



## BPA WORLDWIDE ELECTRONIC AUDITING FILE TRANSFER PROCESS

BPA Worldwide members are realizing significant benefits in key areas:

- Elimination of procedures presently conducted manually;
- Online transmission of circulation data;
- Streamlined scheduling; and
- Enhanced productivity.

### Transmission Features

A key feature of computerized auditing will be online transmission of circulation files, either through the Internet (FTP) to BPA Worldwide's computer audit server or via diskettes/zip disks/CD-ROMs. Members are requested to submit data in one of the preferred formats below.

The transmission of circulation files can take place in one of two ways:

- **Online through the Internet (FTP); or**
- **Compressed and sent on diskettes, zip disks or CD-ROM.**

We would prefer that you submit data in the one of the following file formats:

- 1 – **DBF** (*please include field names*)
- 2 – **ASCII delimited (including comma separated)** (*please include field names*)
- 3 – **ACCESS** (*please include field names*)
- 4 – **EXCEL** (*please include field names*)
- 5 – **Fixed ASCII** (*please provide file layout*)

Explicit instructions for each procedure are provided. An example of naming conventions, login name and password are also provided. Files should not be sent in print report file format or label format.

### Files To Be Sent

Approximately six weeks prior to an audit's start date, the Electronic Auditing staff will need the following files:

- Analyzed issue
- Interim issue
- Additions and Removals for all issues of the audit period
- Data Conversion Map
- Coding Manual
- Log files for digital circulation

## I. File Selection

1. Analyzed issue (*Containing all applicable coding, subscriber ID #, and mailing information including fields needed for your staff to retrieve documents*).
2. Interim Issue (*Containing all applicable coding, subscriber ID #, and mailing information*).
3. Additions and Removals (*Containing month and year of individual records, subscriber name, subscriber ID#, subscriber address if normally included, and indicator of whether addition or removal*).

If you do not electronically store your additions and removals, we ask that you begin to do so. For this year, we will conduct that portion of this year's audit manually. However, if they are stored electronically, this will greatly expedite the audit if they are sent to us.

We advise you to append all issues' additions and removals into a single file with a field allocated for issues and a field for additions or removals.

4. Data Conversion Map/File Layout (*Containing field names, lengths, and description of character i.e., alpha, numeric*).
5. Coding Manual (*Containing codes and translations for paragraphs 3a, 3b, 3c, and all other applicable audited data, including qualification dates*).
6. Log files are required for each issue reported on the BPA Worldwide circulation statement. If in-house system is used, then send log files along with audit galleys. If third-party vendor is used, then notify your vendor to send the log files directly to the Electronic Auditing FTP server.

So that the process flows properly, please ensure the data conversion map and the coding manual are detailed and correctly labeled. We also ask you to use a "*Compression Program*" for an efficient, successful and complete transmission of large data files. Such programs are free and can be obtained on the Internet. Compression programs contain abbreviations such as the ones used later in this advisory.

## II. Naming Convention

So that we may understand your files with minimal difficulty, we ask that you use the following naming convention:

- **Analyzed** and **Interim** files should be named accordingly, using the first three letters of the description, followed by the numeric month, year, and the compression abbreviation. For example, a file name of **ANAmmy.zip** would be considered the analyzed issue and a file named **INTmmy.zip** would be considered the interim issue compressed using winzip.
- **Additions** and **Removal** files can either be combined together or provided separately. We recommend that they be combined. If the files are combined, the file should be labeled **ADDKILL**, followed by your compression abbreviation. If they are sent separately, they should simply be labeled either **ADD** or **KILL**, respectively, followed by the issue date and compression abbreviation.

