fifth decade.



Executive Summary

bdpatoday is a serial publication (ISSN 1946-1429) published monthly since 2007 by BDPA-DC and participating local BDPA Chapters. BDPA Chapter Communications Committees leverage local technology trends, business intelligence, and technology-inclusion success stories within their respective geographical areas of coverage to publish vignettes, blogs, and 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 corporate sponsorship and professional membership. Print editions, special reprints, customized cover stories, and archived editions also are available to partner organizations.

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. Advertising agencies, public relations firms, BDPA Chapters, and freelance photo journalists may earn fees or commissions from BDPA-DC as publication or multimedia service providers.

Benefits

bdpatoday and **POPULAR TECHNOLOGY TV (PTTV)** 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 a local BDPA chapter’s universal targetability and economies of scale
- **Demographic Targeting**—Reach professional Cyber, IT, 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 industry executives, professionals, application developers, HSCC/ITSC Alumni, and college students by concentrating advertising and recruitment campaigns within areas where you need potential Cyber or IT communities to grow.

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2017 Media Kit • Rates & Mechanical Data

Discounted Rates Effective October 1, 2016 for Federal Agency GFY17 Purchasing and Participating BDPA Chapters

Page Size
Color or B/W

1x
Chapter Program Guides

12x or 1x
bdpatoday only

2x
Both Publications

Full Page (Print Edition <i>One time</i> [1x]):		\$295	\$395	\$495
Half Page (Print Edition <i>One time</i> [1x]):		\$250	\$300	\$395
Web Banners (1 Year — social media channels/publications):		n/a	\$1995	n/a
Web Banner (1 Month — with printed and on-line publication):		n/a	\$495	n/a
Web Banners (1 Year — branded across blogs/landing pages):		n/a	\$1495	n/a
Full Page (1 Year Print Editions — online payment discount):	(Local Program Guides)	\$300	(12x 1 Year) \$3000	n/a
Full Page (1 Year 12 Print Editions — [12x]):	(Local Program Guides)	\$495	(12x 1 Year) \$3500	n/a

Submit secure payments online by closing dates to **bdpatoday** : <https://bdpatoday.org/store.html>

Local Chapter Production Specifications for **bdpatoday** | www.bdpatoday.com

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 History Month	JAN 20	Black Engineer of the Year Awards
March	Robotics/Unmanned Vehicles	FEB 20	FIRST Robotics
April	Government Computing Supplier Diversity	MAR 20	Government Procurement Fair
May	GFY 2018 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 SC17 Preview
August	National BDPA Technology Conference Edition	JUL 15	4 ^{2nd} Anniversary & International Technology Conference in Cincinnati
September	CBCF Annual Legislative Conference (ALC) Edition	AUG 20	CBCF/ALC Fall APBI
October	Cyber Security Awareness Month GFY-2018 Begins	SEP 20	Annual HBCU Football Classics Local
November	High-Performance Computing SC17 & MITSEC 2017	OCT 20	BDPA Awards Events & SC17
December	2018 Career Tracks and 2018 Internships	NOV 15	Season's Greetings Winter APBI

Popular Technology TV Local/College Cable & YouTube Annual or Monthly Social Media Banner Rates Listed Above

:60 PTTV spots	\$3500 (2x :30 or 1x :60 spots)
:30 PTTV spot	\$2500 (1x spot)
PTTV themed vignette	\$500 (1x ICT industry co-sponsor)



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

Mechanical Requirements for Local BDPA Chapter Publications and BDPA 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**

bdpatoday Digital File Requirements

Macintosh (OS 10.4 or higher), Windows ("7" 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@bdpatoday.org

2017 HSCC Patron's Guides | Awards Galas

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

▶ ads@bdpatoday.org

BDPA Local 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):

bdpatoday c/o BDPA-DC,
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