



March 31, 2009
Leading the World in Media Auditing

Gailen Vick
Publisher
Reverse Logistics Magazine
Reverse Logistics Association
441 W. Main St., Suite D
Lehi, UT 84043

Dear Gailen:

On behalf of BPA Worldwide, I want to welcome **Reverse Logistics Magazine** as an applicant for membership.

We look forward to conducting your initial audit at the earliest possible date. During the application period, our staff is available to help you prepare for your circulation audit. You have a maximum of 12 months from the date of application in which to complete the initial audit.

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

As an applicant, you may state in your masthead, your promotional material and your listing in Standard Rates and Data Service: "**BPA Worldwide Membership Applied for March 2009.**" This is the only reference that may be made about your application. The BPA Worldwide logo may be used only after you have successfully completed your initial audit and have been voted into membership by our Board of Directors. Until that time, please submit all statements claiming application for membership to our office for approval prior to release.

In addition to offering you 200 complimentary copies of a news release announcing your BPA applicant status, we also post your publication's applicant status to www.bpaww.com's Report Library section. Our web site is open access, which allows all agencies and advertisers to see that you have applied for membership.

As an additional value-added service, all BPA print and event members around the world now have the capability to report audited web activity—at *no additional charge*. The service lets members promote their brand's entire reach to marketers and media buyers. To learn more about the BPA web traffic tool, watch the six-minute video at www.bpaww.com/webinar/Archives/Nielsen_MRM/Nielsen_MRM.html or contact Steve Hwang, Manager, New Accounts.

Gailen, we look forward to working with you and providing the service and information that will help in your success. Steve Hwang, Manager, New Accounts, will contact Christine Morrow soon to answer any questions and offer assistance in the preparations for your initial audit. He can be reached at 203.447.2842.

Best regards,

John Brooks
Director
Marketing Services

JB:jj

cc: ✓ Christine Morrow, Editor, RLA
Steve Hwang, Manager, New Accounts, BPAWW