



**AMENDMENTS TO
BPA WORLDWIDE BUSINESS PUBLICATION RULES**

BULLETIN B 09-1

DECEMBER 2009

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

B7.10 Combined Sales

Subscriptions to multiple publications or publications and products/~~or~~ services sold **together** at a special rate, **and charitable donations combined with non-deductible subscriptions**. (See B9.56).

Comment shall be made in paragraph 9, cross-referenced to paragraph 8, providing details of the number of copies of each publication sold in combination with another publication/product/service.

A publisher may disclose the value of each item of the combination sale. In the absence of individual item disclosures, the value of the subscription will be calculated as follows:

In order to determine the value of the subscription you shall first sum the recognized retail value (base value) of all the individual elements of the combination offer. The ratio of the bundled offer price to the sum of the individual elements determines the discount rate. This rate is applied to the base rate of the publication to determine the "Average Annual Subscription Order Price for the Period Reported."

Example offer:

12-month subscription to XYZ (base rate \$20.00)
1 widget (value \$15.00)
3 Months Risk Free access to a Web site (base value \$25.00)
Combination Rate: \$25.00

Calculation: $\$20.00 + \$15.00 + \$25.00 = \60.00
Offer = $\$25.00/\$60.00=41.6\%$
Discounted Magazine Price: $.416 \times \$20.00 = \8.33

The value of \$8.33 would then be used in calculating the "Average Annual Subscription Order Price for the Period Reported."

Publication subscriptions sold in combination with other publication subscriptions shall be reported within paragraph 8, How Ordered, in accordance with how they were sold, e.g. to individuals or sponsors, or as a membership benefit, etc.

Publication subscriptions sold in combination with other products or services shall be reported within paragraph 8, How Ordered, as "ordered with other product or service."

B7.14 Electronic Editions Digital Magazine

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. (Newsletters 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.)

Digital Magazine – A magazine (either with a companion print version or as a stand alone digital product) delivered periodically in a digital format with metered (i.e. linear) navigation that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between a digital magazine and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

A digital magazine may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Dynamic – Editorial can be created and/or selected at point of delivery. With a dynamic digital magazine, each recipient can receive a copy with different content and that content can change at any time.

Targeted – Editorial is changed for specifically defined groups and/or platforms before point of delivery. With a targeted digital magazine, each group of recipients, whether they are segmented demographically or because of the platform they use to receive the digital product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

Enhanced – If a print brand existed first, “enhanced” is editorial that is retained from the original edition and is redesigned and/or supplemented. With an enhanced digital product, each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

Effective June 2010: Publishers shall disclose in circulation statements under a “Statement of Content Platform” the form or combination of forms of digital magazine used per the above definition/ description.

Circulation for ***digital magazines*** ~~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 magazines*** ~~electronic~~ circulation shall be detailed separately throughout the report. Individuals receiving both the print and ***digital magazine*** ~~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.)

Digital magazines ~~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~~ **digital magazine**. Subscribers who opt-out of receiving the email alert but have not opted-out of receiving the **digital magazine** ~~electronic edition~~, need not receive an alert to be reported as qualified distribution. All others must receive an alert for each issue.

Digital magazines ~~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 ~~Electronic~~ non-qualified advertiser and advertiser agency copies and non-qualified paid **digital** ~~electronic~~ copies (excluding sponsored) may be reported on the BPA worldwide circulation statements, and audit reports.

Only one copy of a **digital magazine** ~~electronic edition~~ may be considered qualified circulation per single addressee. **Digital magazine** ~~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 **digital magazine** ~~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.

B7.29 Qualified Circulation

That circulation for which the mailing address conformance to the Field Served and Definition of Recipient Qualification, and correct classification in Paragraph 3a, are verified by auditable documentary evidence dated as shown in Paragraph 3b of the circulation statement. (Reporting Paragraph 3b is required for non-paid circulation and optional for paid circulation.)

For circulation to be identified as qualified "Continuous" circulation, publications shall serve recipients at least three months of continuous service of the publication, subject to normal removals and additions. Up to 5% of total qualified circulation may be served less than three months without further disclosure; over 5% must be reported as non continuous circulation (see 7.36)

Normal addition and removal activity includes removing subscribers that indicate they no longer wish to receive the publication and non deliverable addresses.

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

Individuals receiving copies of an electronic version may only be considered as qualified circulation if such copies are elicited either through personal or company request, or a non-deductible benefit-of-membership subscription (See section 7.9). Publishers may convert “requested” print edition subscriptions to electronic edition subscriptions, provided the subscriber who requested the publication receives advance notice of the conversion and is given the option to refuse the conversion. **The notice of conversion must give the publisher enough time to stop the conversion if the subscriber refuses to convert to a digital subscription.** Evidence of the original request and the notice of the conversion shall be available at the time of audit.

B7.31 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:

B7.31.1

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

Subscriptions sold with a portion of the proceeds going towards a charitable contribution shall exclude the charitable contribution from the subscription order amount.

