



AMENDMENTS TO BPA WORLDWIDE BUSINESS PUBLICATION RULES

BULLETIN B 08-1

DECEMBER 2008

Effective January 1, 2009, BPA Worldwide rules are amended as follows. (~~Deleted material is stricken through;~~ **new material is *in bold italic typeface.***)

B7.13 Electronic Editions

Multiple pages of content containing articles, graphics, or other features that are distributed electronically, as a unit and are subject to the rules governing separate Editions and the approval of the President. (Enewsletters and Web sites do not qualify as electronic editions.)

Electronic Editions may be further classified as "Versions" or "Editions." A Version must include the complete editorial of the original publication, but not the same advertising, layout or pagination. By comparison, a demographic Edition must contain at least 50% common editorial content with the original publication, and a geographic Edition must only have common editorial scope. For either type of Edition, layout, pagination and advertising do not need to be common. (See section B2.4 for additional requirements for Editions.)

Circulation for electronic editions shall be audited to ensure that the systems of the media owner companies and their vendors are in compliance with BPA Worldwide rules and policies before such data can appear on a circulation statement. A special audit may be undertaken to verify the electronic distribution.

The printing and release of an audit report shall be at the media owner's option. In all audit reports and circulation statements, digital circulation shall be detailed separately throughout the report. Individuals receiving both the print and electronic edition shall be included only once within Paragraphs 1, 2, 3a, 3b, 3c, 4, and 9.

If an alert to a qualified subscriber (paid and non-paid) is undeliverable, the media owner shall have no more than 90 days to remove said subscriber from their circulation file, or ensure that the delivery details are corrected. (See Sections B7.24, B7.29, B9.13, B9.15, B9.16, B9.22, B9.22, B9.37.5, B9.47, B9.50, B9.73, B10.4.)

Electronic editions with a frequency less than daily may provide the subscriber with an opportunity to "opt-out" of receiving an email alert notification of availability. If a publisher offers an opt-out to receiving the email alert, the publisher shall separately offer an opt-out of receiving the electronic magazine. Subscribers who opt-out of receiving the email alert but have not opted-out of receiving the electronic edition, need not receive an alert to be reported as qualified distribution. All others must receive an alert for each issue.

Electronic editions with a daily frequency may provide the subscriber with the option to "opt-in" to receiving an email alert of availability. An email alert is not required for publications with a daily frequency.

Digital non-qualified advertiser and advertiser agency copies and non-qualified paid digital copies (excluding sponsored) may be reported on the BPA worldwide circulation statements, and audit reports; all other non-qualified electronic edition copies shall not be reported on BPA Worldwide circulation statements and audit reports.

Only one copy of an electronic edition may be considered qualified circulation per single addressee. Electronic Edition Site Licenses and Seats (individuals) served as part of the license shall not be reported as qualified circulation. A publisher may disclose the number of electronic edition site licenses and authorized seats, including paid and non-paid data, demographic data, license source and age data, and geographic data, using standard BPA Worldwide tables. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported. Qualified circulation and site license seats may not be summed on the BPA reports.

B7.42 Site License

A contract or agreement between a publisher member and a company/association to provide multiple individuals access to an electronic edition of the magazine hosted on the subscribing organization's intranet. The contract/agreement shall require the subscriber/administrator of the site license notify all the individual seats (individuals) of the availability of each issue. Licenses may be reported for definitive amount of seats only, "global" or "companywide" license agreements may not be reported.

Paid site licenses shall adhere to rule B7.31, paid circulation.

Non-paid site licenses shall adhere to "Request from Recipient's Company," rules B10.22, B10.23, and B10.26.

The publisher may disclose throughout the BPA Worldwide reports the number of authorized Electronic Edition Site Licenses and Seats (individuals) served as part of the license. Electronic Edition Site licenses and Seats shall not be reported as qualified circulation. A publisher may disclose the number of electronic edition site licenses and authorized seats, including paid and non-paid data, demographic data, license source and age data, and geographic data, using standard BPA Worldwide tables. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported. Qualified circulation and site license seats may not be summed on the BPA reports.

B9.19

Total copies distributed (print and electronic) must be equal to, or exceed the sum of total qualified circulation, advertiser/agency circulation, non-qualified paid/request circulation, and rotated/occasional circulation, each issue.

