



May 2011

Leading the World in Auditing Media

Below, we have summarized new rule amendments passed by BPA's Board of Directors at their May 2011 meeting.

Unless otherwise specified, all changes are effective immediately.

The BPA Rule Amendments/New Rules may be accessed through the "Rules" link on the [BPA](#) home page, or by [clicking here](#). Please contact your [BPA Member Relations Manager](#), or any of our audit staff, with any questions.

The rule amendments are effective for the 2011 calendar reporting year.

Board Actions Applying to Canadian Newspapers

Price Disclosure. As Canadian newspaper publishers continue to move toward targeted pricing based on more granular geographic and demographic criteria, the amount of price reporting in daily newspaper reports has the potential to increase exponentially. Media buyer representatives on the Canadian Newspaper Advisory Board (CNAB) noted they did not use the pricing data in their evaluation process. Similarly, newspaper publishers added they did not use the price information in their competitive analyses.

The BPA Board voted to remove pricing data in paragraphs three and five on Canadian daily newspaper audit reports for 2011.

Educational Copies. In 2008, the BPA Board amended its newspaper rules to create a new category, "sponsored by third party or free," on its Canadian daily newspaper audit reports. As a result, all educational copies (Newspapers in Education) were moved from paid circulation to "sponsored by third party or free."

The BPA Board voted to amend its audit requirements for educational copies to bring them in line with other sponsored/free programs offered by publishers through a review of production and distribution documentation review and confirmation tests. Newspaper publishers are no longer required to obtain redistribution agreements from each educational institution.

About BPA Worldwide/CCAB. A not-for-profit organization since 1931, BPA Worldwide/CCAB is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including B-to-B publications, consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.