



## news release

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FOR IMMEDIATE RELEASE

### **Publishers Clearing House earns independent re-certification to TAG programs from BPA Worldwide**

**Shelton, CT March 7, 2019** – [Publishers Clearing House](#), the New York-based direct-to-consumer company, announced it has received independent re-certification for all four of TAG’s ([The Trustworthy Accountability Group](#)) programs against criminal activity in the digital advertising supply chain, including Anti-Piracy, Anti-Malware, Anti-Fraud, and Inventory Quality Guidelines (IQG) from global assurance provider BPA Worldwide.

“Publishers Clearing House is thankful to BPA for the guidance and knowledge shared prior to and during the audit process” said Sal Tripi, Vice President of Digital Operations & Compliance at Publishers Clearing House, which was re-certified by BPA to all four TAG standards. “We are thrilled to be one of just a small handful of companies to have achieved TAG platinum status as a result of our ongoing dedication to fight ad supported Internet piracy, malware and by promoting brand integrity, safety and transparency. PCH has been a trusted brand for over 60 years. PCH is committed to providing a quality, safe experience to our users and advertisers.”

The Certified Against Piracy program helps advertisers and ad agencies avoid damage to their brands from ad placement on websites and other media properties that facilitate the distribution of pirated content and counterfeit products. The Certified Against Malware mission is to eliminate the distribution of malware through the digital advertising supply chain. TAG’s Certified Against Fraud program combats the negative impact of bogus online traffic by providing a suite of anti-fraud tools to aid in compliance.

The goals of TAG’s IQG program are to: support the information needs of advertising buyers; define a common framework of disclosures that sellers can use across the industry; offer clear language in the IQG disclosure framework that enables buyers to make informed decisions; and review compliance among IQG-certified companies and facilitate the resolution of disputes and complaints. The IQG initiative establishes trust between buyers and sellers through an industry-backed brand safety and transparency compliance program.

“We congratulate Publishers Clearing House for taking the additional steps of third-party assurance to TAG’s established standards,” said Richard Murphy, BPA’s Executive Vice President of Technology Assurance. “With their compliance to these industry guidelines, they will enjoy a significant competitive

advantage in the digital marketplace by providing an extra level of assurance for buyers that their business partners fully comply with these important initiatives.”

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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 nearly 2,600 annual audits of media channels in over 20 countries, BPA is a trusted resource for compliance and assurance services.