If 15% or more of the total copies distributed (print and electronic) for an issue reported in Paragraph 2 are distributed on or after the stated distribution date or sale date, which ever comes first, of the next issue, the completion date of distribution for that issue shall be reported in Paragraph 11. (See B7.7.)

In the absence of a stated distribution date for a publication on either its rate card, or in Standard Rate & Data Service or in British Rates and Data, the cover date shall be used to determine if copies of the publication are mailed late, i.e.:

Monthlies Copies would be late if distributed on or after the first day of the next issue month (a January issue would be late if mailed on or after February 1st).

Bimonthly Copies would be late if distributed on or after the **first day of the next issue** ~~last day of the second month of the issue~~ (a January/ February issue would be late if mailed on or after **March 1st** ~~February 28th~~).

Semi-Monthly Copies would be late if distributed on or after the **first day of the next issue** ~~last day prior to the next issue date~~ (a January 1st issue would be late if mailed on or after January **15th** ~~14th~~).

Weeklies Copies would be late if distributed on or after the **first day of the next issue** last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 8th 7th).

Paragraph 11 shall report the percentage and number of copies which are distributed late.

When publications report separate editions in Paragraph 2, this rule shall be applied separately to each edition.

If the publication serves special issues (See B2.2), the special issue reported in Paragraph 2 shall mail before the stated mailing date of the next regular issue. In the absence of a stated date of mailing, the special issue shall mail prior to the actual mailing date of the next regular issue.

B9.37

The following schedule of sources of qualification shall be listed in Paragraph 3b:

- I. ~~Total~~ Personal Direct Request From the Recipient.....
 - a. ~~Written~~
 - b. ~~Telecommunication~~
 - c. ~~Electronic~~

- II. ~~Total~~ Request From Recipient's Company.....
 - a. ~~Written~~
 - b. ~~Telecommunication~~
 - c. ~~Electronic~~

- III. ~~Total Association or Society Membership~~ *Membership Benefit*
 - a. ~~Individual~~.....
 - b. ~~Organizational~~.....

- IV. ~~Total~~ Communication From Recipient or Recipient's Company (other than request).....
 - a. ~~Written~~
 - b. ~~Telecommunication~~
 - c. ~~Electronic~~

- V. Total Sources other than above (listed alphabetically)
 - Association rosters and directories
 - Business directories
 - ~~Independent field reports~~.....
 - ~~Licensees—State or Local Government~~.....
 - Manufacturer, distributor and wholesaler lists.....
 - Other sources.....

- VI. Single Copy Sales.....

B9.39

The source material shall be identified in a footnote in Paragraph 11 whenever 10% or more of the circulation is qualified through any one of the following:

- A single business directory;*
- A single association roster or directory;*
- ~~*A single independent field report; or*~~
- ~~*A single licensee list*~~
- A single "other source"*

Disclosure of the identity of Manufacturer, Distributor, Wholesaler lists shall be optional.

B9.40

Whenever 5% or more of the total circulation is qualified through any combination of Association Rosters or Directories, Business Directories, ~~Independent Field Reports, Licensees—National, State or Local Government,~~ Manufacturer, Distributor and Wholesaler lists, or Other Sources, the number of sources used and the amount of circulation from those sources shall be disclosed in paragraph 11 as follows:

"Association Rosters and Directories include # sources of circulation for quantities of # copies or #% to # copies or #%".

This note is to be included for each type of source used.

B9.53

~~Paragraph 6 (Length of Subscriptions) - Shall contain an analysis of the gross total of new and renewed qualified paid subscriptions ordered/sold by length of subscription during the period covered.~~

B9.53.1

~~The following categories of Length of Subscriptions shall be listed in paragraph 6.~~

- ~~— Less than 1 year~~
- ~~— 1 year or more (but less than two).....~~
- ~~— 2 years or more (but less than three)~~
- ~~— 3 years or more~~

B9.54

~~Paragraph 6 (Use of Free Promotional Incentives) - Shall report the number of gross new and renewed qualified paid subscriptions ordered/sold with promotional incentives during the period covered. (See B7.28). The nature of the promotional incentive and provisions of the offer shall be described in paragraph 11.~~

