



**AMENDMENTS TO  
BPA WORLDWIDE BUSINESS PUBLICATION RULES**

**BULLETIN B 10-1**

**MAY 2010**

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

**B7.19 Gift Subscriptions**

***Subscriptions purchased for persons who are friends or family, and not the purchaser's employer.***  
~~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 "***Individual***" ~~"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 "***Individual***" ~~"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.)

**B7.43 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 and 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.)



**AMENDMENTS TO  
BPA WORLDWIDE CONSUMER MAGAZINE RULES**

**BULLETIN C 10-1**

**MAY 2010**

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

**C9.33**

The reporting of Multi-Copy Same Addressee and Sponsored Multi-Copy Same Addressee subscriptions shall include an accompanying explanatory footnote. (See Rules C7.19 and C9.9.)

Qualified copies distributed to trade shows, consumer shows and conventions shall be identified separately within Paragraph 4, ***with a cross reference to explanatory paragraph that includes general information regarding the nature of the show(s). Individual shows and copy quantities per show may be disclosed at the publishers option.*** ~~with a cross reference to Paragraph 8 that includes the following data: Name of each show, date of each show, location of each show, and number of copies distributed at each show.~~



## **AMENDMENTS TO CCAB CANADIAN DAILY NEWSPAPER RULES**

**BULLETIN DN 10-1**

**MAY 2010**

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

### **DN7.31 Promotional Incentive**

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

When subscriptions are sold with a promotional incentive, the publisher must collect payment greater than the full value of the promotional incentive.

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

***When a publisher awards incentives to contractors to purchase and promote merchandise that will best promote subscription sales, however; the actual incentive to the consumer cannot be determined by the publisher, the following disclosure will be made in Paragraph 3, "X-week Y-day (Day of week to Day of week) subscriptions were sold for \$X (inclusive of GST/HST) through agents furnished with a \$Y incentive for each subscription sale. The intent of the incentive was to purchase merchandise to serve as a premium offering to be given to subscribers. The publisher is unable to determine the final incentive provided to the end consumer," where as if the actual incentive can be determined by the publisher, it shall be disclosed.***

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

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

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

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

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

When single copies are sold with a promotional incentive, the publisher must collect payment greater than the full value of the promotional incentive. The value of the promotional incentive is considered to be the actual cost to the publisher, or the recognized retail value or represented value, whichever is highest.

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

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

Editorial promotional incentives include:

reprints of newspaper sections,

books,

other printed reference matter (paid annual periodicals excluded),

pamphlets,

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

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