B7.31.9

Copies exchanged for goods or services, or sold without using money (barter) may be claimed as qualified paid (barter) circulation providing:

- *The requirements relating to qualified paid circulation have been met.*
- *The goods and services exchanged must have been sold in the public domain over the last twelve months and have a clearly identifiable and established market value.*
- *The publisher is in possession of a written agreement with the purchaser, supported by invoiced transactions showing the quantities of copies/goods and services bartered and their value.*
- *The publisher has provided proof that the barter transactions have been recorded in the publishing company's accounting system and subsequent financial statements.*
- *The value of the copies sold is not subsequently redeemed by free advertising.*
- *The goods or services provided in exchange for the publication are not related to the supply of the publication (e.g. costs for distribution or marketing of the publication).*

B7.39 Single Copy Sales

Those copies of a publication sold through newsstands and other retail outlets and reported throughout a BPA Worldwide circulation statement or audit report. These sales shall be reported separately below paragraphs 1, 3a, 3b, 3c, and 4, and, when required, in paragraph 9 (See B9.63).

Any unsold or returned copies intended for single copy sales shall not be included in Average Non-Qualified Circulation. Unsold or returned copies are not included in BPA reports.

Magazine members reporting single copy sales in China must include the following footnote on all circulation statements and audit reports if single copy sales copies equal 10% or more of average total qualified circulation for the period: "BPA Worldwide has verified the number of copies printed, the number of copies shipped to the first point of the distribution channel, and that copies were paid for by the distributor at the first point of the sale chain. The actual number of copies sold by the retailer to the end consumer can not be verified, due to the current retail system."

B7.43 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.

Sponsored Individually Addressed barter circulation shall be reported separately in paragraph 1, Average Qualified Circulation Breakout for Period.

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.)

B8.6

Statements as outlined in the preceding sections shall be filed with the Corporation within fifteen days after the period which they cover. Publication members reporting 50% or more average qualified paid circulation in paragraph 1 shall be granted a 15-day extension to this date. No member shall be granted an extension of time to file except with the consent of the President of the Corporation, who shall not grant an extension greater than thirty days for publications reporting less than 50% average qualified paid circulation in paragraph 1 or forty-five days for publications reporting 50% or more average qualified paid circulation in paragraph 1 without a showing that the filing delay is a result of extenuating circumstances clearly beyond the publication member's control.

Failure to file a statement on or before the due date or the end date of an authorized extension, shall result in a suspension of services to the publication member and will subject the publication member to disciplinary action as outlined in Section B10.0 of the Bylaws.

At any time after the end date of an authorized extension, if the required circulation statement has not been filed, BPA Worldwide shall post an advisory to the BPA Worldwide website notifying the membership of the publication's failure to file. All costs incurred in creating and posting an advisory, if any, shall be paid for by the subject publication member.

No later than sixty days after the close of each reporting period, the web site, www.bpaww.com, will display the status of producing each circulation statement that has not been posted to the web site. For example, status reports for statements with the period ended June will be posted September 1st. These status reports will only include standard terminology approved by the Board of Directors.

The previous period's statement would be moved to "history" at this time.

When a ~~Once the~~ statement is received by BPA Worldwide **1 – 14 days after the stated due date** and a proof copy created, the publisher shall advise BPA of the acceptance of the proof copy within ten business days after the proof copy has been issued. **Statements received 15+ days after the stated due date shall have five business days to accept the proof. However, for publishers filing statements prior to the stated due date and receiving a proof copy before the stated due date, the counting of business days for the acceptance process shall commence with the filing due date and not from the date the proof copy was created. For all others,** final approval shall be received within twenty business days of receipt of the first proof. The President of the Corporation shall not grant an extension without a showing that the delay in approving the proof copy is a result of extenuating circumstances clearly beyond the publication member's control.

Failure to advise BPA of the acceptance of the proof copy by this date shall result in suspension of services to the publication member and will subject the publication member to disciplinary action as outlined in Section B10.0 of the Bylaws. BPA Worldwide shall post an advisory on its website, notifying the membership of the publication's failure to approve the proof copy. All costs incurred in creating and posting an advisory to the website, if any, shall be paid for by the subject publication member.

All signatures on circulation statements submitted to the Corporation shall be over the individual's typewritten name and title.

B9.23

Publication members reporting qualified continuous and qualified non-continuous circulation shall contain separate columns for these circulations which are cross tabulated to the different types of classifications reported. ~~In addition, a separate column for non-continuous circulation shall be included comparing the average non-continuous circulation of the other issues reported in the period to the issue analyzed.~~

B9.37.4

Publications reporting qualified continuous and qualified non-continuous circulation shall require separate paragraph 3b analyses. ~~In addition, a separate column for non-continuous circulation shall be included comparing the average of the other issues reported in the period to the issue analyzed.~~

B9.46

Publication members reporting qualified continuous and qualified non-continuous circulation shall require the analysis to contain separate columns for these circulations which is cross-tabulated to the different types of categories reported. ~~In addition, a separate column for non-continuous circulation shall be included comparing the average of the other issues reported in the period to the issue analyzed.~~

B9.48.1

Shall contain an analysis (count and percentage) of the qualified circulation by state and three-digit ZIP code prefixes, county, province, nation or other accepted geographical area. ***Digital magazine subscribers who do not provide a land address shall be reported as "email address only."***

Non-qualified: paid subscriptions, non-paid request circulation and single copy sales shall be analyzed separately below the qualified analysis. Multi-Copy circulation, 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 3a.