- The **Data Conversion Map** and **Coding Manual** should be labeled **DM** and **CM**, respectively, followed by the compression abbreviation. If either the Analyzed or Interim file require a unique Data Conversion Map or Coding Manual, please add either an **A** for **Analyzed** and an **I** for **Interim** to the above aforementioned naming conventions. For example, a file named **DMA.zip** would be the data map for the transmitted Analyzed file, where **CMI.zip** would be the coding manual for the transmitted Interim file, both compressed using winzip.
- Email confirmation of files received will be sent within two business days.

### **Security: State-of-the-Art**

BPA Worldwide recognizes that security of members' data is of the utmost importance. To safeguard circulation data, the electronic auditing program will use password technology, a controlled secure facility, and appropriate firewalls at BPA Worldwide. Data encryption is also available. We request that files not be submitted using email as it is the least secure method of transfer.

Security of your circulation information is our highest priority. We have installed state-of-the-art firewall, data encryption and password technology to safeguard your data. You can be assured that BPA Worldwide will centrally maintain all records in one secure facility for the entire membership. Separate operations in each BPA Worldwide office will not exist. Entry to our facility will be extremely limited. BPA Worldwide will not give the field auditing staff access to your entire circulation files.

Our Electronic Auditing server is located as part of an isolated network. Each publisher may deposit and view files within their own directory which has appropriate password protections. Withdrawal of files cannot occur. In addition, an Electronic Auditing auditor alone cannot copy your files; their floppy disk drives are "write disabled" and the Electronic Auditing machines have no access to the outside world. They only have access to the Electronic Auditing server to download files we have placed there from the Electronic Auditing FTP Server. Outbound communications are not possible.

We have obtained licenses for PGP (Pretty Good Privacy Software), which can be made available to you. PGP allows you to encrypt your data before transmitting. BPA will have the only "key" to unlock (decode) the encryption. Let us know if you need more information on this.

Our server and Electronic Auditing staff are housed in a secure facility with appropriate access control. Our regional audit staff do not have access to the Electronic Auditing office, nor to the Electronic Auditing server. In addition, the regional audit staff will never have access to, nor be provided with, your complete and entire files, unless you provide it to them directly. We will not release complete circulation files to anyone but our centrally located Electronic Auditing staff.

Once we have completed our audit and you have received written confirmation of such, we will encrypt and then store your files on a secure server. The audit issues will be archived in a secure facility with the necessary disaster recovery operation. These files will not be transmitted outside our Electronic Auditing facility.

