



**AMENDMENTS TO  
BPA WORLDWIDE BUSINESS PUBLICATION RULES**

**BULLETIN B 06-1**

**May 2006**

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

**B5.12**

Any member of the Corporation in good standing may publicize the fact that it is a member. It may use the BPA Worldwide logo on member specific letterheads, advertising material, mastheads, or in any other place where:

The phrase "member of BPA Worldwide" might also be used.  
The member would be entitled to use the BPA Worldwide logo.  
The use of the BPA Worldwide logo is not detrimental to the Corporation.

***A member that has indicated in writing to BPA Worldwide an intention to resign from membership must immediately cease and desist use of the BPA Worldwide name and/or logo effective six months from the cover date of the most recently released circulation statement (E.g., six months from a period ending June circulation statement is December 31.) (See Bylaw 8.0, Membership Resignation.)***

**B7.5 Arrears (Post-Expire Copies Included In Qualified Paid Circulation)**

~~Subscriptions retained on the list up to three months after expiration date and reported as paid.~~ ***Subscriptions reported as paid that are retained on the circulation list after their expiration date, for up to 25% of the original term ordered, with a maximum of three months.*** The numbers of arrears copies over total qualified circulation for the analyzed issue, expressed as a percentage, shall be reported in Paragraph 9 (Five Calendar-Year Analysis) as "Post-Expire Copies included in Total Qualified Circulation."

Multi-copy to the same addressee subscriptions cannot be reported as paid circulation after the expiration dates.

Publications issued on a regular frequency but less often than monthly, or that have a break in service (e.g., published seasonally), may serve arrears as paid circulation subject to the approval of the President (See B7.31.)

Publications issued weekly may use a common monthly expire date. Following this common expiration date, service of arrears is permissible for the full three months.

If a common expire date by month is used by a weekly publication, the following comment shall be included in Paragraph 11, referencing Paragraph 9:

*"This publication has a weekly frequency and uses a common expire date in each production month. Therefore, a subscriber may receive one to three additional copies beyond the three months of service permitted as 'Arrears' after the subscription expired, and these additional copies are not reported as such.*

Gift subscriptions may be served copies in arrears as paid circulation for three months after the expiration date for domestic circulation and six months after the expiration date for international circulation.

**B7.19 Gift Subscriptions**

Purchased for persons other than the purchaser's employees.

Gift subscriptions may be served copies in arrears as paid circulation for three months after the expiration date for domestic circulation and six months after the expiration date for international circulation. (See B7.5.)

"Gift Subscriptions" shall be reported as "Sponsored Individually Addressed" only when the publisher has documentary evidence showing that the copies are individually addressed. If not, they shall be reported as "Multi-Copy Same Addressee."

***Money collected by an agent need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor.) (See B10.8.)***

**B7.20 Group Subscriptions**

Purchased in lots of two or more, paid for by an employer for their employees and mailed by the publisher to individual addresses furnished by the employer. These subscriptions shall be reported as "Sponsored Individually Addressed."

Copies purchased in lots of two or more, paid for by an employer for their employees and mailed by the publisher to the same addressee shall be reported as "Multi-Copy Same Addressee."

***Money collected by an agent need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor.) (See B10.8.)***

**B7.24 Multi-Copy Same Addressee Circulation**

Two or more copies of the printed publication (whether or not individually wrapped and addressed) sent to a single addressee. This circulation shall be reported separately in Paragraphs 1 and 3a of the circulation statement.

Only one copy of a digital publication may be considered qualified circulation per single addressee. (See B7.13.)

Multi-Copy Single Addressee circulation representing more than two 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: written and signed or emailed (with personal identifying question) or tape-recorded telecommunication. The document or tape recording shall indicate that the recipient agrees to accept the publication in bulk for redistribution to employees of the recipients' company. The document shall include the signatory's printed name in addition to the signature, the personal identifier or tape recording as appropriate. (See B9.9.)

In those countries such as the People's Republic of China, Cuba, Vietnam, etc., where it is documented that the normal or required method of distribution is Multi-Copy, Same Addressee

Subscription for redistribution through an official government department or designated organization, the publisher shall submit an official written request or communication from the government department specifying the number of copies of the publication for distribution.