B9.49

Publication members reporting qualified continuous and qualified non-continuous circulation shall require the analysis to contain "continuous" and "non-continuous" classification headings. Both classifications would include paid and non-paid circulation breakouts. ~~In addition, a separate column for non-continuous circulation shall be included comparing the average of the other issues reported in the period to the issue analyzed.~~

Effective June 2010: ~~B9.56~~ Paragraph 8 (Paid Circulation Data)

~~Shall report average annual subscription order price for the period. Publications with 50,000 or less average total qualified circulation, and less than 5% average qualified paid circulation in paragraph 1, are not required to report average order price. Publications with more than 50,000 average qualified circulation in paragraph 1, have the same reporting option when the average qualified paid circulation is less than 2%.~~

~~Shall report issues per year.~~

~~Shall report all single copy sales prices for the period.~~

Effective June 2010: B9.57 (Renewal Percentage of Qualified Circulation)

Publishers may opt to report the renewal rate for the qualified paid continuous circulation ***in paragraph 8, Additional Data***. All publications have the option of reporting information in this paragraph upon the availability of the necessary records to complete the percentage of the renewal formula. ~~If a publication opts not to report this data, a renewal percentage table will not be displayed. (See B9.2)~~

Effective June 2010: B9.62 Paragraph 9 8 (Additional Data)

Shall contain any additional explanatory information necessary to supplement facts reported elsewhere in the statement.

Shall report all single copy sale prices for the period.

Only data approved by the President shall be shown in this paragraph.



AMENDMENTS TO BPA WORLDWIDE CONSUMER MAGAZINE RULES

BULLETIN C 09-1

DECEMBER 2009

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

C7.8 Combined Sales (Including Partnership Sales)

Subscriptions to multiple publications, ~~or~~ publications and products/~~or~~ services sold **together** at a special rate, **and charitable donations combined with non-deductible subscriptions.** (See C9.23).

Comment shall be made in paragraph 8, providing details of the number of copies of each magazine sold in combination with another magazine/product/service.

A publisher may disclose the price of each item of the combination sale or simply the value of the magazine subscription. If this option is chosen, the disclosed value of the magazine subscription shall be used in determining the "Average Annual Subscription Order Price for the Period Reported", which shall be stated on the front page of the circulation statement and audit report. The disclosed value cannot be in excess of the total price to be paid for the entire package offered.

In the absence of individual item or magazine price disclosures, the value of the subscription will be calculated as follows:

In order to determine the value of the subscription you shall first sum the recognized retail value (base value) of all the individual elements of the combination offer. The ratio of the bundled offer price to the sum of the individual elements determines the discount rate. This rate is applied to the base rate of the magazine to determine the "Average Annual Subscription Order Price for the Period Reported". The latter shall be stated on the front page of the circulation statement and audit report.

C7.10 Electronic Editions Digital Magazine

~~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. (Newsletters 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.)~~

Digital Magazine – A magazine (either with a companion print version or as a stand alone digital product) delivered periodically in a digital format with metered (i.e. linear) navigation, that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between a digital magazine and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

A digital magazine may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Dynamic – Editorial can be created and/or selected at point of delivery. With a dynamic digital magazine, each recipient can receive a copy with different content and that content can change at any time.

Targeted – Editorial is changed for specifically defined groups and/or platforms before point of delivery. With a targeted digital magazine, each group of recipients, whether they are segmented demographically or because of the platform they use to receive the digital product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

Enhanced – If a print brand existed first, “enhanced” is editorial that is retained from the original edition and is redesigned and/or supplemented. With an enhanced digital product, each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

Effective June 2010: Publishers shall disclose in circulation statements under a “Statement of Content Platform” the form or combination of forms of digital magazine used per the above definition/description.

Circulation for **digital magazines** ~~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 **digital** ~~electronic~~ distribution. The printing and release of an audit shall be at the media owner’s option.

In all audit reports and circulation statements, **digital** ~~electronic~~ circulation shall be detailed separately throughout the report. Individuals receiving both the print and **digital** ~~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.)

Digital magazines ~~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 **digital** ~~electronic~~ magazine. Subscribers who opt-out of receiving the email alert but have not opted-out of receiving the **digital** ~~electronic~~ publication, need not receive an alert to be reported as qualified distribution. All others must receive an alert for each issue.

Digital magazines ~~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 ~~Electronic~~ non-qualified advertiser and advertiser agency copies and non-qualified paid **digital** ~~electronic~~ copies (excluding sponsored) may be reported on the BPA worldwide circulation statements, and audit report.

Only one copy of a **digital magazine** ~~electronic edition~~ may be considered qualified circulation per single addressee. **Digital magazine** ~~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 **digital magazine** ~~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.

C7.19.2 Sponsored Multi-Copy Same Addressee Circulation

Copies purchased in lots of 11 or more that promote the interests of the sponsor/donor and are sent to a single addressee, and which otherwise conform to the definition of qualified paid circulation, shall be reported as "Sponsored Multi-Copy Same Addressee."

Qualified paid Sponsored Multi-Copy Same Addressee Circulation may be classified as "Sponsored Individually Addressed" 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 which otherwise conform to the definition of qualified paid circulation, shall be reported as "Multi-Copy Same Addressee." (See Rule C.7.19)

Sponsored Multi-Copy Same Address barter circulation shall be reported separately in the Summary Section, page one, paragraph 1 (Average Qualified Circulation Breakout for Period), and paragraph 4 (Breakout of Qualified Circulation to Consumer Markets for Issue Analyzed).

