



## DON'T RISK YOUR ADVERTISING DOLLARS WITHOUT ASKING THESE QUESTIONS:

They're a bit technical, but an experienced rep will understand exactly what you are looking for. No wriggling allowed.  
The answers can only be 'yes' or 'no'.

- YES  NO Does your circulation auditor require subscription telemarketers to record their calls?
- YES  NO Does your circulation auditor prohibit pre-populated answers to multiple questions on all subscription confirmations?
- YES  NO For online advertising only: Does your publisher have its website traffic third-party audited? (If they rely on analytics, the answer is NO).
- YES  NO Does your circulation auditor exclude bulk copies in free racks from its 'requested copies' count?

**YES** means you've given up gambling and are making safer media buying decisions.  
**NO** means you need to take a closer look at the risks. Protect your advertising dollars with BPA audited media.

To learn more, visit [www.SaferWithBPA.com](http://www.SaferWithBPA.com)



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