

Rule changes are effective immediately unless noted otherwise and are the result of ABC's usual two-step approval process unless designated as approved by "unanimous consent."

## A All Publications – Page 11

### Bylaw 10.2 Procedure

#### AMENDED BYLAW

ABC's Board voted unanimously to modify Bylaw 10.2 Procedure, to require that exception requests from members to the ABC Board of Directors be signed by the publisher or senior executive of the publication. (Effective March 12, 2007.)

#### 10.2 Procedure

A request for an exception to the rules, standards or bylaws of the Bureau must be filed in writing by the requesting member at the headquarters of the Bureau not less than 14 business days before the meeting of the Board of Directors at which the request is to be considered, and shall include facts and circumstances supporting the request. The request must be signed by the publisher or an individual in executive management (e.g., president, CEO, etc.) other than the circulation executive.

## B BUSINESS PUBLICATIONS – Page 48

### Rule D 8.2 Premium Defined

#### AMENDED RULES

ABC's Board voted unanimously to modify Rule D 8.2 Premium Defined to allow free or discounted access to the publication's Website and to allow subscribers exclusive access to functions or activities created by the publisher but are not available to the general public. (Effective March 12, 2007.)

### D 8.2 Premium Defined [paragraphs (a)(5) through (a)(8) only]

(a) (5) Free or discounted access to archive or back, or expanded content of the publication included as part of the subscription to the publication.

(6) Free or discounted access to the publication's website.

(7) Programs providing subscribers exclusive access to non-reoccurring functions or activities created by the publisher that are not also available to the general public, but are offered to existing subscribers, subsequent to the purchase of their subscription.

~~(68)~~ Goodwill offerings to current subscribers by the publisher on a limited, random or isolated basis, which in the opinion of the managing director does not imply future receipt of such extraneous things in conjunction with continued (or future) subscriptions.

## F FARM PUBLICATIONS – Page 63

### Rule E 8.2 Premium Defined

#### AMENDED RULES

ABC's Board voted unanimously to modify Rule E 8.2 Premium Defined to allow free or discounted access to the publication's Website and permit farm publishers to offer subscribers access to unique publisher initiated events or activities that are not available to non-subscribers. (Effective March 12, 2007.)

### E 8.2 Premium Defined [paragraphs (a)(4) through (a)(6)]

(a) (4) Free or discounted access to archive or back content of the publication included as part of the subscription to the publication.

(5) Free or discounted access to the publication's website.

(6) Programs providing subscribers exclusive access to non-reoccurring functions or activities created by the publisher that are not also available to the general public, but are offered to existing subscribers, subsequent to the purchase of their subscription.

## N NEWSPAPERS – Page 31

### Rule C 5.11 Single Issue Sales of Back Copies

#### AMENDED RULES

ABC's Board voted to modify Rule C 5.11 Single Issue Sales of Back Copies to allow the sales of each day's newspaper until the on-sale date of the subsequent corresponding day (e.g., Monday – Monday). (Effective March 12, 2007.)

### C 5.11 Single Issue Sales of Back Copies

A newspaper of any frequency is considered a back copy once the subsequent corresponding day's newspaper is made available for sale. Single issue sales of back copies of daily newspapers shall not be recognized as paid circulation in Bureau reports and should be included in unpaid circulation.