

June 2016

Dear CCAB Member,

We have summarized new rule amendments for Canadian daily newspapers passed by the Board of Directors at their May 2016 meeting. Unless specifically noted below, all changes are effective July 1, 2016.

The Rule Amendments/New Rules may be accessed through the [“Rules & Bylaws”](#) link on our home page. We have also posted this summary to the [blog](#) if you wish to comment on any of the initiatives or rule amendments. If you prefer, please contact [Tim Peel](#) with any questions.

Board Actions Applying to Canadian Daily Newspapers

Daily Newspaper Data Filing and Report Release Dates: Canadian daily newspaper members release one Brand Report and top-line TRAC (Trend Report About Circulation) data for the twelve months ended December. In addition, quarterly TRAC data is also required for the following periods:

- January – March
- April – June
- July – September
- October – December

Quarterly data is required to be filed 30 days after the close of each reporting period, and CCAB will release TRAC reports 45 days after the close of each quarter. In addition, the annual TRAC report will be released 90 days after the close of the calendar year. Subsequent releases of quarterly and annual TRAC data will be made available 10 business days after each release to include members that missed the original TRAC releases. If TRAC filing and original release dates fall on a weekend or public holiday, release dates for the period will default to the first regular business day that follows.

No member shall be granted an extension of time to file greater than five (5) business days.

Group Subscriptions: Group subscriptions in which employers pay for two or more copies for their employees and distributed to addresses furnished by the employer will be reported as “Paid for by Individual Recipient - Other.” Media owners must maintain records that can be made available to CCAB audit staff proving the name or title of each employee receiving the newspaper.

Educational Electronic Edition Copy Limits: It is the publisher’s responsibility to ensure that educational e-editions serving an institution do not exceed the number of teachers, faculty and students enrolled in that institution.

The following rules are effective January 2017

Electronic Subscriptions – Paid Sponsored or Free: Paid sponsored or free electronic edition subscriptions must first be authenticated (subscriber registration) by the user. Canadian daily newspaper publishers may report electronic edition subscriptions as “sponsored or free” circulation on days the subscriber has accessed the electronic edition.

Educational e-editions served through site licenses do not require authentication by the user, and copy claims shall be based on the number of seats listed in agreements.

Electronic Subscriptions – Bundled with Print: Electronic editions that are bundled with print subscriptions (or served as premiums to print subscriptions) must first be authenticated and may only be reported as qualified circulation for those days the electronic edition is accessed by the subscriber.

Reporting of unique unduplicated subscribers will no longer be required.

Sincerely,

A handwritten signature in black ink that reads "Glenn Hansen". The signature is written in a cursive style with a large initial 'G' and 'H'.

Glenn Hansen
President & CEO
BPA Worldwide
ghansen@bpaww.com