



**United States  
Supplementary Demographics Audit Charges**  
(Effective July 1, 2007)

A supplementary demographic audit provides a comprehensive profile of a publication's recipients through a detailed analysis of buying influences; and secondary multiple products purchased, recommended or specified; and multiple functions or titles of qualified subscribers.

BPA conducts a supplementary demographics audit in conjunction with the regular circulation audit. At the option of the publisher, the report may be released as part of the standard 12-month circulation audit report or as a separate interim supplementary report. After the release of the supplementary interim report, a publication may report supplementary data within its interim circulation statement or as a separate interim supplementary report.

Total Average Bound	Additional Auditing Charge	Total Average Bound	Additional Auditing Charge
8,000 or less	\$1,575	Over 88,000	\$3,461
Over 8,000	\$1,631	Over 100,000	\$3,570
Over 8,500	\$1,661	Over 116,000	\$3,683
Over 9,000	\$1,710	Over 134,000	\$3,795
Over 9,500	\$1,736	Over 156,000	\$3,900
Over 10,000	\$1,811	Over 180,000	\$4,024
Over 11,000	\$1,883	Over 212,000	\$4,144
Over 12,000	\$1,943	Over 248,000	\$4,275
Over 13,000	\$1,988	Over 295,000	\$4,406
Over 14,000	\$2,018	Over 350,000	\$4,530
Over 15,000	\$2,160	Over 415,000	\$4,673
Over 16,500	\$2,179	Over 500,000	\$4,811
Over 18,000	\$2,261	Over 600,000	\$4,931
Over 20,000	\$2,329	Over 725,000	\$5,108
Over 22,000	\$2,396	Over 885,000	\$5,228
Over 24,000	\$2,460	Over 1,080,000	\$5,415
Over 26,000	\$2,516	Over 1,350,000	\$5,569
Over 28,000	\$2,576	Over 1,660,000	\$5,734
Over 31,000	\$2,659	Over 2,100,000	\$5,895
Over 34,000	\$2,738	Over 2,600,000	\$6,071
Over 38,000	\$2,831	Over 3,300,000	\$6,259
Over 43,000	\$2,914	Over 4,200,000	\$6,443
Over 48,000	\$2,996	Over 5,400,000	\$6,630
Over 54,000	\$3,075	Over 7,000,000	\$6,825
Over 60,000	\$3,180	Over 9,000,000	\$7,039
Over 68,000	\$3,266	Over 12,000,000	\$7,755
Over 78,000	\$3,368		

Additional Auditing Time Allowance	
Total Bound	Auditing Hours
12,000 or less	7 hours
Over 12,000	7.5 hours
Over 18,000	8.5 hours
Over 28,000	9 hours
Over 40,000	10 hours
Over 55,000	11 hours
Over 80,000	12 hours
Over 120,000	13 hours
Over 180,000	14 hours
Over 250,000	15 hours
Over 350,000	16 hours
Over 500,000	17 hours
Over 800,000	18 hours
Over 1,400,000	19 hours
2,000,000 and over	20 hours

The following time allowance for an audit is included in the basic charge. Any time required to complete an audit in excess of the allowed time shall be charged for at a uniform hourly rate of \$118/hour.

**Annual Dues: \$235 billed in January or July.**

**All fees are U.S. dollars.**

**Rates are subject to change by BPA's Board of Directors. The rates in effect at the time of the audit will be charged.**