



**BUILDING
PERFORMANCE**
ASSOCIATION

2022/2023

ADVERTISING OPPORTUNITIES

Why advertise on BPA channels?



**20,000+ individuals
in our network**



Deliver your message directly to the home and building performance industry.



**Trusted industry
resource**



Align yourself with BPA's longstanding reputation of providing valuable education to the industry.



**Workforce
development
initiative**



Work alongside us to bring even more highly-skilled workers into the fold and grow awareness of the home and building performance industry.



**Regional and
national events**



Connect with contracting businesses, weatherization professionals, C-level executives, policy and advocacy experts, program managers, utilities, products and services providers, and more at BPA events!



**Customized
packages**



Choose options that fit your budget while amplifying your presence with our audiences year-round.

BPA members receive a 10% discount on all advertising rates.



EVENTS

- ▶ Annual National Conference and Trade Show Average Attendance: 1,800+
- ▶ Regional Conference Average Attendance: 350+
- ▶ Educational Webinar Average Attendance: 150+



EMAIL

- ▶ Bi-Weekly Newsletter Recipients: 20,000+ with a 35% open rate



SOCIAL

- ▶ Total Social Media Followers: 10,000+
- ▶ Average Twitter Impressions per Month: 14,000+
- ▶ Average Facebook Impressions per Month: 9,000+
- ▶ Average Instagram Impressions per Month: 2,800+
- ▶ Average LinkedIn Impressions per Month: 2,500+



BPA CONNECTIONS/ BUILDING PERFORMANCE JOURNAL

- ▶ Average Monthly Visitors: 3,400+
- ▶ Average Monthly Page Views: 11,000+



BPA WEBSITE

- ▶ Average Monthly Visitors: 4,000+
- ▶ Average Monthly Page Views: 13,000+



DIGITAL ADVERTISING

BUILDING PERFORMANCE JOURNAL - SPONSORED CONTENT

The Building Performance Journal is the online magazine of Building Performance Association that provides insight into the building performance and weatherization communities.

Visit the Building Performance Journal at
BPA.ConnectedCommunity.org/eJournal

Sponsored Content Includes:

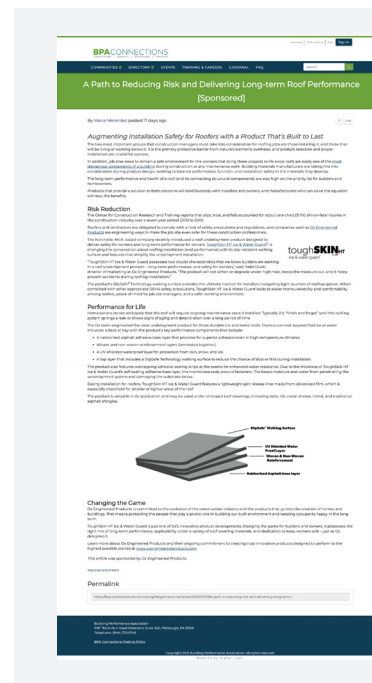
- Article between 600–1,000 words and 2 images
- Appears on the Building Performance Journal website



Building Performance Journal

PRICE PER MONTH
\$2,800

EXAMPLE



BPA CONNECTIONS - DISPLAY AD

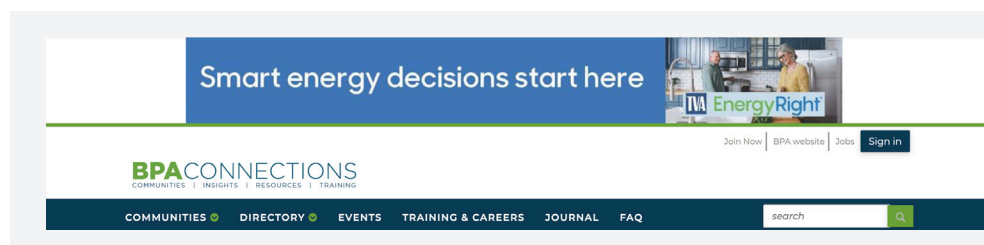
BPA Connections has thousands of members who represent a rich cross-section of our industry. In addition to members and network participants, thousands of non-members visit the site each day. View peer-to-peer discussions, the Building Performance Journal, and other industry resources at BPA.ConnectedCommunity.org.

BPA Connections Advertising Includes:

- Logo/ad prominently placed on homepage or location of your choosing
- Events/webinars promoted via events calendar
- Ability to post relevant messaging in the main BPA General Discussion community
- Benefits run for one calendar month and are subject to availability

PRICE PER MONTH
\$2,500

EXAMPLE



ADVERTISING

EMAIL/NEWSLETTER ADVERTISING

While BPA does not provide or sell our list of members or those in our network, you can still reach our contractors and home performance professionals with your targeted message through email campaigns. You may choose to send your message to the full BPA email list or a specific segment.

Third-Party Email Advertising Includes:

- Your message sent to full BPA email list (20K+) or a specific segment
- BPA will send the email for you; you provide messaging and/or graphics
- Limit: Subject to availability

PRICE PER MONTH
\$3,500

BPA Newsletter Advertising Includes:

Your company logo prominently placed at the top of one of BPA's bi-monthly newsletter blasts to members and network participants

PRICE PER MONTH
\$2,000

EXAMPLE



Email message sent July 6, 2021

DIGITAL PACKAGE DISCOUNT SPONSORED CONTENT, BPA CONNECTIONS, & NEWSLETTER

Bundle Building Performance Journal sponsored content, BPA Connections, and Newsletter advertising together and save 25% off the regular rate!

Building Performance Journal & Community Sponsorship Includes:

- Building Performance Journal Sponsored Content
- BPA Connections Sponsorship
- Newsletter Advertising

PRICE PER MONTH
\$5,475

Valued at \$7,300



EVENT AND YEAR-ROUND SPONSORSHIPS

Learn more about BPA association-wide and event sponsorship opportunities at Events.Building-Performance.org/sponsor.

BPA OFFERS A WIDE RANGE OF PACKAGES THAT COMBINE:

- Conference sponsorships, trade show exhibit space*, onsite recognition, and registrations
- Customized packages available to fit your budget

FOR INFORMATION

Contact BPA's Director of Strategic Partnerships, Chris Docchio at (412) 424-0046, or email cdocchio@building-performance.org.

*only selected events will have a trade show exhibit benefits



BPA MEMBERSHIP

BPA offers discounts on exhibit rates and registration, along with 12 months of member benefits. For information on membership, contact Robyn Hall, Customer Service Manager at (412) 424-0040, or email rhall@building-performance.org.

Learn More

Building-Performance.org/membership

Company Membership Levels

Contracting Businesses \$275
Weatherization Agency \$300
Government/Nonprofit/Academic Training \$350
Products & Services Providers \$1,500
Utility \$2,000

Individual Membership Levels

Professional \$150
Rising Leader \$50
Student \$25
Basic \$0