***Qualified Non-Paid Multi-Copy Single Addressee Circulation*** - May be reported as "Individual" copies in Paragraph 1 of the circulation statement when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

**B7.24 (continued)**

*Qualified Paid Multi-Copy Single Addressee Circulation* - May be classified as "Sponsored Individually Addressed" subscriptions in Paragraph 1 and reported as single copies in Paragraph 3a of the circulation statement only when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

If the copies are purchased and the purchaser has a financial interest in the publication, those copies purchased may not be included in qualified circulation unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

Money collected from an agent for multi-copy subscriptions to the same addressee need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original subscribers or sponsor. ***However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor.) (See B10.8.)***

Multi-Copy Single Addressee subscriptions cannot be reported as paid circulation after the expiration date.

**B7.42 Sponsored Individually Addressed Circulation**

Individually addressed subscriptions which promote the interests of the sponsor/donor and which otherwise conform to the definition of qualified paid circulation shall be reported as "Sponsored Individually Addressed" circulation. This includes sponsored, group and gift subscriptions that are not multi-copies to the same addressee.

If the purchaser has a financial interest in the publication, those copies purchased may not be included in qualified circulation unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

***Money collected by an agent need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor.) (See B10.8.)***

**B7.48 Third-Party Agents**

Subscriptions sold through agencies. The agency shall be a recognized business concern. It shall be the publisher's responsibility to provide proof of qualification for such recipients.

Money collected by an agency need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original subscriber.

***Agents shall not be sponsors of subscriptions or single copies. Having a "doing business as" (DBA) name is not sufficient to establish an agent's DBA operation as a sponsor.***

**B9.19**

If 15% or more of the total copies distributed (print and digital) 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 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.:

**B9.19 (continued)**

- 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 last day of the second month of the issue (a January/ February issue would be late if mailed on or after February 28th).
- Semi-Monthly* Copies would be late if distributed on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 14th).
- Weeklies* Copies would be late if distributed on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 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.

**B9.47.4**

International circulation shall be reported using the following regional breakout:

- Asia
- Middle East
- Europe
- Africa
- North America
- Caribbean
- Central America
- South America
- Asia Pacific

Standard country breakouts are available for each region. **Regions representing 0-4.9% circulation may report circulation by continent. Regions with 5.0% - 49% circulation shall report circulation by country. Regions with 50%+ circulation shall report circulation by state/province within any one country, using standard BPA Worldwide tables.**

**B9.47.5**

**B9.47.5.1**

~~Regions representing 5% or more of the total qualified circulation for the analyzed issue shall include an analysis of countries and copies served.~~

**B9.47.5.2**

~~Regions with less than 5% may report regional subtotals, without countries, at the publisher's option.~~

**B9.47.5.3**

~~Countries and regions without circulation may be omitted at the option of the publisher.~~

**B10.8**

Publishers shall maintain on file for use of the auditor, copies of all subscription offers, and copies of all contracts made with solicitors, subscription agencies or any other parties through whom

subscriptions are obtained for their publications as well as for handlers (national distributors and/or wholesalers and/or retailers) of single-copy sales. ***The auditor may request access to any ledger accounts relative to circulation, and such inspection shall be made with a representative of the magazine present.***

**B10.23 Request from Recipient's Company: Telecommunication****B10.23.1**

Telecommunications such as telephone calls from authorized individuals or from a company requesting copies of the publication for employees of that company may be reported as telecommunication request from recipient's company. ***Effective January 1, 2008, outbound request from recipient's company: telecommunication must be recorded and made available to the auditor at the time of audit.***

**B10.24**

Publishers electing to use telecommunications for company request shall comply with the following conditions:

A question approximating the following shall be asked and answered during the telecommunication: "Please send this publication to the following employees," or "Do you want this publication sent to any other employees? Yes ... No ... ***If the publisher chooses not to record the call (an option until January 1, 2008), a personal identifying question must be asked and answered. Some examples...***To permit future verification of your request, please give us your month and/or date of birth - Month ... Day ... or mother's maiden name or high school graduated from." Other forms of personalized questions which only the interviewee and not the publisher is likely to know, may be asked as an alternate should the interviewee not provide an affirmative response to the original question. Once a particular question is used and the answer is stored, a different question shall be used for future request questions. If the respondent refuses to answer any and all personal questions, the interview may be considered a request if the interview is ~~tape~~-recorded and the respondent indicates affirmative to the request question.

The names and titles and/or functions of the employees shall be provided.

