



Bulletin 1-7 305

May 2017

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

1-7 305

Media Owner Members – Canadian community newspapers members have the option to release one Brand Report each year for the twelve months ended March. Canadian community newspapers members have the option of filing an interim Report for the six-month period of April – September. The information will be checked and released as a Brand Report upon receipt and completion of processing.

Canadian Community Newspapers members shall file quarterly TRAC data for the periods of: January – March, April – June, July – September, and October – December. ***The*** Top-line circulation data ***shall report*** ~~will include each publishing day's average circulation~~ ***for an analyzed issue*** for the following three categories: Total Non-Paid Individual Circulation; Total Non-Paid Bulk Circulation; and Total Paid Circulation. ***The analyzed issue shall be any issue published in the quarterly reporting period. Publishers shall report how the analyzed issue compares to the average of the other issues published in the period, expressed as a percentage.*** A comparison of circulation increases / decreases based on the same period from the prior year will be presented.

TRAC Reports and the Brand Reports form the basis for the Audit Report. The audit will be completed after the auditor's examination of the media owner's records.

The audit will be made in the media owner's office and/or wherever the records can be properly checked.

A newspaper applicant, which has chosen a period ended with a month other than March for its initial Audit Report, shall transfer to the standard March schedule following the initial Audit Report.



Bulletin 1-7 514

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

1-7 514 Worksheets Maintained by the Media Owner

BPA Worldwide can supply all the necessary worksheets to the media owner for the completion of the data reported in ***quarterly TRAC reports and Brand Reports***~~the Circulation Statements.~~

- (a) ***TRAC Form (Circulation Breakout by Analyzed Issue) - Is a top line circulation reporting tool, issued quarterly. Circulation for an analyzed issue will record total circulation by qualified non-paid individual, qualified non-paid bulk, qualified paid, and non-qualified distribution. Publishers shall report how the analyzed issue compares to the average of the other issues published in the period, expressed as a percentage. The reporting of information on this form is mandatory for all newspapers.***

- ~~(a)~~ (b) ***Form CNA1-2 (Circulation by Issue) - Is a perpetual inventory of circulation which will record the qualified circulation by qualified non-paid individual, qualified non-paid bulk, paid and total qualified circulation by issue. Also recorded on this form is the non-qualified distribution. The reporting of information on this form is optional as long as publishers have comparable internal reports to track each issue published in the reporting period.***~~mandatory for all newspapers.~~

- (b) The preparation, maintenance and availability of all requirements and records necessary for an audit as stated in these Rules shall be the responsibility of the media owner. The employment of outside agents or firms for any and all circulation work does not relieve the media owner.