### **Efficiencies and Productivity**

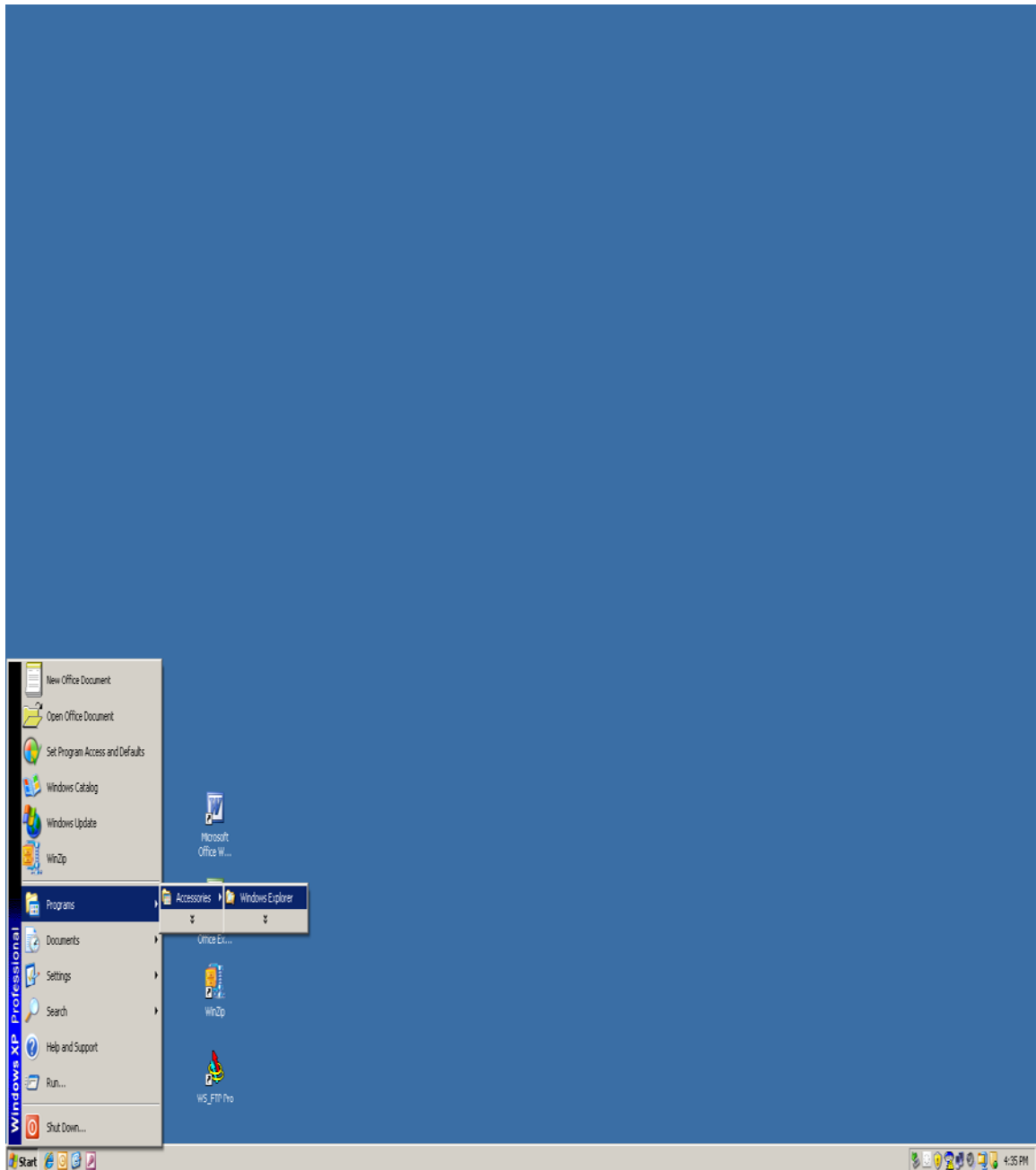
BPA Worldwide members stand to realize significant gains in efficiency and productivity from the computerized auditing program. We look forward to providing you with the highest quality service with increased efficiencies.

For file transfer/FTP information, please contact Karla Ng, Administrator, Electronic Auditing, at 203-447-2828 or email to [kng@bpaww.com](mailto:kng@bpaww.com).

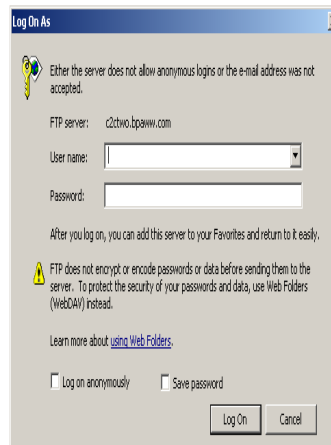
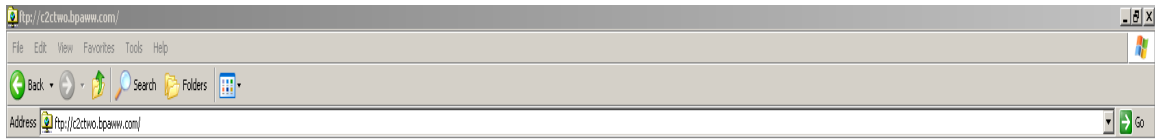
If you have any immediate questions, please contact Brijesh Patel, Director, Electronic Auditing, at 203-447-2820 or email to [bpatel@bpaww.com](mailto:bpatel@bpaww.com).