The name and title and/or function of the authorized requestor shall be provided along with the company, address, and telephone of the company.

With the exception of name, address, title, email fax, and phone number, prior year demographic information shall not be confirmed during the telephone interview. Telemarketing vendors/agents shall not have access to the prior demographic information of a campaign.

**B10.25**

~~Telecommunications from an authorized assistant wherein that assistant has requested the publication for more than one qualified recipient in one telephone interview, may be reported as telecommunication request from recipient's company.~~

**B10.25 (continued)**

With the exception of name, address, title, email, fax, and phone number, prior year demographic information shall not be confirmed during the telephone interview. Telemarketing vendors/agents shall not have access to the prior demographic information of a campaign.

**B10.34.1**

Business letterheads, company personnel rosters, company annual reports, company telephone directories, business cards, trade shows registration lists, reader service cards and qualification questionnaires from other publications **not owned by the same parent company**. Such sources shall be adequately identified and dated to satisfy the auditor of their authenticity and acceptability.

**AMENDMENTS TO  
BPA WORLDWIDE CONSUMER MAGAZINE RULES**

**BULLETIN B 06-1**

May 2006

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

**C5.12**

Any member of the Corporation in good standing may publicize the fact that it is a member. It may use the BPA Worldwide logo on member specific letterheads, advertising material, mastheads, or in any other place where:

The phrase "member of BPA Worldwide" might also be used.

The member would be entitled to use the BPA Worldwide logo.

The use of the BPA Worldwide logo is not detrimental to the Corporation.

***A member that has indicated in writing to BPA Worldwide an intention to resign from membership must immediately cease and desist use of the BPA Worldwide name and/or logo effective six months from the cover date of the most recently released circulation statement (e.g., six months from a period ending June circulation statement is December 31). (See Bylaw 8.0, Membership Resignation.)***

**C9.20**

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

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

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

**C9.20 (continued)**

<i>Bi-Monthly</i>	Copies would be late if mailed on or after the last day of the second month of the issue (a January/February issue would be late if mailed on or after February 28th).
<i>Semi-Monthly</i>	Copies would be late if mailed on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 14th).
<i>Weeklies</i>	Copies would be late if mailed on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 7th).

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

**C9.46 Paragraph 6 (Geographical Break-Out of Qualified Circulation for Issue Analyzed)**

Paragraph 6 shall contain an analysis (counts and percentages) of the Qualified Circulation by state, Zip Code, and three-digit Zip Code prefixes, county, province, and nation or other accepted geographical area. Non-Continuous Circulation, including Single-Copy Sales and Subscriptions, shall be analyzed separately. Multi-Copy Same Addressee subscriptions, if any, shall be included in the appropriate state or other geographic area. The issue analyzed shall be the same one as analyzed in Paragraph 4.

The analysis provided by magazine members reporting Qualified Continuous and Qualified Non-Continuous circulation shall contain Non-Continuous classification headings for Paid and Non-Paid.

Magazine members reporting digital circulation may, at their option, break out the digital copies served by geographic area according to the number of individuals who are being served only the digital Version and those that are being served both the digital and print Versions.

Magazine members reporting Sponsored Individually Addressed; Sponsored Multi-Copy Same Addressee; Public Place; or Sponsored Single-Copy Sales circulation in Paragraph 1 of circulation statements and audit reports may, at their option, break out such circulation by geographical area served.

New England	East South Central
Middle Atlantic	West South Central
East North Central	Mountain
West North Central	Pacific
South Atlantic	

In addition, U.S. Territories, Canada, Mexico, other International, APO and/or FPO addressed copies shall be reported.

An optional break-out of the U.S. population may be provided with an index reporting the quotient of the percentage of circulation divided by the percentage of population for that geographic area. The source of the U.S. population data shall be footnoted.

**C9.46 (continued)**

For circulation in the United Kingdom, Paragraph 6 will report the following regional break-out:

Northern	Greater London
Yorkshire & Humberside	South East
North West	South West
East Midlands	Wales
West Midlands	Scotland
East Anglia	Northern Ireland

Magazine members reporting circulation within the United Kingdom may elect to do so by county within region, using the BPA Worldwide standardized break-out.

Magazine members reporting international circulation by region and/or country may elect to do so using the BPA Worldwide standardized international geographic break-out.