C7.19.3 Pertaining to Both Multi-Copy Same Addressee and Sponsored Multi-Copy Same

Addressee circulation:

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

If the number of subscriptions involved in any one Multi-Copy Same Addressee or Sponsored Multi-Copy Same Addressee 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 separately and fully explained in Paragraph 8.

If a purchaser of such copies has a financial interest in the magazine, these copies 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, not for the benefit of the magazine.

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 Rule C10.8.)

"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.

When an agent is awarded the right to be the sole distributor of multiple copies to selected franchisee or corporately-owned retail locations, the agent may authorize the distribution agreement. The agreement 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 for each location. Distribution contracts between the agent and each retailer (franchisor or corporate head office) shall be provided to the auditor.

C7.25 Qualified Circulation

That circulation for which the mailing address, conformance to the Market Served, and correct classification in Paragraph 4 are verified by auditable documentary evidence, dated as shown in Paragraph 5 of the circulation statement. (Reporting in Paragraph 5 is required for non-paid circulation and optional for paid circulation.)

For circulation to be identified as qualified "Continuous" circulation, publications shall serve recipients at least three months of continuous service of the publication, subject to normal removals and additions. Up to 5% of total qualified circulation may be served less than three months without further disclosure; over 5% must be reported as non continuous circulation (see C7.32 Rotated Distribution)

Normal addition and removal activity includes removing subscribers that indicate they no longer wish to receive the publication and non deliverable addresses.

Individuals receiving copies of an electronic Version may only be considered as Qualified Circulation if such copies are elicited either through personal, or company request, or as a non-deductible Benefit-of-Membership subscription. (See C7.7.) Publishers may convert "requested" print edition subscriptions to electronic edition subscriptions provided the subscriber who requested the magazines receives advance notice of the conversion and is given the option to refuse the conversion. ***The notice of conversion must give the publisher enough time to stop the conversion if the subscriber refuses to convert to a digital subscription.*** Evidence of the original request and the notice of the conversion shall be available at the time of audit.

C7.27 Qualified Paid Subscription Circulation

Circulation that 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.

Payment shall not be delinquent for more than six months after the beginning of the subscription service.

A subscription of any category reported as "paid" in Paragraph 1, which is not paid for at the time of ordering, is considered a credit subscription. A credit subscription shall be counted as paid circulation up to six months from the date of the first issue served. If payment for such subscriptions has not been received within six months from the date of the first issue served, such copies shall be deducted from the total qualified paid copies served during this period.

A subscription sold on a “renew until forbid” basis may be reported as paid circulation until the subscriber cancels. All copies served from the moment the consumer cancels the subscription until the publisher receives notification of the cancellation, shall be reported as paid circulation as long as the publisher receives payment for the issues served (either from the consumer or agent). If the publisher is debited for unpaid copies served, then only the copies served which meets the arrears criteria may be reported in paid circulation. (See Arrears, Section C7.3).

No promotional incentive or other inducement may be offered which has an advertised value, or cost to the publisher, of more than 50% of the subscription offer price.

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 magazine.

Subscriptions sold with a portion of the proceeds going towards a charitable contribution shall exclude the charitable contribution from the subscription order amount.

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 or activity based. For example, points earned for credit card purchase/borrowing activity and purchase of air travel, hotel stays, or car rentals, etc. qualify; points for activity, such as completing surveys, participating in focus group, etc. also qualify.

- 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-magazine products/services. Magazines 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-magazine products/ services shall be equal to or greater than the lowest valued magazine.
- 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.

Copies exchanged for goods or services, or sold without using money (barter) may be claimed as qualified paid (barter) circulation providing:

- ***The requirements relating to qualified paid circulation have been met.***
- ***The goods and services exchanged must have been sold in the public domain over the last twelve months and have a clearly identifiable and established market value.***

- ***The publisher is in possession of a written agreement with the purchaser, supported by invoiced transactions showing the quantities of copies/goods and services bartered and their value.***
- ***The publisher has provided proof that the barter transactions have been recorded in the publishing company's accounting system and subsequent financial statements.***
- ***The value of the copies sold is not subsequently redeemed by free advertising.***
- ***The goods or services provided in exchange for the publication are not related to the supply of the publication (e.g. costs for distribution or marketing of the publication).***

C7.35 Single-Copy Sales

Those copies of a magazine sold through newsstands and other retail outlets and reported as Qualified Circulation throughout a BPA Worldwide consumer magazine audit circulation statements or audit reports. These sales shall be reported separately in Paragraphs 1, 2, 4, 5 (if reported) and 6 and, when required, in Paragraph 8. (See C9.55, C9.56, C9.57.)

For auditing Single-Copy Sales, final settlement figures shall be available for at least half of the issues in the period. The balance of issues may be projected based on an historical average of the settled issues.

Examples of three-month initial audit eligibility dates:

Weeklies shall have seven issues settled;

Monthlies shall have one issue settled;

Bimonthlies shall have one issue settled;

Quarterlies shall have one issue settled;

Semi-annuals and annuals shall be settled.

