



# 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+



# DIGITAL ADVERTISING

## BPA 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 [Building-Performance.org/BPA-Journal](http://Building-Performance.org/BPA-Journal)

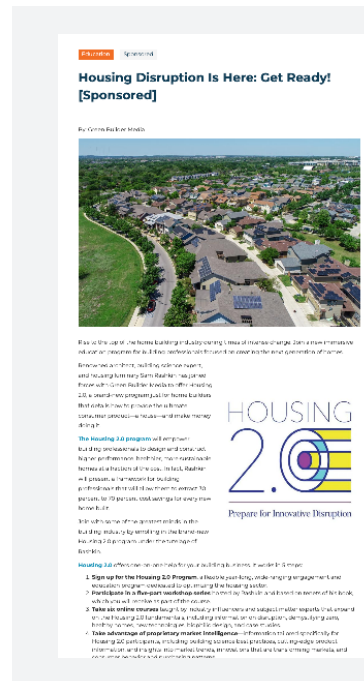
### Sponsored Content Includes:

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

PRICE PER MONTH  
**\$2,800**



EXAMPLE



## BPA JOURNAL - DISPLAY AD

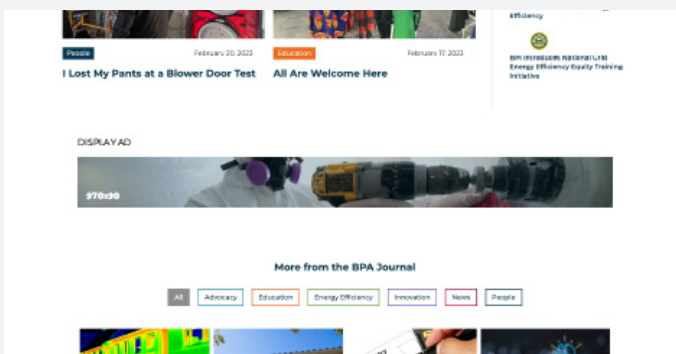
With thousands of industry members looking to the BPA Journal for the latest information, this page offers an exclusive opportunity to showcase your organization. [Building-Performance.org/BPA-Journal](http://Building-Performance.org/BPA-Journal)

### BPA Journal Advertising Includes:

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

PRICE PER MONTH  
**\$2,500**

EXAMPLE



# EMAIL/NEWSLETTER ADVERTISING

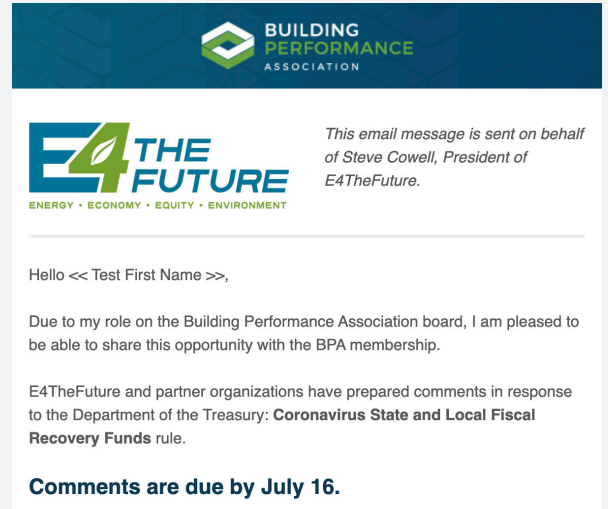
While BPA does not provide or sell our list of members or those in our network, you can still reach our contractors and home performance professionals with your targeted message through email campaigns. You may choose to send your message to the full BPA email list or a specific segment.

## 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**

### EXAMPLE



**BUILDING PERFORMANCE ASSOCIATION**

**E4 THE FUTURE**  
ENERGY • ECONOMY • EQUITY • ENVIRONMENT

*This email message is sent on behalf of Steve Cowell, President of E4TheFuture.*

Hello << Test First Name >>,

Due to my role on the Building Performance Association board, I am pleased to be able to share this opportunity with the BPA membership.

E4TheFuture and partner organizations have prepared comments in response to the Department of the Treasury: **Coronavirus State and Local Fiscal Recovery Funds** rule.

**Comments are due by July 16.**

Email message sent July 6, 2021

### EXAMPLE



**BUILDING PERFORMANCE ASSOCIATION**

*This eNews is sponsored by:* **E4 THE FUTURE**

**BPA Career Center Highlight**  
An Industry Resource for Job Seekers and Employers

Explore Jobs in Home Performance  
**BPA Career Center**

Post Open Positions in Your Organization  
**BPA Career Center**

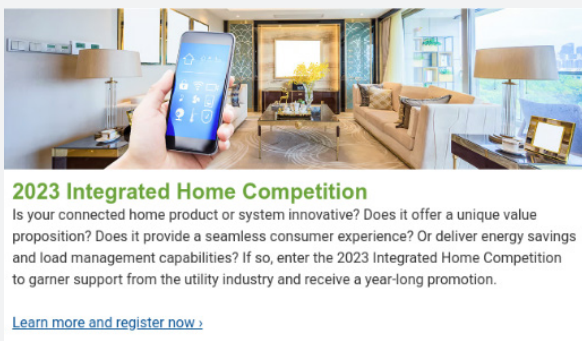
Looking for a job in home and building performance? [The BPA Career Center](#) is the resource to find the right fit for you with new jobs posted weekly. Plus, you can post your resume for potential employers to find you.

## 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  
**\$1,800**

### EXAMPLE



**2023 Integrated Home Competition**

Is your connected home product or system innovative? Does it offer a unique value proposition? Does it provide a seamless consumer experience? Or deliver energy savings and load management capabilities? If so, enter the 2023 Integrated Home Competition to garner support from the utility industry and receive a year-long promotion.

[Learn more and register now.](#)

## 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

PRICE PER MONTH  
**\$1,500**



## EVENT AND YEAR-ROUND SPONSORSHIPS

Learn more about BPA association-wide and event sponsorship opportunities at [Building-Performance.org/sponsorship-opportunities](https://Building-Performance.org/sponsorship-opportunities)

### 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](mailto: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](mailto:rhall@building-performance.org).

### Learn More

[Building-Performance.org/membership](https://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

