

Proof of Delivery for Digital and e-Newsletter Distribution Audits:

BPA requires that detailed delivery data (in the form of log files or delivery reports) be provided for a digital distribution audit in order to prove delivery of digital magazines or other electronically delivered products. These include the files for the mailing of e-mail alerts for digital magazines or files to verify delivery of e-mail newsletters, etc.

The files must record data for all outgoing e-mails for the digital media. If the e-mail software or service provider has not already been approved by BPA, then a small sample of the files must be provided for approval before they can be used in an audit or pre-audit, to ensure that the files will meet the necessary auditing criteria.

The accepted formats for the delivery data files are: flat, unformatted text; CSV format; or Excel (97-2003 or XLSX format). The content of the files must show that communication occurred between your e-mail server and the recipient's e-mail server. While there are several acceptable structures this information can take, the following elements are required as part of the outgoing e-mail delivery records:

- 1) **Date/Time Stamp:** Date must contain Day, Month and Year (order and format can vary). The time must include Hour, Minute and Seconds. Milliseconds are optional.
- 2) **Issue Identifier:** This is a unique identifier that can only be used to identify a specific issue of a specific publication or newsletter. There are several methods of providing this identifier such as the subject line, the sender e-mail address or a mailing ID code (this last option requires an additional report to match the mailing ID to a recognizable publication/issue ID).
- 3) **E-mail Address of the Recipient:** This is the e-mail address of the recipient who receives the alert. Otherwise known as a subscriber of the digital publication.
- 4) **Status:** This can be a code and/or response text indicating whether the message was successfully sent to the recipient, and whether it was a hard (permanent) or soft (transient/temporary). If undeliverable transactions are recorded separately, they must be provided in addition to the original attempt.

For digital editions, any address which continuously fails to deliver over consecutive mailings/issues must be removed from the subscriber list and cannot be attempted further.

- a. **Soft Bounces:** These are bounces which can be temporary, usually meaning that the e-mail address was valid, but the message could not be accepted at the time. This could be because the mailbox was full, the server was temporarily offline, the message timed-out, etc. Soft bounces will trigger a violation if undeliverable for **90 days**.
- b. **Hard Bounces:** These are bounces generally considered permanently undeliverable. This could be due to an invalid or non-existent e-mail address, an invalid domain, or other hard failures. Hard bounces must be removed before the next issue alerts are sent.

In addition, the following additional information may also be required:

- 5) **Sender E-mail Address:** If the log file contains additional e-mail traffic aside from the alerts themselves, this field must be included to isolate relevant mailings from the extraneous traffic.
- 6) **Message Identifier:** When necessary, this is used to tie outgoing messages to their respective bounce messages. This identifier may also be required if the message transactions contain multiple lines and due to buffering or threading, records may overlap one another in the logs.
- 7) **Opens and/or Clicks:** These are an optional metric, but if you wish to include e-mail opens and/or clicks (unique and/or total) in your statement, they must be included in the files.

An example of a successful outgoing E-mail record (in a text format):

```
MSGID[10200] ISSUE[202008] DATE: 2020-07-12 23:20:05
MSGID[10200] ISSUE[202008] FROM: sender@magazine.com
MSGID[10200] ISSUE[202008] TO: recipient1@company1.com
MSGID[10200] ISSUE[202008] SUBJECT: Here is your August 2020 issue of Title
MSGID[10200] ISSUE[202008] BODY:
MSGID[10200] ISSUE[202008] Some text here
MSGID[10200] ISSUE[202008] .
MSGID[10200] ISSUE[202008] 250 E-mail Sent Successfully to server [smtp.company1.com].
```

An example of a bounced outgoing E-mail record (in a text format):

```
MSGID[10201] ISSUE[202008] DATE: 2020-07-12 23:20:06
MSGID[10201] ISSUE[202008] FROM: sender@magazine.com
MSGID[10201] ISSUE[202008] TO: recipient2@company2.com
MSGID[10201] ISSUE[202008] SUBJECT: Here is your August 2020 issue of Title
MSGID[10201] ISSUE[202008] 454 Error: Invalid recipient [recipient2].
```

An example of E-mail delivery data in a tabular (CSV or Excel) format:

Id	Email	Delivery Status	Message	Delivery Date
A0001	recipienta@compa.com	Delivered	Daily Alert - 05/30/20	5/30/2020
A0002	recipientb@compb.com	Hard bounced	Daily Alert - 05/30/20	5/30/2020
A0003	recipientc@compc.com	Soft bounced	Daily Alert - 05/30/20	5/30/2020

Non-Requested copies:

Recipients who have not requested to receive the digital publication must be provided the opportunity to opt out of receiving the digital publication.

Membership Benefit copies:

The non-deductible offer may be for a digital version of a publication without receiving a specific request to receive the publication electronically. However, with each delivery of a digital copy (or its email alert), the member must be given the opportunity to opt out of receiving the copy in digital format. Those opting out shall be removed from the qualified circulation list within 30 days of receipt of the communication.

DIGITAL PRE-AUDIT

Successful completion of a pre-audit is required before reporting digital circulation on BPA brand reports. After successful completion of a digital pre-audit, digital circulation may be reported for all sister publications without any additional pre-audit checks for each title provided the same software/service provider are used. A new pre-audit will be required each time the media owner changes their e-mail software or service provider.

Following is a list of BPA requirements needed to complete the pre-audit of a digital magazine's distribution:

1. The complete circulation file of the issue selected for the pre-audit test should be sent to BPA's electronic auditing department. This file can be uploaded to BPA's FTP site in the same manner as the regular circulation files for the annual circulation audit. It is important that the file uploaded represent the subscribers to whom the digital alert was sent (or at least attempted). Any addresses which are filtered out before distribution (e.g. unsubscribes, invalid addresses, bounce removals) must also be removed from the circulation file for that issue. In addition to the standard subscriber information, the content of the file must include a field or indicator that shows whether the recipient is receiving the print, digital, or both versions. It must also include the e-mail addresses of all subscribers.

If the digital subscribers and print subscribers are being maintained on separate systems, complete circulation files of the qualified recipients must be sent from both systems.

2. E-mail distribution file(s) for the issue being examined for the pre-audit. Any qualified subscriber who received the digital alert for the issue being analyzed for the pre-audit should be included in the e-mail distribution files.
3. A distribution summary report of the digital distribution.
4. A copy of the e-mail alert that was distributed for the issue being examined for the pre-audit.
5. A copy of the digital issue being examined for the pre-audit.
6. A print copy of the magazine being analyzed for the pre-audit.

Once the circulation file has been uploaded to BPA's FTP site, a test selection will be chosen.

7. Source documents supporting subscriber information appearing in the test selection must be provided.

ANNUAL AUDIT (Digital portion of the audit)

Requirements for the annual audit for issues in which digital magazine circulation is claimed:

1. Complete qualified circulation files for the interim and analyzed issues (with indicator and e-mail addresses as described above).
2. Detailed delivery files for all issues reporting digital editions, including non-qualified recipients, if reported.
 - a. For newsletters, only one mailing per newsletter per 6-month cycle is required, selected by the digital analyst.
3. Distribution summary reports for all issues reporting digital editions, and/or all newsletters.
4. A digital copy of each issue and/or newsletter.
5. An e-mail alert for each issue. Not required for newsletters.
6. Computer-generated statistics supporting digital claims for all paragraphs in which qualified digital circulation is reported for the interim and analyzed issues, including the following paragraphs (B = business publication; C = consumer magazine): B3a/C3, B3b/C4, and geographic tables.
7. Source documentation to support the claims for the test records selected, and all qualifying demographic information.