## FTP Process using Windows Explorer

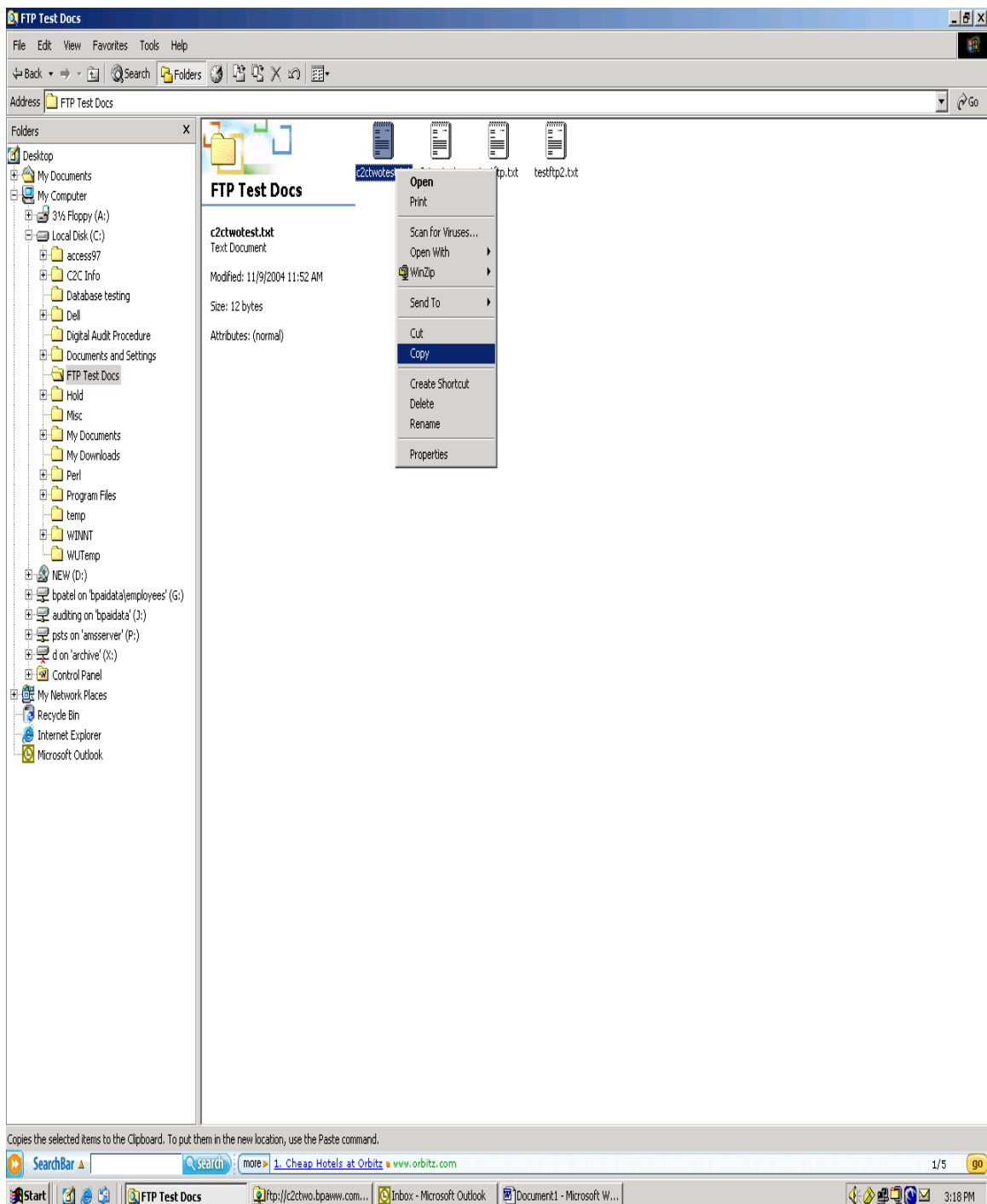
1. Click on “START” button, “Programs”, and “Windows Explorer”. If you don’t see “Windows Explorer”, then click on “Accessories” and it should be there.