~~The following categories of Promotional Incentives shall be listed in paragraph 6 (7):~~

- ~~Sold without promotional incentive.....~~
- ~~Sold with editorial promotional incentive~~
- ~~Sold with other promotional incentives... ..~~

B9.55

~~Paragraph 8 (How Ordered) — Shall report the number of gross new and renewed qualified paid subscriptions ordered/sold during the period by the following categories:~~

~~Ordered by individuals~~

~~Ordered by sponsors, individually addressed~~

~~Membership benefit~~

~~Ordered as multi-copy same addressee~~

~~Ordered with other product or service (see details in paragraph 11)~~



AMENDMENTS TO BPA WORLDWIDE CONSUMER MAGAZINE RULES

BULLETIN C 08-1

DECEMBER 2008

Effective January 1, 2009, BPA Worldwide rules are amended as follows. (~~Deleted material is stricken through;~~ **new material is in bold italic typeface.**)

C7.9 Electronic Editions

Multiple pages of content containing articles, graphics, or other features that are distributed electronically, as a unit, and are subject to the rules governing separate Editions and the approval of the President. (Enewsletters and Web sites do not qualify as electronic magazines.)

Electronic Editions may be further classified as "Versions" or "Editions." A Version must include the complete editorial of the original magazine but not the same advertising, layout or pagination. By comparison, a demographic Edition must contain the same editorial content, with only such variations in editorial matter required by the different demographic or geographic audience(s) being served. For either type of Edition, layout, pagination and advertising do not need to be common. (See C2.14 for additional requirements for Editions.)

Circulation for electronic editions shall be audited to ensure that the systems of the media owner and their vendor(s) are in compliance with BPA Worldwide rules and policies before such data can appear on a circulation statement. A special audit may be undertaken to verify the electronic distribution. The printing and release of an audit shall be at the media owner's option.

In all audit reports and circulation statements, electronic circulation shall be detailed separately throughout the report. Individuals receiving both the print and electronic edition Versions shall be included only once within Paragraphs 1, 2, 4, 5, 6 and 7.

If an alert to a qualified subscriber (paid and non-paid) is undeliverable, the media owner shall have no more than 90 days to remove said subscriber from their circulation file, or ensure that the delivery details are corrected. (See C7.19, C9.9, C9.18, C9.19, C9.35, C9.39, C10.4.)

Electronic Editions with a frequency less than daily may provide the subscriber with an opportunity to "opt-out" of receiving an email alert notification of availability. If a publisher offers an opt-out to receiving the email alert, the publisher shall separately offer an opt-out of receiving the electronic magazine. Subscribers who opt-out of receiving the email alert but have not opted-out of receiving the electronic publication, need not receive an alert to be reported as qualified distribution All others must receive an alert for each issue.

Electronic Editions with a daily frequency may provide the subscriber with the option to "opt-in" to receiving an email alert of availability. An email alert is not required for publications with a daily frequency.

Electronic non-qualified advertiser and advertiser agency copies and non-qualified paid electronic copies (excluding sponsored) may be reported on the BPA worldwide circulation statements, and audit reports; all other non-qualified electronic edition copies shall not be reported on BPA Worldwide circulation statements and audit reports.

Only one copy of an electronic edition may be considered qualified circulation per single addressee. Electronic Edition Site Licenses and Seats (individuals) served as part of the license shall not be reported as qualified circulation. A publisher may disclose the number of electronic edition site licenses and authorized seats, including paid and non-paid data, demographic data, license source and age data, and geographic data, using standard BPA Worldwide tables. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported. Qualified circulation and site license seats may not be summed on the BPA reports.

C7.19.1 Multi-Copy Same Addressee Circulation

Two or more non-sponsored copies of the print version of the magazine (whether or not individually wrapped and addressed) sent to a single addressee. This circulation shall be reported separately in paragraphs 1, and 4 of the circulation statement. (See rule C7.10)

"Multi-Copy Same Addressee" circulation representing three or more copies sent to a single addressee shall be supported by a distribution agreement that is not more than three years old.

The agreement may be signed on hard copy and mailed, emailed (with personal identifying question) or tape-recorded telecommunication. The document shall indicate that the recipient agrees to accept the publication in bulk for redistribution. The document shall include the signatory's printed name in addition to the signature, the personal identifier or tape recording as appropriate. (See C9.9.)