An established magazine may project Single-Copy Sales for any issue in the three-month initial audit period, so long as a documented record of at least six prior months' net sales is available.

Single-Copy Sales shall conform to the following conditions:

Copies shall be paid for by the last agent in the chain of distribution (point-of-purchase) at any price, and payment shall be remitted to the publisher by the final settlement date. (See C7.12.)

Single-Copy Sales - Non-Returnable: The publisher shall provide signed affidavits from the last agent of sale, supporting the number of copies sold to consumers.

If a publisher does not wish to collect non-returnable single-copy sale affidavits, they may use the following formula:

The total possible sale (draw) shall be reduced by a prorated amount calculated on the basis of whatever discounted price is actually remitted by the agent at point-of-purchase. The total amount paid to the publisher from the vendor shall be divided by the cover price to yield copies "sold". (For example, a publisher allows a 50% discount off cover price for vendors on a non-returnable system. If the vendor draws 100 copies at 50% of the \$2.00 cover price, \$100.00 would be paid to the publisher. Dividing this by the \$2.00 cover price yields 50 copies that may be claimed as Single-Copy Sales.

The above method of calculating sales applies to magazines; it does not apply to comic books. Publishers of comic books shall report non-returnable distribution as the whole number of copies sold to retailers, not distributors, and shall be reported as Non-Returnable Distribution in Paragraph 1, identified separately in Paragraph 4, and reported by region within Paragraph 6, if advertising is sold on a regional basis.

Publishers of comic books who report Non-Returnable Distribution shall state within the Method of Distribution (Paragraph 8): "Non-Returnable Distribution are copies placed for sale on a non-returnable basis and are audited to the point of distribution. BPA Worldwide has verified the number of copies ordered, the number of copies shipped and that these were paid for by the retailer. The actual number of copies sold by the retailer is not verified during the audit process."

No promotional incentive or other inducement may be offered which has a recognized retail value or represented value, or cost to the publisher, of more than 50% of the magazine's suggested retail cover price. (See C7.22.)

Magazine members reporting single copy sales in China must include the following footnote on all circulation statements and audit reports if single copy sales copies equal 10% or more of average total qualified circulation for the period: "BPA Worldwide has verified the number of copies printed, the number of copies shipped to the first point of the distribution channel, and that copies were paid for by the distributor at the first point of the sale chain. The actual number of copies sold by the retailer to the end consumer can not be verified, due to the current retail system."

C7.38 Sponsored Individually Addressed Circulation

Individually Addressed Subscriptions purchased in lots of 11 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 Individually Addressed" circulation. This includes sponsored and group subscriptions that are not Sponsored Multi-Copy Same Addressee.

Sponsored Individually Addressed barter circulation shall be reported separately in the Summary Section, page one, paragraph 1 (Average Qualified Circulation Breakout for Period), and paragraph 4 (Breakout of Qualified Circulation to Consumer Markets for Issue Analyzed).

~~Individually addressed subscriptions purchased in lots of 10 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 "Individual" circulation.~~

If the purchaser has a financial interest in the magazine, these purchased copies 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 magazine.

Money collected from an agent for Sponsored Individually Addressed subscriptions need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original donor. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor). (See Rule C10.8.)

C7.39 Sponsored Single-Copy Sales

Copies of an issue purchased in quantities of two or more that promote the interest of the purchaser and otherwise conform to the definition of Qualified Paid Circulation, shall be reported as "Sponsored Single-Copy Sales" in Paragraph 1, identified separately in Paragraph 4 and shown on an issue-by-issue basis in Paragraph 8.

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 Rule C10.8.)

Sponsored Single Copy barter circulation shall be reported separately in the Summary Section, page one, paragraph 1 (Average Qualified Circulation Breakout for Period), and paragraph 4 (Breakout of Qualified Circulation to Consumer Markets for Issue Analyzed).

C8.6

Statements as outlined in the preceding sections shall be filed with the Corporation within fifteen days after the period which they cover. Magazine members reporting 50% or more average qualified paid circulation in paragraph 1 shall be granted a 15-day extension to this date.

No member shall be granted an extension of time to file except with the consent of the President of the Corporation, who shall not grant an extension greater than thirty days for magazines reporting less than 50% average qualified paid circulation in paragraph 1 or forty-five days for magazines reporting 50% or more average qualified paid circulation in paragraph 1 without a showing that the filing delay is a result of extenuating circumstances clearly beyond the magazine member's control. Failure to file a statement on or before the due date or the end date of an authorized extension, shall result in a suspension of services to the magazine member and will subject the magazine member to disciplinary action as outlined in Section C10.0 of the Bylaws.

At any time after the end date of an authorized extension, if the required circulation statement has not been filed, BPA Worldwide shall post an advisory to the BPA Worldwide website notifying the membership of the magazine's failure to file. All costs incurred in creating and posting an advisory, if any, shall be paid for by the subject magazine member.

No later than sixty days after the close of each reporting period, the web site, www.bpaww.com, will display the status of producing each circulation statement that has not been posted to the web site. For example, status reports for statements with the period ended June will be posted September 1st. These status reports will only include standard terminology approved by the Board of Directors.

The previous period's statement would be moved to "history" at this time.

