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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has a global membership spanning more than 20 countries. The organization conducts 2,500+ 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 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, which offers automated media solutions for buyers and sellers of digital advertising.

Visit www.bpaww.com for the latest audit reports, membership information and media/advertising industry news.



ARCAT, Inc.
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OWNERS STATEMENT

ARCAT Inc. web site provides building product information including specifications, CAD Details, BIM objects, catalogs, videos and Green reports for architects, engineers, specwriters and contractors worldwide.

1. WEBSITE ACTIVITY TOTALS FOR THE 12-MONTH PERIOD JANUARY – DECEMBER 2018

Pageviews	Sessions	Users	Average Session Duration
16,403,556	3,362,426	2,635,077	2:27

2. WEBSITE ACTIVITY TOTALS FOR THE 12-MONTH PERIOD JANUARY – DECEMBER 2018

	Total Pageviews
Used Mfgr Information on arcat.com:	
- Profiles _____	1,522,242
- Catalogs Viewed _____	148,706
- Directory Viewings _____	7,718
Mfgr Specs/CAD Details/BIM Objects downloaded:	
- Specs _____	164,496
- SpecWizard Specs _____	63,764
SPEC TOTALS:	228,260
- BIM Objects _____	511,551
- CAD Details _____	541,152

WEBSITE GLOSSARY:

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.