



## news release

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FOR IMMEDIATE RELEASE

### **Blue Valley Marketing Applies for BPA Certified Partner Program**

**Shelton, CT November 1, 2022** – [Blue Valley Marketing](#), a leading provider of telemarketing and subscription services based in Home, KS, is the latest media industry service organization to apply for the BPA Certified Partner Program.

“Investing in the BPA Certified Partner Program will enable us to demonstrate our continued commitment to excellence,” said Ronen Ben-Dror, Director, Client Relationship Development at Blue Valley Marketing. “Blue Valley Marketing has been servicing the publishing industry faithfully and exceptionally since 1991. Moving forward, our clients can expect to reduce the time, effort and resources needed to conduct their BPA audits. Moreover, publishers working with Blue Valley can demonstrate commitment to exceptional quality data to their advertisers and clients.”

The BPA Certified Partner Program was introduced to industry partners with the goals of enhancing data quality and elevating industry confidence, while improving and enhancing the audit process. Organizations serving the media industry, including subscription management services, data management companies, email management companies, teleservice companies, and others can apply to the BPA Certified Partner Program. Once a partner has successfully completed the BPA review and obtained the BPA Certified Seal, BPA will accept audited data directly from these partners to make the audit process even more efficient for the media owners.



“We are pleased Blue Valley Marketing has applied to join the BPA Certified Partner Program,” said Richard Murphy, BPA President and CEO. “The BPA Certified Partner designation will enable Blue Valley to showcase their investment in quality and commitment to advance the industry through best practices. Blue Valley clients will also benefit from a more efficient BPA audit process and a heightened level of trust that they are working with a BPA Certified Partner. We applaud Blue Valley for taking the first steps toward establishing increased trust and efficiency to the industry.”

To learn more about the BPA Certified Partner Program and to apply, contact Rich Murphy at [rmurphy@bpaww.com](mailto:rmurphy@bpaww.com) or +1-203-447-2804.

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**About BPA Worldwide.** [BPA Worldwide](#) is in the business of providing assurance. For more than 90 years as a not-for-profit assurance service provider, BPA was created by advertisers, advertising agencies and the media industry to validate audience claims used in the buying and selling of advertising.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of industry standards and external assurance programs, including:

- [BPA iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.
- [BPA iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, EIC and ISO sustainability and corporate social responsibility guidelines and standards.
- [BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.
- [BPA iCompli Data Protection & Privacy](#), powered by SafeGuard Privacy technology, enables seamless cross-organization data compliance management in a single, accountable platform.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.

**About Blue Valley Marketing.** [Blue Valley Marketing](#) has been a leader in the telemarketing industry since 1991. We support our clients on BPA/AAM/VAC re-qualification, new subscriber acquisition telemarketing audit campaign, USPS 50%+1 qualification (for periodical rate), e-mail marketing, lead generation, and content syndication campaigns, as well as New Name list acquisition, database verification and enhancement and telephone/e-mail append services.