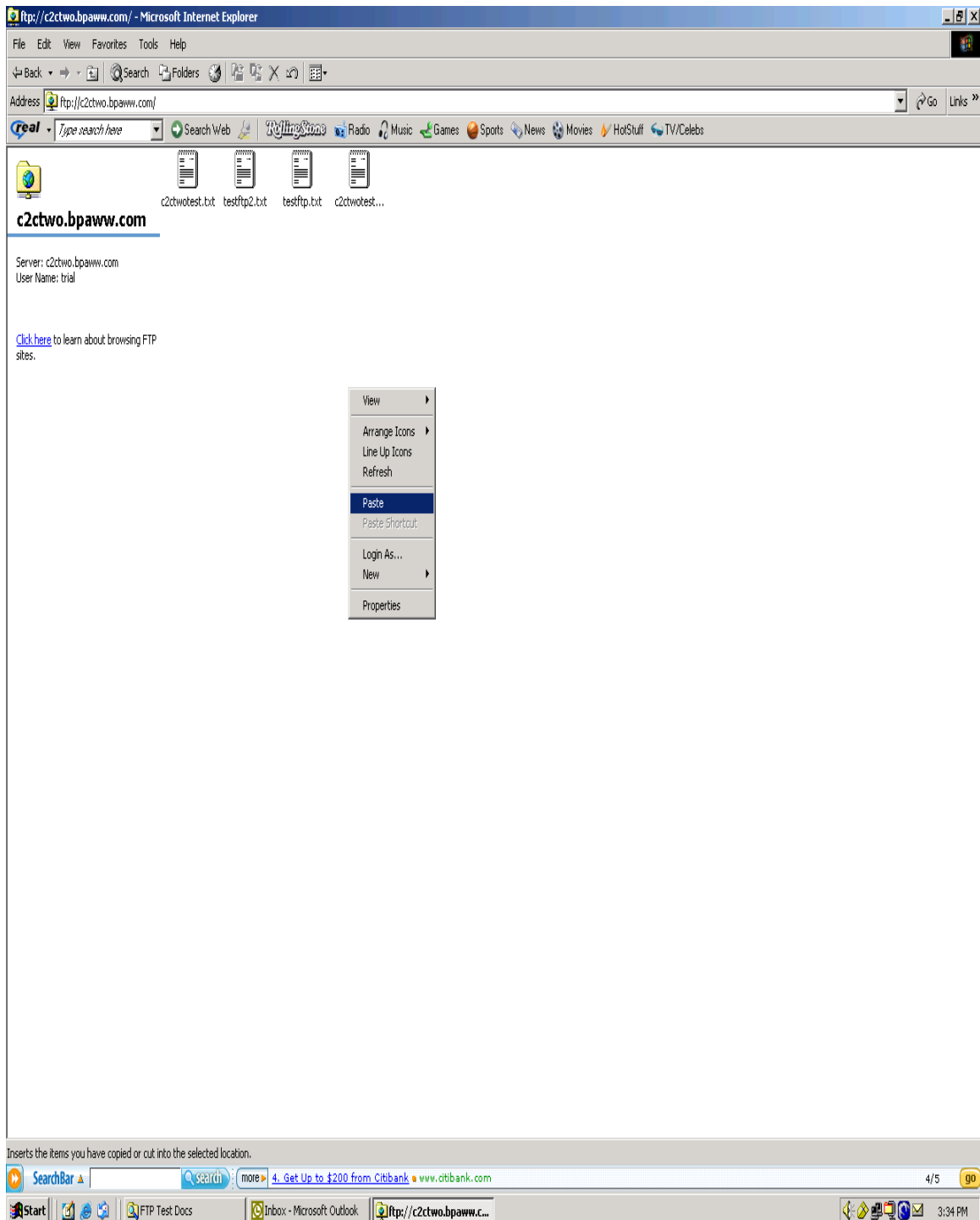
2. At the address bar, type either <ftp://c2c.bpaww.com> or <ftp://c2ctwo.bpaww.com>. Once the dialog box pops up, type in your User ID and password in the spaces indicated.



