



**Supplementary Demographics
Audit Contract**

The undersigned, a publisher member of BPA Worldwide, does hereby contract for a special supplementary demographics audit by BPA Worldwide, for:

Name of Publication: _____

Audit to be conducted in conjunction with the annual circulation audit for the 12-month period ended:

- June 20_____
- December 20_____
- Other_____

The supplementary audit shall include an analysis of each of the following questions:

- _____
- _____
- _____
- _____

The terms and conditions of this contract are:

1. The supplementary demographics audit is a special service of BPA Worldwide. It is available, in addition to the regular BPA Worldwide audit, only to publication members who are in good standing.
2. The supplementary demographics audit will be made in conjunction with the regular annual audit of the publication's circulation. The initial reporting of supplementary data for the demographics breakout of qualified circulation shall be in a supplementary audit report or combined with the regular circulation audit report. Release of the supplementary business/occupational audit will be at the option of the undersigned.
3. The supplementary demographics audit will be in accordance with Section 9.0 of the rules and will cover the number of secondary or multiple products or functions of the qualified recipients of the publication.
4. The scope of the audit, the records to be kept by those contracting for this service, the forms to be used and the fees to be charged by BPA Worldwide and paid by the publication shall be determined from time to time by the Board of Directors. The undersigned agrees, as a specific condition of receiving this additional service from BPA Worldwide, to comply with the rules regulating said service promulgated by the Board of Directors and to pay the fees established for said special service in addition to the regular audit charges, fees and dues.
5. The fee for the supplementary demographics audit for the year encompassing the undersigned's regular June or December audit for the above-named publication is:

Three-quarters of the auditing charge payable by the undersigned for the auditing and issuance of the regular circulation audit report of its publication's circulation. The time allotted for the supplementary demographics audit shall be one-half of the time allotted for making the regular audit of the publication's circulation. In the event

the actual time required to make the supplementary demographics audit and the regular circulation audit is in excess of the time allotted, the excess time shall be charged for at a uniform hourly rate, as fixed by the Board of Directors.

In addition, the undersigned will pay the production, service and distribution costs of the supplementary demographics audit report as fixed, from time to time, by the Board of Directors.

6. The fee for the supplementary demographics audit must accompany this contract. No contract can be accepted or become effective unless the fee is paid at the time the contract is executed and filed with BPA Worldwide. The additional charges described in Paragraph 5 shall be due and payable on billing.
7. If the contract for the supplementary demographics audit is withdrawn after acceptance by BPA Worldwide, one-half of the fees for the supplementary demographics audit deposited with the contract shall be forfeited to BPA Worldwide.
8. If the supplementary demographics audit is attempted and it is found that the publication's books and records are inadequate to successfully complete the supplementary demographics audit, the entire fee for the supplementary demographics audit deposited with the contract shall be forfeited to BPA Worldwide.
9. Only one supplementary demographics audit a year shall be made for the fee prescribed above.
10. The contract for the supplementary demographics audit must be renewed in writing on the form prescribed by BPA Worldwide, prior to the time when the member's regular annual circulation audit is to be made.
11. The undersigned acknowledges the receipt of a copy of the current rules relating to the supplementary demographics audit.

Name of Applicant's Company or Corporation: _____

By: _____ Date: _____
Signature & Title

Please mail this completed form, with a check for the appropriate amount, to your marketing representative at his/her BPA or CCAB regional office. For a list of regional office addresses, see www.bpaww.com/contact/office_locs. Or, for referral to a marketing representative, Member Relations Manager or regional address, please call 203.447.2800.