Agreements from a centralized office or headquarters may be permitted. For locations where the corporation is not empowered to, or does not have the authority to request such copies, redistribution agreements from each location will be required. The document shall include the list of locations where the copies are to be sent, with full address, telephone number, the quantity per location, and the contact person at the location.

Multi-Copy Same Addressee circulation distributed in street racks is permitted, provided that permission is obtained to place racks in public. Such permission must be provided by the municipality governing the public space. ***If street racks in public spaces are not governed by a municipality or any authority, no permission is required. Rack location, issues and copies per rack, shall be provided to the auditor. This circulation shall be reported separately in paragraphs 4 and 5.***

Multi-Copy Same Addressee circulation shall be fully explained in the circulation statement, and in paragraphs 4 and 8 through notation. The explanation shall provide the details of the character and nature of multi-copy circulation, how it is distributed, price received, if any, and any other amplification necessary.

In those countries where it is documented that the normal required method of distribution is multi-copy, same addressee subscriptions for redistribution through an official government department or designated organization (e.g., the People's Republic of China, Cuba, Vietnam, etc.), the publisher shall submit an official written request or communication from the appropriate government department, which specifies the number of magazine copies distributed.

Qualified non-paid Multi-Copy Same Addressee Circulation may be reported as "Individual" copies in Paragraphs 1 and 1a of the circulation statement when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

Qualified paid Multi-Copy Same Addressee Circulation may be classified as "Individual" subscriptions in Paragraphs 1 and 4 of the circulation statement only when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

Copies purchased in lots of 10 or fewer that promote the interests of the sponsor/donor and are sent to a single addressee, and otherwise conform to the definition of qualified paid circulation, shall be reported as "Multi-Copy Same Addressee." (See Rule C7.19.2.)

C7.24 Site License

A contract or agreement between a publisher member and a company/association to provide multiple individuals access to an electronic edition of the magazine hosted on the subscribing organization's intranet. The contract/agreement shall require the subscriber/administrator of the site license notify all the individual seats (individuals) of the availability of each issue. Licenses may be reported for definitive amount of seats only, "global" or "companywide" license agreements may not be reported.

Paid site licenses shall adhere to rule C7.27, paid circulation.

Non-paid site licenses shall adhere to "Request from Recipient's Company," rules C10.22, C10.23, and C10.24.

The publisher may disclose throughout the BPA Worldwide reports the number of authorized Electronic Edition Site Licenses and Seats (individuals) served as part of the license. Electronic Edition Site Licenses and Seats shall not be reported as qualified circulation. A publisher may disclose the number of electronic edition site licenses and authorized seats, including paid and non-paid data, demographic data, license source and age data, and geographic data, using standard BPA Worldwide tables. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported. Qualified circulation and site license seats may not be summed on the BPA reports.

C9.20

Total copies distributed (print and electronic) must be equal to, or exceed the sum of total qualified circulation, advertiser/agency circulation, non qualified paid/request circulation, and rotated/occasional circulation, each issue.

If 15% or more of the total copies distributed for an issue reported in Paragraph 2 are distributed on or after the stated distribution date or placed on sale date, which ever comes first, of the next issue, the completion date of distribution for that issue shall be reported in Paragraph 8.

In the absence of a stated distribution date for a magazine on either its rate card or in Standard Rate & Data Service, British Rates and Data, or Canadian Advertising Rates and Data, or similar magazine, the cover date shall be used to determine if copies of the magazine are distributed late, e.g.,

Monthlies Copies would be late if distributed on or after the first day of the next issue month (a January issue would be late if mailed on or after February 1st).

Bimonthly Copies would be late if distributed on or after the **first day of the next issue** ~~last day of the second month of the issue~~ (a January/ February issue would be late if mailed on or after **March 1st** ~~February 28th~~).

Semi-Monthly Copies would be late if distributed on or after the **first day of the next issue** ~~last day prior to the next issue date~~ (a January 1st issue would be late if mailed on or after January **15th** ~~14th~~).

Weeklies Copies would be late if distributed on or after the **first day of the next issue** ~~last day prior to the next issue date~~ (a January 1st issue would be late if mailed on or after January **8th** ~~7th~~).