International circulation will report the following regional break-out:

Asia	Caribbean
Middle East	Central America
Europe	South America
Africa	Asia Pacific
North America	

Standard country break-outs are available for each region. ~~Regions representing 5% or more of the Total Qualified Circulation for the analyzed issue shall include an analysis of countries and copies served. Regions with less than 5% may report regional subtotals, without countries, at the publisher's option. Countries and regions without circulation may be omitted at the option of the publisher.~~ **Regions representing 0-4.9% circulation may report circulation by continent. Regions with 5.0%-49% circulation shall report circulation by country. Regions with 50%+ circulation shall report circulation by state/province within any one country, using standard BPA Worldwide tables.**

**AMENDMENTS TO  
BPA WORLDWIDE NEWSPAPER RULES**

BULLETIN N 06-1

May 2006

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

**N7.8 Bulk**

Two or more copies of the print version of the newspaper sent to a single addressee. This circulation shall be reported separately in Paragraphs 1, 3, 4, and 5 of the Circulation Statement.

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

If the copies are purchased and the purchaser has a financial interest in the newspaper, those copies purchased may not be included in qualified circulation unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the newspaper.

**N7.8 (continued)**

Money collected from an agent for bulk subscriptions to the same addressee need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original subscribers or sponsor. **However, each sponsorship/third-party sale transaction must be without monetary recourse to the purchaser.**

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 10, 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.

**N7.9 Carrier Delivery**

**Newspapers delivered by individuals; not the national postal service.**

**N7.12 Drop Boxes**

Boxes used to distribute newspapers. Copies distributed via boxes that meet the definition of paid circulation (shall be reported as **single-copy sales paid circulation**. (See N7.31..) All other circulation shall be reported as non-paid bulk circulation.

**N7.18 Gift Subscriptions**

Purchased for persons other than the purchaser's employees.

Gift subscriptions may be served copies in arrears as paid circulation for three months after the expiration date for domestic circulation and six months after the expiration date for international circulation. (See N7.3.)

**Money collected by an agent need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor.)**

**N7.19 Group Subscriptions**

Purchased in lots of two or more, paid for by an employer for their employees and mailed by the publisher to individual addresses furnished by the employer. These subscriptions shall be reported in Paragraph 9.

Copies purchased in lots of two or more, paid for by an employer for their employees and mailed by the publisher to the same addressee shall be reported as "Bulk."

**Money collected by an agent need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber.**

**However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor.)**

**N7.22 Newspapers in Education**

Newspapers In Education: copies ordered for delivery to students or schools. Copies may be purchased individually, through classroom funds, or sponsored by a third-party. ***A description of the publisher's Newspaper in Education program is to be detailed in Paragraph 10.***

**N7.32 Single-Copy Sales (Bulk)**

Copies of an issue purchased in quantities of two or more, which promote the interest of the purchaser and otherwise conform to the definition of qualified paid circulation shall be reported as Single-Copy Sales in Paragraph 1, identified separately in Paragraph 5 and shown on an issue-by-issue basis in Paragraph 10.

Money collected by an agent need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original subscriber. ***However, each sponsorship – third-party sale transaction must be without monetary recourse to the publisher.***

**N7.34 Sponsored/~~Third-Party Individually Addressed~~ Circulation**

~~Individually addressed subscriptions~~ ***Circulation*** which promotes the interests of the sponsor/donor and which otherwise conforms to the definition of qualified paid circulation shall be reported in Paragraphs ***1, 3, 5, and 9*** 10. ~~This includes sponsored, group and gift subscriptions that are not bulk copies to the same addressee.~~ ***This includes carrier, mail, digital, bulk and single-copy sales.***

If the purchaser has a financial interest in the newspaper, those copies purchased may not be included in qualified circulation unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the newspaper.

***Agents shall not be sponsors of subscriptions or single copies. Having a "doing business as" (DBA) name is not sufficient to establish an agent's DBA operation as a sponsor.***

**N9.10 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.

Community and Ethnic Newspapers shall include:

- A. Paid Circulation
  - Subscriptions
    - 1) Carrier
    - 2) Mail
    - 3) Digital Edition
    - 4) Bulk
  - Single-copy sales
  - Total Paid Circulation
- B. Voluntary/Optional Paid Circulation

