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: 11,000+
- Average Twitter Impressions per Month: 14,000+
- Average Facebook Impressions per Month: 10,000+
- Average Instagram Impressions per Month: 2,800+
- Average LinkedIn Impressions per Month: 6,500+

BPA WEBSITE
- Average Monthly Visitors: 15,000+
- Average Monthly Page Views: 30,000+
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 Building-Performance.org/BPA-Journal

**Sponsored Content Includes:**

- Article between 600–1,000 words and 2 images
- Appears on the BPA Journal throughout

**PRICE PER MONT**

$2,800

**BPA JOURNAL - DISPLAY AD**

With thousands of industry members looking to the BPA Journal for the latest information, this page offers an exclusive opportunity to showcase your organization. Building-Performance.org/BPA-Journal

**BPA Journal Advertising Includes:**

- Ad prominently placed on the Journal page
- Benefits run for one calendar month and are subject to availability

**PRICE PER MONT**

$2,500
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

**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

**BPA Newsletter Block:**

You may also purchase a section in our bi-weekly newsletter to our email list (20K+).

- Your message included in two newsletters
- 150-word limit
- Custom-designed banner graphic included
- Prominent placement of content block is at the discretion of BPA
EVENT AND YEAR-ROUND SPONSORSHIPS

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

BPA OFFERS A WIDE RANGE OF PACKAGES THAT COMBINE:

- Conference sponsorships, trade show exhibit space*, onsite recognition, and registrations

*only selected events will have a trade show exhibit benefits

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

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