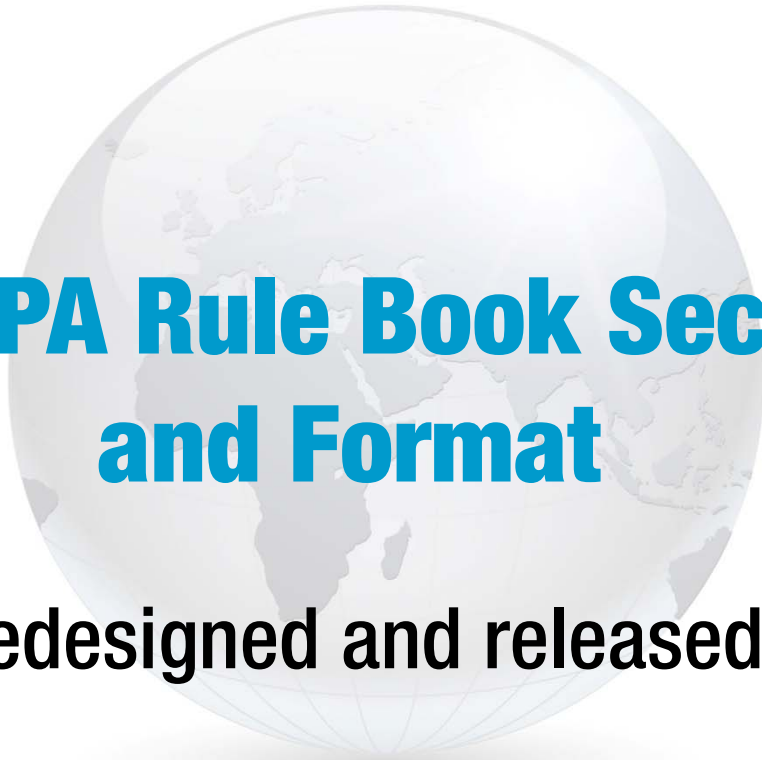


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New BPA Rule Book Sections and Format

(Rulebook redesigned and released June 2013)

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New Numbering Scheme

Eliminated rule “letter” references

- **Consolidated sections, removed redundancies**
- **Kept specific requirements and definitions within each audit services sections**
- **Created systematic approach to grouping rules**

Three Main Sections

Section I

BPA audit services

Section II

“Special Marketing” audit services

Section III

Steps for applying to BPA, obligations and compliance

Section 1: Audit Services Offered

1-1 Brand

1-2 Business Publications

1-3 Consumer Magazines

1-4 Database

1-5 Document Download

1-6 Email Newsletter

Newspaper audits

1-7 Newspaper – Canadian Community NP

1-8 Newspaper – Canadian Daily NP

1-9 Newspaper – Global

1-10 Social Media

1-11 Webinar Audits

1-12 Website Audits

Section 2 – Special Marketing Audits

2-1 Census Audits

2-2 Firm/Corporate Ranking Audits

2-3 Projected Research / Pass Along Audits

2-4 Subscriber Study Audits

2-5 Supplemental Audit Procedures

2-6 Unit Audit Procedures

Section 3 – Membership and Obligations

3-1 Obligations

3-2 Eligibility

3-3 Applicant Procedure

3-4 Onsite or Cross Border Audits

3-5 Audit Procedures

3-6 Membership Advisories of Correction

3-7 Special 3 or 6 Month Audits

3-8 Publicity Rules

3-9 Appeals from Administrative Decisions

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Followed by a 3-digit numbering system

100 Eligibility

200 Definitions

300 Statements – General Information

400 Statements – Content

500 Requirements Necessary for Audit

Anatomy of the new numbering system

Example rule: 1-2 509

1: Section I (Audit Services Offered)

-2: referring to the Business Rules

509: series denotes records required for audit

Example rule: 3-8 400

3: Section 3 (Membership and Obligations)

-8: referring to Publicity Rules

400: Rules for Making Comparisons