**N9.10 (continued)**

C. Non-Paid Circulation

- 1) Carrier Delivery
- 2) Mail Delivery
- 3) Digital Edition

Total Non-Paid Individual Circulation

D. Bulk Distribution (non-paid)

- 1) Carrier bulk - ~~residential~~
- 2) ~~Carrier bulk - non-residential~~
- 3) **2)** Drop Boxes – residential/public

Total Bulk Distribution

Total Non-Paid

Total **Qualified Circulation**

Daily Newspapers shall include:

~~I & II. TOTAL PAID CIRCULATION~~

I. SOLD AT HALF RATE OR GREATER

- Subscriptions
- 1) Carrier
  - 2) ~~Motor Route~~
  - 3) ~~2)~~ Mail
  - 4) **3)** Digital Edition
  - 5) ~~4)~~ Bulk

Single-copy sales

~~Newspapers in Education~~

~~Employee Copies~~

Sub-Total

II. SOLD AT LESS THAN HALF RATE

- Subscriptions
- 1) Carrier
  - 2) ~~Motor Route~~
  - 3) ~~2)~~ Mail
  - 4) **3)** Digital Edition
  - 5) ~~4)~~ Bulk

Single-copy sales

~~Newspapers in Education~~

Sub-Total

~~III. & IV. TOTAL NON-PAID CIRCULATION~~

**III. SPONSORED/THIRD-PARTY SALES**

- Subscriptions** 1) **Carrier**
- 2) **Mail**
- 3) **Digital Edition**
- 4) **Bulk**

**Single-copy sales**

**Sub-Total**

**III. INDIVIDUAL**

- 1) \_\_\_\_\_ Carrier Delivery
  - \_\_\_\_\_ a) City
  - \_\_\_\_\_ b) Rural
  - \_\_\_\_\_ c) Business
- \_\_\_\_\_ 2) Mail Delivery
- \_\_\_\_\_ 3) Digital Editions
- \_\_\_\_\_ Sub-Total

**IV. BULK**

- \_\_\_\_\_ 1) Carrier bulk — residential
- \_\_\_\_\_ 2) Carrier bulk — non-residential
- 2) \_\_\_\_\_ Drop Boxes — residential/public

**IV. NON-PAID CIRCULATION**

- 1) **Individual**
- 2) **Bulk**

Sub-Total  
TOTAL QUALIFIED CIRCULATION

Additional detail may be reported at the option of the publisher.

The average circulation of separate issues (or groupings of issues) can be reported in columnar format at the option of the publisher.

**Continued on next page**

**N9.14 Paragraph 3: Average Monthly Circulation**Community Newspapers:

Report the average monthly figures for the circulation as follows:

Subscriptions  
 Single-copy sales  
 Total Paid  
 Voluntary/Optional Paid  
 Individual Non-Paid  
 Bulk Non-Paid  
 Total Non-Paid  
~~Total~~ **Total Paid and Non-Paid Circulation**

Daily Newspapers:

Report the average monthly figures for the circulation as follows:

Subscriptions **Sold At Half Rate Or Greater**  
 Single-copy sales **Sold At Less Than Half Rate**  
 Newspapers in Education **Sponsored/Third-party sales**  
 Total Paid  
 Individual Non-Paid  
 Bulk Non-Paid  
 Total Non-Paid  
 Total **Paid and Non-Paid Circulation**

If the average digital circulation is equal to or greater than 5% of the average paid circulation for the period, the digital circulation shall be detailed separately throughout the report. Individuals receiving print, digital, and both the print and digital versions shall be included only once.

When averages of issues are reported in separate columns in Paragraph 1, the same issue groupings shall each be reported in Paragraph 3.

**N9.20 Paragraph 9: Prices**

Shall report the basic price(s) offered for each regularly established duration in each city trading zone, retail trading zone, designated market, MSA/Canada Post, and other trading zone. If the price charged is different for different delivery areas, one basic price per delivery area is to be established and the basic price for each delivery area reported.

**All sponsored/ third-party sales must be disclosed including price and quantity.**

Any other offers made during the reporting period are to be reported in Paragraph 9.

**N10.8**

Publishers shall maintain on file for use of the auditor, copies of all subscription offers, and copies of all contracts made with solicitors, subscription agencies or any other parties through whom subscriptions are obtained for their newspapers as well as for handlers (national distributors and/or wholesalers and/or retailers) of single-copy sales. **The auditor may request access to any ledger accounts relative to circulation, and such inspection shall be made with a representative of the newspaper present.**