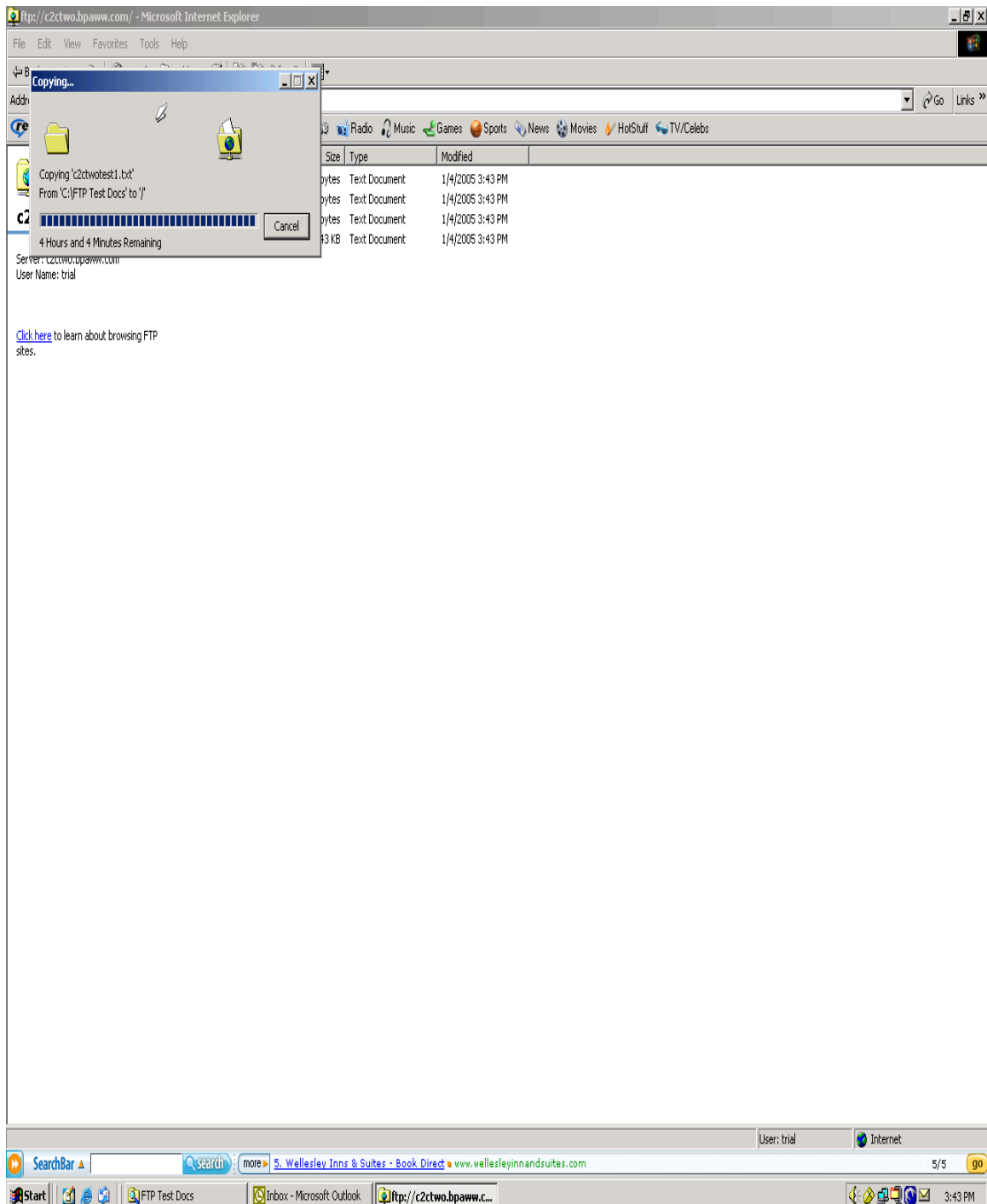
3. Open another Windows Explorer and go to where your file(s) are located. Highlight the file you want to transfer, right click, and select copy. Then go back to your first window.