When a ~~Once the~~ statement is received by BPA Worldwide **1 – 14 days after the stated due date** and a proof copy created, the publisher shall advise BPA of the acceptance of the proof copy within ten business days after the proof copy has been issued. **Statements received 15+ days after the stated due date shall have five business days to accept the proof. However, for publishers filing statements prior to the stated due date and receiving a proof copy before the stated due date, the counting of business days for the acceptance process shall commence with the filing due date and not from the date the proof copy was created. For all others,** final approval shall be received within twenty business days of receipt of the first proof. The President of the Corporation shall not grant an extension without a showing that the delay in approving the proof copy is a result of extenuating circumstances clearly beyond the publication member's control.

Failure to advise BPA of the acceptance of the proof copy by this date shall result in suspension of services to the magazine member and will subject the magazine member to disciplinary action as outlined in Section C10.0 of the Bylaws. BPA Worldwide shall post an advisory on its website, notifying the membership of the magazine's failure to approve the proof copy. All costs incurred in creating and posting an advisory to the website, if any, shall be paid for by the subject magazine member.

All signatures on circulation statements submitted to the Corporation shall be over the individual's typewritten name and title.

C9.9 Method of Distribution

Method of Distribution shall contain one of the following statements concerning the distribution of a magazines reporting electronic editions, qualified Continuous and Non-Continuous circulation, or multi-copy same addressee circulation equal to 10% or more, but less than 25%, of average qualified circulation:

If electronic Version circulation exists, the Method of Distribution shall be disclosed as follows: (See C7.10)

Electronic Edition

"Print copies are distributed via postal services or other carriers. Recipients who request the electronic Version are notified via [disclose method: email, RSS, instant message, other] when the Version is available."

If Non-Continuous circulation exists, the nature of the Non-Continuous circulation shall be fully disclosed as follows:

Continuous and Non-Continuous Circulation

"Copies are distributed on a Continuous basis (at least three consecutive months) and non Continuous basis (up to three month's service). Continuous and Non-Continuous circulation are reported separately throughout this report."

If 10% or more, but less than 25%, of average qualified circulation is multi-copy same addressee, the following comment shall be included in the Method of Distribution.

Multi-Copy Same Addressee"

Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution."

These comments may contain additional explanations regarding the character and nature of the distribution, and any other amplification necessary.

If trade show, consumer show, and convention distribution are reported as Qualified Circulation, the following comment shall be included as part of the Method of Distribution:

"Distribution to trade shows, consumer shows, and conventions are audited only to the event and not to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution. When the publisher exhibits and distributes copies at a show the following shall be stated: The publisher has provided a paid contract for exhibit space. Distribution to the event is supported by delivery receipts from a third party, **or confirmed by show management.**"

(See C9.33, C10.17 and C10.24.1.)

Effective June 2010: C9.13

The Average Qualified Circulation summary table shall list:

- Average Total Qualified (**based on # of issues during period**),
- Average Rate Base,
- Variance figure expressed as copies above or below the average rate base and as a percent,
- Qualified circulation separated by Qualified Paid and Qualified Non-Paid, and the former further separating Subscriptions, Sponsored, **Bartered** and Single Copy Sales.

Effective June 2010: C9.14

The Price and Frequency summary table shall list the:

"Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)".

If sponsored orders represent 10% or more of all orders for the period as reported in paragraph 3a Prices, the "Average Annual Sponsored Order Price for the Period" shall also be reported separately in the Price and Frequency table (see Rule 9.23).

If sponsored orders represent 5% or more, but less than 10% of all orders for the period as reported in paragraph 3a Prices, the “Average Annual Sponsored Order Price for the Period” shall be reported in paragraph 8, Additional Data.

Magazines with 50,000 or less average total qualified circulation and less than 5% average qualified paid circulation in paragraph 1, are not required to report average subscription order price. Magazines with more than 50,000 average qualified circulation in paragraph 1, have the same reporting option when the average qualified paid circulation is less than 2%.

Effective June 2010: C9.23 Paragraph 3a (Prices)

Shall report the “Average Annual Order Price” ***excluding sponsored orders.***

Average price shall be calculated by totaling the gross dollar value of all orders received during the reporting period (inclusive of promotional incentives but exclusive of all sponsorship orders, whether Individual, Multi-Copy or Public Place), and dividing this total by the gross total number of copies ordered (exclusive of all Sponsorship orders, whether Individual, Multi-Copy or Public Place). The resulting average unit price is then multiplied by the basic annual term, to yield the average subscription price for the period.

If sponsored orders represent 10% or more of all orders for the period, the average annual order price for the period for sponsored copies shall be reported separately as “Sponsored Average Annual Order Price: \$##.”

If sponsored orders represent 5% or more, but less than 10% of all orders for the period, the “Sponsored Average Annual Order Price” shall be reported in paragraph 8, Additional Data.

Average sponsored order price shall be calculated by totaling the gross dollar value of all sponsored orders received during the reporting period (inclusive of Multi-Copy or Public Place), and dividing this total by the gross total number of sponsored copies ordered. The resulting average unit price is then multiplied by the basic annual term, to yield the average sponsored order price for the period.

When multiple currencies are collected, the publisher shall convert the multiple currencies into one home currency of choice in order to compute Average Annual Order Price.

(For determining average annual price for Combination Sales, see C7.8.)

