



January 2017

Dear CCAB Member,

We have summarized new rule amendments for Canadian Community Newspapers passed by the Board of Directors at their December 2016 meeting.

The Rule Amendment 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 your regional BPA representative, or any of our audit staff, with any questions.

Board Actions Applying to Canadian Community Newspapers

Optional Brand Statement (Effective immediately) – Community newspaper members are required to file quarterly TRAC data with CCAB. However, annual Brand Reports, for the 12-month period ending March 31, are now optional. Members may release annual or semi-annual Brand Reports at their option.

Web Traffic Reporting (Effective with the June 2017 reporting period) – The Board amended BPA’s web traffic reporting metrics to bring them in line with those BPA receives from Google and Omniture API’s – the primary sources of BPA member web traffic data. The following updates have been made to BPA’s reported web traffic metrics:

- Page Impressions will change to Page Views
- Unique Browsers will change to Users
- User Sessions will change to Sessions
- Average session duration reporting is mandatory
- Average Page Duration and Unique Browser Frequency have been removed

The updated metrics will not take effect until the June 2017 reporting period to allow BPA programming changes.

Sincerely,

A handwritten signature in black ink that reads "Glenn Hansen". The signature is written in a cursive style.

Glenn Hansen
President & CEO
BPA Worldwide
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