



news release

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LUBE REPORT ASIA

Lube Report Asia **Completes BPA Worldwide Initial Email Audit**

SHELTON, CT, 4/20/15 – **Lube Report Asia** has completed its first BPA Worldwide audit.

Glenn J. Hansen, BPA Worldwide President, praised **Lube Report Asia** for voluntarily opening its records to independent verification and documentation of its data.

ASSURANCE

BRAND

BUSINESS

COMPLIANCE

CONSUMER

DATABASE

E-MEDIA

EVENTS

INTERACTIVE

NEWSPAPER

Hansen pointed out that the audit benefits both advertisers and media owners. A BPA Worldwide report provides advertisers with assurance that what they choose to invest in does in fact reach the target audiences for specific ads. BPA Worldwide auditing also helps media owners by documenting the quality of their audiences.

Copies of the initial BPA Worldwide audit report for **Lube Report Asia** will be available from BPA Worldwide or the media owner.

BPA Worldwide conducts its audits on an annual basis following accepted auditing procedures. In addition to verifying exact counts of recipients, validity of the email address, BPA Worldwide also documents that recipients are qualified in the markets served by the newsletter.

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About BPA Worldwide A not-for-profit organization since 1931 and headquartered in Shelton, CT, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. The organization conducts 1,900+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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