Paragraph 8 shall report the percentage and number of copies which are distributed late.

When magazines report separate editions in paragraph 2, this rule shall be applied separately to each edition.

If the magazine serves special issues (See C2.10), the special issue reported in paragraph 2 shall distribute before the stated distribution date of the next regular issue. In the absence of a stated date of distribution, the special issue shall distribute prior to the actual distribution date of the next regular issue.

C9.23

~~Paragraph 3b (Length of Subscriptions) - Shall contain an analysis of the gross total of new and renewed qualified paid subscription orders/sales by length of subscription for the same period. The following categories of Length of Subscriptions shall be listed in paragraph 3b.~~

- ~~Less than 1 year~~
- ~~1 year or more (but less than two).....~~
- ~~2 years or more (but less than three)~~
- ~~3 years or more~~

~~Shall report the gross total of new and renewed qualified paid subscriptions ordered/sold during the period covered. Gross subscription sales as reported in these paragraphs shall be based on only the continuous circulation.~~

C9.24

~~Paragraph 3e 3b (Use of Free Promotional Incentives) - Shall report the number of gross new and renewed qualified paid subscriptions ordered/sold with promotional incentives during the period covered. (See C7.22). The nature of the promotional incentive and provisions of the offer shall be described in paragraph 8.~~

The following categories of Promotional Incentives shall be listed in paragraph 3e 3b:

- ~~Sold without promotional incentive.....~~
- ~~Sold with editorial promotional incentive~~
- ~~Sold with other promotional incentives... ..~~

C9.25

~~Paragraph 3d (How Ordered) - Shall report the number of gross new and renewed qualified paid subscriptions ordered/sold during the period by the following categories:~~

- ~~-Ordered by Individuals~~
- ~~-Membership Benefit~~
- ~~-Ordered as Multi-Copy Same Addressee~~
- ~~-Ordered by Sponsor, individually addressed~~
- ~~-Ordered by Sponsor and Distributed as Multi-Copy Same Addressee~~
- ~~-Ordered with Other Product or Service (See Details in Paragraph 8)~~

C9.40

The following schedule of sources of qualification shall be listed in Paragraph 5:

- I. ~~Total~~ Personal Direct Request From the Recipient
- a. ~~Written~~.....
- b. ~~Telecommunication~~
- c. ~~Electronic~~.....

- II. ~~Total~~ Request From Recipient's Company
- a. ~~Written~~.....
- b. ~~Telecommunication~~

~~c. Electronic~~

III. ~~Total Benefit of Membership~~ **Membership benefit**

~~a. Individual~~

~~b. Organizational~~

IV. ~~Total Communication From Recipient or Redistributor (other than request).....~~

~~a. Written~~

~~b. Telecommunication~~

~~c. Electronic~~

V. Total Sources other than above (listed alphabetically)

~~Rosters and directories~~

~~Licensees Federal, State or Local Government~~

~~Manufacturer, distributor and wholesaler lists~~

~~Other source~~

VI. Single Copy Sales



**AMENDMENTS TO
CCAB CANADIAN DAILY NEWSPAPER RULES**

BULLETIN DN 08

DECEMBER 2008

Retroactive to January 1, 2008 BPA Worldwide rules are amended as follows. (~~Deleted material is stricken through;~~ **new material is in bold italic typeface.**)

DN7.7 Bulk

Two or more copies of the print version of the newspaper sent to a single addressee. This circulation shall be reported as "non-traditional" throughout the audit report.

~~Only one copy of a digital version may be considered qualified circulation per single addressee.~~

Bulk subscriptions cannot be reported as paid circulation after the expiration date.

If the number of subscriptions involved in any one bulk sale exceeds 5% of the total average paid subscription claim for the period in which the transaction takes place, the subscriptions involved in that sale shall be fully explained in Paragraph 6, Additional Data.

Multiple copies distributed to public places for redistribution to consumers shall be reported as bulk circulation. Such distribution includes, street racks, entranceways of apartment complexes, etc. Records must be kept on an issue-by-issue basis to show distribution.

DN7.11-Electronic Editions

Multiple pages of content that are distributed electronically as a unit. The electronic edition shall be a replica of the print version in terms of editorial (not advertising), subject to the rules governing separate editions and the approval of the President.