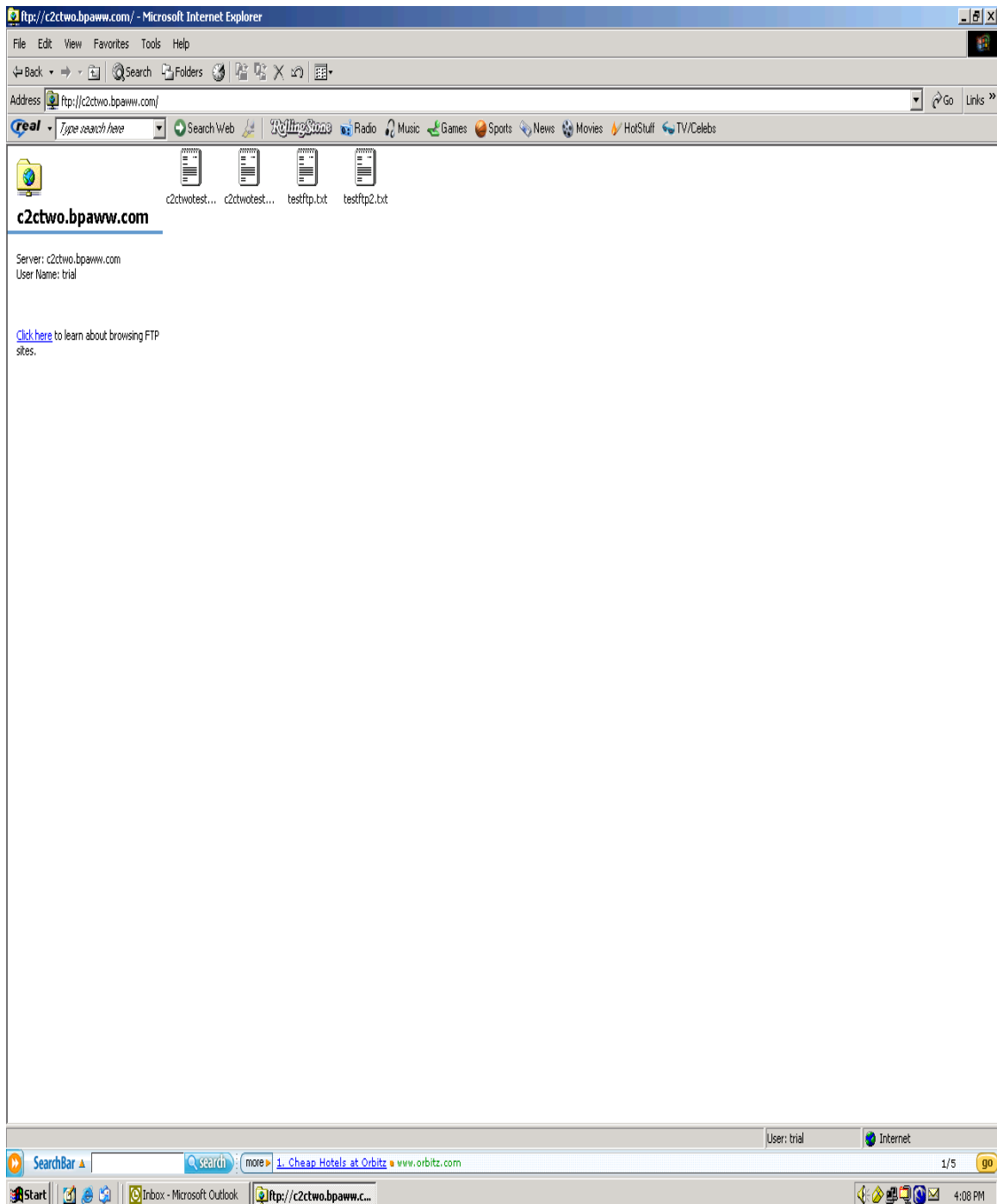
4. Right click anywhere within the blank space and select paste.