Paragraph 3a shall separately report the gross number of Qualified Paid subscriptions sold during the period by prices and terms, in sequence of descending percentage of orders sold that are yielded from offers representing 5% or more of subscription sales for the period (except for “All Others,” which shall always be reported last). ~~However, no Sponsored circulation of any type shall be included in the calculation of average price, and this shall be noted. Nor are Sponsored orders~~ ***are not required*** to be itemized by price and term. Rather, the total Sponsored orders received during the period (including Multi-Copy and paid Public Place) shall be reported as a one-line figure which, when added to the reporting of all other orders, shall yield the grand total orders received for the period.

If paid copies under “All Others” represent 20% or more of the orders for the period, the average price of “All Other” orders shall also be reported.

Subscriptions sold on a renew until forbid basis with no fixed term, which are billed periodically throughout the year, without any renewal notification, shall be reported separately as “Perpetual subscribers (see note).” The publisher shall disclose the rate and terms of the perpetual subscriptions.

Subscriptions sold on the basis of acceptance of redemption of affinity program points (e.g., frequent flyer miles, loyalty points, etc.) as payment, shall disclose the details of the offer, including the subscription price, redemption value of a point, and points redeemed, in Paragraph 8. These shall also be cross-referenced to Paragraph 3a.

C9.32

Magazine members reporting **Barter**, Sponsored Individually Addressed, Sponsored Multi-Copy Same Addressee, and Sponsored Single-Copy Sales circulation in Paragraph 1 of circulation statements and audit reports shall report each type of circulation separately in Paragraph 4 of these statements and reports.

Magazine members shall state, in auditable terms, the type of business or market category of the sponsor/purchaser and the specific nature/characteristics of the recipients of these Sponsored magazine copies (e.g., "Sponsored Individually Addressed: A manufacturer of sporting goods Sponsored copies for physical educators and sports coaches").

Agents shall not be sponsors of subscriptions or single copies. (See C7.42.)

Magazine members may aggregate sponsors/purchasers that are of the same type of business or market category (e.g., "Sponsored Individually Addressed: Five manufacturers of sporting goods Sponsored copies for physical educators and sports coaches").

If copies are requested by the end recipient, the magazine member may disclose this (e.g., "Sponsored Individually Addressed: Copies requested by online catalog shoppers, Sponsored by an online catalog retailer").

Reporting of the actual name of the sponsor/purchaser is optional.

Auditable documentary evidence shall be available to support the conformance to the magazine member claim. The terms of qualification of the recipient shall also be stated in Market Served.

C9.45.1

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. ***Digital magazine subscribers who do not provide a land address shall be reported as "email address only."***

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.



AMENDMENTS TO BPA WORLDWIDE NEWSPAPER RULES

BULLETIN N 09-1

DECEMBER 2009

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

N7.29 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 six months after the beginning of the subscription service.

A subscription that is ordered for which no payment had been received is considered a credit subscription. A credit subscription shall be counted as paid circulation up to six months from the date of the first issue served. If payment for such subscriptions has not been received within six months from the date of the first issue served, such copies shall be deducted from the qualified paid circulation for all copies served during this period.

A subscription sold on a "renew until forbid" basis may be reported as paid circulation until the subscriber cancels. All copies served from the moment the consumer cancels the subscription until the publisher receives notification of the cancellation, shall be reported as paid circulation as long as the publisher receives payment for the issues served (either from the consumer or agent). If the publisher is debited for unpaid copies served, then only the copies served which meets the arrears criteria may be reported in paid circulation. (See Arrears, Section N7.3).

No promotional incentive or other inducement may be offered which has an advertised value, or cost to the publisher, of more than 50% of the subscription offer price.

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.

Copies exchanged for goods or services, or sold without using money (barter) may be claimed as qualified paid (barter) circulation providing:

- ***The requirements relating to qualified paid circulation have been met.***
- ***The goods and services exchanged must have been sold in the public domain over the last twelve months and have a clearly identifiable and established market value.***
- ***The publisher is in possession of a written agreement with the purchaser, supported by invoiced transactions showing the quantities of copies/goods and services bartered and their value.***
- ***The publisher has provided proof that the barter transactions have been recorded in the publishing company's accounting system and subsequent financial statements.***
- ***The value of the copies sold is not subsequently redeemed by free advertising.***
- ***The goods or services provided in exchange for the publication are not related to the supply of the publication (e.g. costs for distribution or marketing of the publication).***

N8.6

Statements as outlined in the preceding sections shall be filed with the Corporation within thirty days after the period, which they cover.

No member shall be granted an extension of time to file except with the consent of the President of the Corporation, who shall not grant an extension greater than thirty days, without a showing that the filing delay is a result of extenuating circumstances clearly beyond the newspaper member's control. Failure to file a statement on or before the due date or the end date of an authorized extension, shall result in a suspension of services to the newspaper member and will subject the newspaper member to disciplinary action as outlined in Section 10.0 of the Bylaws.

At any time after the end date of an authorized extension, if the required Circulation Statement has not been filed, BPA Worldwide shall post an advisory to the BPA Worldwide website notifying the membership of the newspaper's failure to file. All costs incurred in creating and posting an advisory, if any, shall be paid for by the subject newspaper member.