Circulation for electronic editions shall be audited to ensure the systems of the media owner and their vendor(s) are in compliance with BPA Worldwide rules and policies before such data can appear on a Circulation Statement. A special audit may be undertaken to verify the electronic distribution.

Electronic editions shall be reported as "**electronic editions**" distribution throughout the audit report.

Non-qualified electronic edition copies shall not be reported on BPA Worldwide circulation audit reports.

A contract or agreement between a publisher member and company/organization/ association to provide multiple individuals access to an electronic edition of the newspaper hosted on the subscribing organization's intranet. The contract/agreement shall require the subscriber/administrator of the site license notify all the individual seats (individuals) of the availability of each issue. Licenses may be reported for definitive amount of seats only, "global" or "companywide" license agreements may not be reported.

Paid site licenses shall adhere to rule DN7.34, qualified paid circulation.

Non-paid site licenses shall adhere to qualified non-paid circulation rule DN7.33.

The publisher shall disclose in the explanatory paragraph the number of authorized Electronic Edition Site Licenses and Seats (individuals) served as part of the license, including paid and non-paid data. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported.

~~DN7.24 Newspapers in Education- Educational~~

~~Newspapers In Education *Educational*: copies ordered for delivery to students or schools. Copies may be purchased individually by teachers, by sponsors, through classroom funds, or through vacation donation funds. A description of the publisher's *Educational* Newspaper in Education program is to be detailed in Paragraph 3.~~

~~Subscriptions purchased individually or purchased through "vacation donation" funds shall be reported as "paid for by individual, non-traditional."~~

~~Subscriptions purchased by third party sponsors~~ ***All educational copies, including but not limited to classroom, university and language programs*** shall be reported as "sponsored by third party or free, non-traditional ***educational, in paragraph one.***"

~~DN7.27 Non-Traditional- Other~~

~~Non-traditional~~ ***Other*** distribution includes:

- Bulk distribution (two or more copies to the same address)
- ~~Digital distribution~~
- ~~Newspapers in Education distribution~~
- Employee distribution

DN7.32 Promotional Incentive

Any inducement offered to a subscriber for free with their own subscription.

When subscriptions are sold with a promotional incentive, the ***publisher must collect payment greater than the full value of the promotional incentive.*** ~~the value of the incentive cannot exceed 50% of the total offer price of the subscription(s).~~

The value of the promotional incentive is considered to be the actual cost to the publisher, or the recognized retail value, or the represented value, whichever is highest.

If a back copy is included in a subscription offer, it will be considered a promotional incentive unless the subscription is put on a retroactive basis.

Details regarding offers with promotional incentives shall be reported in paragraph 3 of the Audit Report.

For Single Copy Sales, a promotional incentive (cover mount) is any inducement offered by the last agent in the chain of distribution (point-of-purchase).

Any inducement attached to, or polybagged with, a single copy at the point-of-purchase is considered a promotional incentive (cover mount).

The promotion on the cover of a newspaper of an advertiser's coupon within the newspaper is not considered a promotional incentive.

When single copies are sold with a promotional incentive, the ***publisher must collect payment greater than the full value of the promotional incentive.*** ~~value of the incentive cannot exceed 50% of the cover price.~~ The value of the promotional incentive is considered to be the actual cost to the publisher, or the recognized retail value or represented value, whichever is highest.

~~Single copies sold in Europe with a promotional incentive (cover mount), shall report copies sold as "qualified paid," regardless of the value of the promotional incentive offered.~~

~~During a temporary study period single copies and subscriptions sold in the Middle East with a promotional incentive shall report the subscription as "qualified paid," regardless of the value of the promotional incentive.~~

Details regarding promotional incentive offers and the number of Single Copy Sales sold with a promotional incentive, shall be reported in paragraph 3 of the Audit Report.

Free promotional incentives, the contents of which have been published either in print or electronic medium, are reported as "sold with editorial promotional incentive (including reprints)."

Editorial promotional incentives include:

reprints of newspaper sections,

books,

other printed reference matter (paid annual periodicals excluded),

pamphlets,

disks containing items such as compilations of newspaper editorials, software demonstrations, clip art, fonts, etc.

