



## news release

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### **ONCOLYTICS TODAY** **Completes BPA Worldwide Initial Business Publication Audit**

SHELTON, CT, 10/5/20 – *Oncolytics Today* has completed its BPA Worldwide business publication audit.

Glenn J. Hansen, BPA Worldwide President, praised *Oncolytics Today* for voluntarily opening its records to independent verification and documentation of its circulation data.

Hansen pointed out that the audit facilitates the buying and selling of advertising space. A BPA Worldwide report provides advertisers and agencies with assurance that what they choose to invest in does, in fact, reach target audiences for specific ads. The BPA Worldwide audit also helps media companies by documenting the quality of their audiences.

Copies of the initial BPA Worldwide audit report for *Oncolytics Today* are available from BPA Worldwide or the publisher.

*Oncolytics Today* will be issuing semi-annual Brand Reports.

BPA Worldwide conducts its circulation audits on an annual basis following accepted auditing procedures. In addition to verifying exact counts of recipients, BPA Worldwide also documents that they are qualified in the markets served by the publications.

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**About BPA Worldwide** BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing 2,500+ audits in more than 20 countries, BPA is a trusted resource for compliance and assurance services. Its latest offering, Ad iCompli, measures and scores online ad campaign performance for business and consumer marketers.

For more information on BPA and its services, please visit our [website](#).