



# news release

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FOR IMMEDIATE RELEASE

## Grand View Media Group becomes two-time winner of BPA’s house ad contest

**Shelton, CT October 13, 2011** – For the second straight year, Birmingham, AL-based Grand View Media Group has taken home 1<sup>st</sup> prize in BPA Worldwide’s 3<sup>rd</sup> Annual House Ad contest.

Members of BPA’s Media Managers Committee selected Grand View’s “Pinocchio” house ad (pictured below) from among 16 total entries. Grand View will receive a plaque as well as a coupon for \$1,000 worth of future BPA services.

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In the closest voting since the contest began, there was a three-way tie for second place honors, including Angie’s List’s “Rumor Has It”; Grand View’s “Smoke & Mirrors”; and Vertical Magazine’s “Trust.”

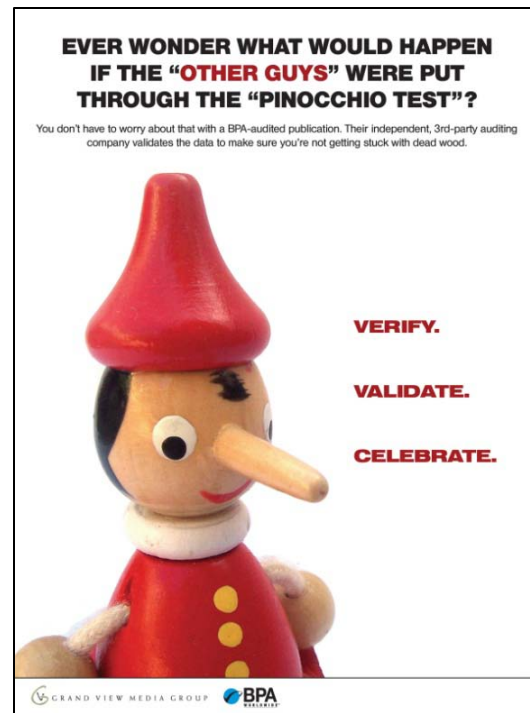
[View all of the House Ad contest submissions here.](#)

“We are thrilled to be receiving this recognition from BPA for the second year in a row!” reported Delicia Poole, Director of Circulation & Fulfillment at Grand View Media Group. “After we saw how much fun we had last year, the Circulation department and the Art department couldn’t wait to start working on this year’s submissions.

“Grand View Media Group strives to be a leader in advocating the benefits of quality circulation,” Poole added. “Our advertisers appreciate the benefit of knowing that our facts and figures are just that - facts. As an independent third party, BPA provides them that sense of security in the investment they have made in our publications.”

Peter Black, Senior Vice President of Business Development at BPA, thanked all of the media owners who participated in this year’s contest. “We continue to be impressed by the terrific creativity and messages in all of the contest submissions,” he said. “It is gratifying to see that media owners continue to utilize valuable ad space to feature house ads that promote the value of audited media to advertisers and media buyers around the globe.”

BPA will hold its 4th Annual House Ad competition beginning in August 2012.



**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 30 countries. The organization conducts 2,600+ 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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