No later than sixty days after the close of each reporting period, the web site, www.bpaww.com, will display the status of producing each Circulation Statement that has not been posted to the web site. The previous period's statement would be moved to "history" at this time.

When a ~~Once the~~ statement is received by BPA Worldwide **1 – 14 days after the stated due date** and a proof copy created, the publisher shall advise BPA of the acceptance of the proof copy within ten business days after the proof copy has been issued. **Statements received 15+ days after the stated due date shall have five business days to accept the proof. However, for publishers filing statements prior to the stated due date and receiving a proof copy before the stated due date, the counting of business days for the acceptance process shall commence with the filing due date and not from the date the proof copy was created. For all others,** final approval shall be received within twenty business days of receipt of the first proof. The President of the Corporation shall not grant an extension without a showing that the delay in approving the proof copy is a result of extenuating circumstances clearly beyond the publication member's control.

Failure to advise BPA of the acceptance of the proof copy by this date shall result in suspension of services to the newspaper member and will subject the newspaper member to disciplinary action as outlined in Section 10.0 of the Bylaws. BPA Worldwide shall post an advisory on its website, notifying the membership of the newspaper's failure to approve the proof copy. All costs incurred in creating and posting an advisory to the website, if any, shall be paid for by the subject newspaper member.

All signatures on Circulation Statements submitted to the Corporation shall be over the individual's typewritten name and title.

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) Electronic Edition
 - 4) Bulk

Single Copy Sales

Total Paid Circulation

B. Voluntary/Optional Paid Circulation

C. Non-Paid Circulation

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

Total Non-Paid Individual Circulation

D. Bulk Distribution (non-paid)

- 1) Carrier bulk
- 2) Drop Boxes – residential/public

Total Bulk Distribution

Total Non-Paid

Total Qualified Circulation

Daily Newspapers shall include:

- Subscriptions
- 1) Carrier
 - 2) Mail
 - 3) Electronic Edition
 - 4) Bulk

Single Copy Sales

Sub-Total

II. SOLD AT LESS THAN HALF RATE

- Subscriptions
- 1) Carrier
 - 2) Mail
 - 3) Electronic Edition
 - 4) Bulk

Single Copy Sales

Sub-Total

TOTAL NON-PAID CIRCULATION

III. SPONSORED/THIRD-PARTY SALES

- Subscriptions
- 1) Carrier
 - 2) Mail
 - 3) Electronic Edition
 - 4) Bulk

Single-copy sales

Sub-Total

IV. BARTERED SALES (if applicable)

Subscriptions 1) *Carrier*
2) *Mail*
3) *Electronic Edition*
4) *Bulk*

Single-copy sales

Sub-Total

V. NON-PAID CIRCULATION

1) Individual
2) Bulk

Sub-Total

TOTAL QUALIFIED CIRCULATION

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

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.

All barter sales shall be disclosed including price and quantity.

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



AMENDMENTS TO CCAB CANADIAN DAILY NEWSPAPER RULES

BULLETIN DN 09

DECEMBER 2009

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

DN7.12 Educational

All *print* educational copies, including but not limited to classroom, university and language programs shall be reported as "sponsored by third party or free, educational," in paragraph one.

In cases when educational copies are not supported by invoicing and corresponding proof-of-payment, copies must be supported by an agreement indicating the location acknowledges accepting the newspaper for redistribution. The agreement can either be in written, telecommunication, or electronic format. To verify the request, written agreements must be signed and dated; telecommunication agreements must be recorded; electronic agreements must contain the answer to a personal identifying question to which only the subscriber would know the answer. All must be made available to the auditor upon request.

Agreements from a school board shall be permitted. The document shall include the list of schools where the copies are to be distributed, with full address, telephone number, the quantity per location, and the contact person at each location.

DN7.13 Electronic Editions (E-editions)

Electronic Editions – A newspaper (either with a companion print version or as a stand alone electronic product) delivered periodically in a digital format with metered (i.e. linear) navigation, that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between an electronic editions and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

An electronic edition may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Dynamic – Editorial can be created and/or selected at point of delivery. With a dynamic electronic edition, each recipient can receive a copy with different content and that content can change at any time.

Targeted – Editorial is changed for specifically defined groups and/or platforms before point of delivery. With a targeted electronic edition, each group of recipients, whether they are segmented demographically or because of the platform they use to receive the electronic product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

Enhanced – If a print brand existed first, “enhanced” is editorial that is retained from the original edition and is redesigned and/or supplemented. With an enhanced electronic product, each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or electronic). Apart from minor updates, the content cannot change once the issue is made available.

Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica electronic product, each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

Effective June 2010: Publishers shall disclose in circulation statements under a “Statement of Content Platform” the form or combination of forms of electronic edition used per the above definition/ description.

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.

Electronic Edition Site License: A contract or agreement between a publisher member and company/organization/ association/**education establishment** 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.

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 serving markets of 100,000 or more population shall report circulation by day, **along with a weekday average**, by Census Metropolitan Area (CMA) and Non Census Metropolitan Area. Daily newspapers serving markets less than 100,000 population may report circulation **by day, along with a weekday average**, 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) Electronic Edition
- 5) Other
- Total

II. Sponsored By Third Party or Free

- 1) Home Delivery
- 2) Single Copy
- 3) 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)