For additional rules regarding services or products sold in combination with a newspaper, see rules regarding Combined Sales, Section N7.10.

DN7.34 Qualified Paid Subscription Circulation

That circulation which is not for resale, meets the above definition for qualification and the requirements listed below.

Subscription payment orders shall conform to the following conditions:

It may be paid for at any price, and shall not be free of charge.

~~A subscription for less than one year, the price of which was less than 50% of the base annual price, cannot be served copies after the expiration date.~~

Payment shall not be delinquent for more than three months after the beginning of the subscription service, see "credit subscriptions."

A subscription sold on a "renew until forbid" basis may be reported as paid circulation until the subscriber cancels

Subscriptions sold with promotional incentive must collect payment greater than the full value of the promotional incentive.

Subscriptions sold with an advertising contract shall be paid in addition to the regular advertising contract; and shall give the advertiser the option of deducting the subscription price from the contract if they do not wish to receive the newspaper.

Subscriptions sold via the redemption of affinity program points, e.g. frequent flyer miles, loyalty program points, etc., shall adhere to the following:

- Participants shall elect to participate in the program;

The earning of miles, points, etc., shall be transaction based. For example, points earned for credit card purchase/borrowing activity and purchase of air travel, hotel stays, or car rentals, etc. qualify. Points earned without transaction activity (no financial transaction occurs) do not qualify for redemption as paid circulation;

- Points shall be accruable towards future redemption's;
- Points awarded upon enrollment shall be less than 50% of the lowest valued product/service offered in the program;
- All affinity point programs shall offer non-newspaper products/services. Newspapers may not represent more than 75% of each program.
- The value of all products and services shall be disclosed, in both monetary values and points.
- The value of non-newspaper products/ services shall be equal to or greater than the lowest valued newspaper.
- The redeemable units of measure, e.g. miles, shall have a recognizable and accepted monetary value.
- Adequate documentation of the transfer or redemption of the units of measure, e.g. frequent flyer miles, shall be made available to the audit staff.
- The President shall have final approval of all affinity programs prior to acceptance for use in obtaining qualified paid circulation.

DN7.39 Sponsored/Third-Party Circulation

Circulation purchased by a sponsor/donor and which conforms to the definition of qualified circulation shall be reported as sponsored by third party or free, throughout the report.

Individually Addressed Subscriptions purchased in lots of 6 or more that promote the interests of the sponsor/donor and that otherwise conform to the definition of Qualified Paid Circulation shall be reported as "Sponsored by Third Party or Free" circulation.

Individually addressed subscriptions purchased in lots of 5 or fewer that promote the interests of the sponsor/donor and that otherwise conform to the definition of qualified paid circulation shall be reported as "paid for by individual recipient" circulation.

DN9.10 Paragraph 1: Average Circulation for Period

All copies listed in this Section are directed to subscribers or recipients as stated in the Statement of Publishing and Circulation Policy.

Daily Newspapers ***servicing markets of 100,000 or more population*** shall report circulation by day, by Census Metropolitan Area (CMA) and Non Census Metropolitan Area. ***Daily newspapers servicing markets less than 100,000 population may report circulation by City Trading Zone (CTZ), Retail Trading Zone (RTZ), and Other Trading Zone (OTZ). Circulation shall be reported as follows:***

I. Paid for by Individual Recipient

- 1) Home Delivery
- 2) Single Copy
- 3) Hotel
- 4) ~~Non-traditional~~ **Electronic Edition**
- 5) **Other**

Total

II. Sponsored By Third Party or Free

- 1) Home Delivery
 - 2) Single Copy
 - 3) ~~Non-traditional~~ **Educational**
 - 4) Electronic Edition**
 - 5) Other**
- Total

Copies sold at half rate or greater and copies sold at less than half rate shall be reported separately.

(Effective with the 2010 reporting period, reporting by half rate or greater and less than half rate will not be required)

DN9.12

If the circulations for any days are omitted from the averages reported in the Circulation Statement, the circulation and the reasons for omission shall be reported separately for each day in paragraph 6, and the number of omitted days shall also be reported on the front page of Circulation Audit Report.