5. The dialogue box will indicate the copying action. Please note that the username is in the lower right-hand corner.



6. Once transfer has been completed, you can either copy another file or close your session. To see all files transferred, you might need to click on your “Refresh” button.



## **Sending Compressed Files on Electronic Media**

This option eliminates electronic transmission of data files by using the conventional method of storing to magnetic media and shipping it to the attention of: BPA Worldwide, Electronic Auditing Department, Two Corporate Drive, Ninth Floor, Shelton, CT 06484. The following are types of electronic media that our Electronic Auditing Department is set up to handle:

1. 3.5" Floppy Disk
2. Zip Disk
3. Writable CD-ROM

Please make sure that all data within the electronic media is compressed and follows the requested naming conventions.

## **NAMING EXAMPLES**

**Publication Name:** Audit News  
**Analyzed Issue:** November 20XX  
**Interim Issue:** May 20XX  
**Audit Period:** January to December 20XX  
**Login Name:** Audit (*Example Only*)  
**Home Directory:** Audit  
**Password:** aud\_n@\$# (*Example Only*)  
**Analyzed Issue:** ANA11XX.zip  
**Interim Issue:** INT05XX.zip

**Additions for the Audit Period:** ADD.zip (include in Zip file, one file with all additions or separate files for each issue)

**Removals for the Audit Period:** KILL.zip (include in Zip file, one file with all additions or separate files for each issue)

**Data Conversion Map:** DM.zip  
**Individual Data Conversion Map for the Analyzed Issue:** DMA.zip  
**Individual Data Conversion Map for the Interim Issue:** DMI.zip

**Coding Manual:** CM.zip  
**Individual Coding Manual for the Analyzed Issue:** CMA.zip  
**Individual Coding Manual for the Interim Issue:** CMI.zip

**Key: Compression abbreviations:** .zip = Winzip

***Do not use the Login Name, Home Directory, and Password listed on this page. They are used as examples only. Please call the Electronic Auditing Department for your actual Login Name & Password.***

CONFIDENTIALITY AGREEMENT:

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Agreement dated ----- between *(Name of Publishing Company)*, (Disclosing Party), (Address), and BPA Worldwide (Recipient) of Two Corporate Drive, Ninth Floor, Shelton, CT 06484.

As used in this Agreement, the party disclosing confidential information is referred to as the "Disclosing Party", and the party receiving such confidential information is referred to as the "Recipient".

The Recipient shall hold in confidence, and shall not disclose to any person outside its organization any confidential information received from the Disclosing Party relating to its circulation lists. The Recipient shall use such confidential information only for the purposes for which it was disclosed. The Recipient shall disclose confidential information received by it under this Agreement only to persons within its organization, who have a need to know such confidential information in the course of the performances of their duties and who are bound to protect the confidentiality of such confidential information. The entire circulation list will never be provided by the Recipient to the field auditor of Recipient; it will only reside within the Recipient's computer audit facility.

This Agreement may not be modified, changed or discharged, in whole or in part, except by an agreement in writing signed by the Disclosing Party and the Recipient.

Executed as a sealed instrument as of the day and year first set forth above.

**(NAME OF PUBLISHING COMPANY)**

**BPA WORLDWIDE**

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Signature)

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_