~~Circulation on a holiday, the day before and day after the holiday, and either the Sunday before, or Sunday after, the holiday, or on days when in the opinion of the president, a situation occurs beyond the control of the publisher, may be eliminated from the averages to be shown in Paragraphs 1 and 2, and if excluded from paid circulation, shall be reported separately, in paragraph 6, provided the circulation is 5 percent or more in excess of or below the circulation for the nearest preceding corresponding day that had a normal or average circulation. If the holiday occurs on a Monday the Friday or Saturday preceding the holiday may be omitted as the day before.~~

A publisher shall omit no more than ~~40~~ **20** days during any 12-month audit period.

~~If the situation is affecting circulation beyond the control of the publisher and exists for only one day, the circulation may be eliminated from computation of the averages if the circulation for the day affected is 10 percent or more above or below the circulation for the nearest preceding corresponding day that had a normal or average circulation.~~

~~Publishers electing to eliminate such days shall notify the president within 30 days following each day or days and the president shall notify the publisher members in the same city of such election.~~

~~Where one publisher in a city files a Circulation Statement under this rule then other publishers in the same city may do the same even though they do not qualify under the 5 or 10 percent minimum requirement.~~



**AMENDMENTS TO
CCAB CANADIAN COMMUNITY NEWSPAPER RULES**

BULLETIN CN 08

DECEMBER 2008

Retroactive to January 1, 2008, BPA Worldwide rules are amended as follows. (~~Deleted material is stricken through;~~ **new material is in bold italic typeface.**)

CN7.20 Initial Audit Report

May be released for any consecutive three or six-month period. A newspaper shall transfer to the standard six-month reporting periods ended ~~June~~ **March** or ~~December~~ **September** with its first Circulation Statement following the initial audit and include whatever issues were previously audited during the period reported. (See N8.5).

CN8.5

Publisher Members - BPA Worldwide Community Newspaper Audit Members will release two Circulation Statements each year for the six months ended ~~June~~ **March** and for the six months ended ~~December~~ **September**.

The six-month statements will be checked and released as Circulation Statements upon receipt and completion of processing. The Circulation Statements form the basis for the Audit Report. The audit will be completed after the auditor's examination of the publisher's records. Audit Report (See N7.4)

The audit will be made in the publisher's office and/or wherever the records can be properly checked.

A newspaper applicant, which has chosen a period ended with a month other than ~~June~~ **March** or ~~December~~ **September** for its initial Audit Report, shall transfer to the standard ~~June~~ **March** or ~~December~~ **September** schedule with its first Circulation Statement following the initial Audit Report and include whatever previously audited issues are necessary to complete the six month period.

CN9.16 Paragraph 5: Analysis of Circulation

Shall contain a breakout of a specific issue for Community and Ethnic Newspapers.

The specific issue shall be any issue in ~~May~~ **February** on the ~~June~~ **March** Circulation Statement and any issue in ~~November~~ **August** on the ~~December~~ **September** Circulation Statement.

When averages of issues are reported in separate columns in paragraph 1, the same issue groupings shall each be reported in paragraph 5.

CN9.19 Paragraph 8: Arrears under three months

Shall report the number of paid subscribers in arrears as of the issue analyzed in paragraph 5.

If paragraph 5 analyses the average for the period, the arrears shall be as of any issue in ~~May~~ **February** on the ~~June~~ **March** Circulation Statement and shall be as at any issue in ~~November~~ **August** for the ~~December~~ **September** Circulation Statement.

CN10.2 Special Three or Six Month Audit

A newspaper may request the President to provide a special three or six month audit ending with a month other than ~~June~~ **March** or ~~December~~ **September** if in the President's judgment, circumstances warrant the audit and the newspaper meets the following conditions:

The newspaper's request for the special three or six month audit shall be in writing explaining the reason for the audit.

The newspaper shall pay a regular auditing charge for the special audit.

A newspaper, which has chosen a period ending with a month other than ~~June~~ **March** or ~~December~~ **September** for its special three or six month Audit Report, shall transfer back to the standard ~~June~~ **March** or ~~December~~ **September** schedule with its first Circulation Statement following the special three or six month Audit Report, and include whatever previously audited issues are necessary to complete the six month period.

The newspaper may continue to audit on its original audit cycle, or, with approval of the President, the audit cycle may be changed.