

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."

BUSINESS PUBLICATIONS

D 2.1 Multi-Copy Sales

AMENDED RULE

ABC's Board voted unanimously to modify Rule D 2.1 Multi-Copy Sales to allow business publication titles that generate more than 50 percent of their total average paid circulation from multi-copy sales programs to qualify for membership in ABC. (Effective March 17, 2008.)

D 2.1 Multi-Copy Sales

[paragraph (f) is eliminated, thus paragraphs (g), (h), (i) and (j) are re-lettered (f), (g), (h), and (i) respectively]

~~(f) The total of the average multi copy term subscriptions and the average multi-copy single copy sales credited as such in Bureau reports shall not exceed the total average paid circulation excluding Multicopy Same Addressee and Sponsored Individually Addressed as shown in Paragraph 1. If it does, the publication shall be ineligible for membership.~~

MAGAZINES

Rule F 15.1 Verified Circulation

AMENDED RULE

ABC's Board voted unanimously to modify Rule F 15.1 Verified Circulation. The ABC board approved the standards for verified airline copies established by an ABC board subcommittee in December 2007. The interim standards were developed as a follow-on to the board's decision to expand the number of allowable copies in November 2007.

The approved standards for verified airline copies state that publishers may distribute up to two copies per flight, per issue based on the total number of monthly flights for an airline. A maximum of 8,000 copies per airline, per issue may be claimed as verified. These copies may be distributed on board the aircraft or at limited access airline clubs. (Effective March 17, 2008.)

F 15.1 Verified Circulation [paragraph (e)(6) only]

(6) Copies distributed to airlines for aircraft or restricted-access club locations to be reported as Verified / Public Place shall be required to adhere to the following conditions:

(i) The publisher / publisher's agent must enter into a formal agreement with the airline for the term of distribution. The agreement must specify the airline's choice of magazine(s); affirmation that the airline has not received other inducements or considerations to participate in the program; and the average number of daily flights

operated by the airline (to be based on activity for at least one calendar month). The term of the agreement shall be for not less than two consecutive issues and if the intended distribution is for a period longer than one year, the agreement must be updated at least annually.

(ii) Upon request, the airline must be willing to provide an affidavit attesting that all magazine copies supplied to the airline were distributed by the airline and made available to its customers either on-board aircraft or in restricted-access clubs.

~~(iii) The maximum number of copies to be provided to an airline by any magazine, regardless of frequency, is two copies per the average daily number of flights operated by the airline. The average daily number of flights is to be based on flight activity for at least one calendar month. For example, an airline operating 200 flights a day for 15 days and 300 flights a day for 15 days would have a daily average of 250 flights. The maximum number of copies to be provided to an airline by any magazine, regardless of frequency, is two copies per flight based on the total number of monthly flights for an airline with a maximum of 8,000 copies per airline, per issue.~~

(iv) The airline shall have full discretion as to where the copies are made available to its customers. For example, the airline may elect to place all copies on only selected flights, or only in restricted-access club locations, or some combination thereof.

(v) Copies that do not meet these qualifications or are placed in other airport public locations and/or made available for pick-up shall not qualify as Verified circulation but rather shall be governed by Rule F 13.5 Analyzed Non-Paid Bulk Defined.

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A ALL PUBLICATIONS

Rules

- B 2.11 Recalling Audit Reports
- B 2.12 Reaudit Requests
- B 2.14 Variation Report
- B 3.1 Publisher's Statements

*ABC's Board voted unanimously to make technical corrections to Rules B 2.11 Recalling Audit Reports, B 2.13 Reaudit Costs, B 2.14 Variation Report, and B 3.1 Publisher's Statements.
(Effective March 17, 2008.)*

B 2.11 Recalling Audit Reports

If an Audit Report, subsequent to its release by the Bureau, is found to be incorrect in any ~~important~~ material degree, or if the managing director has reason to believe that such Audit Report is incorrect in any ~~important~~ material degree, the managing director, in either event, may recall such Audit Report. In the event that an Audit Report is recalled a bulletin to that effect shall be sent to the members and to directories using such Audit Report.

B 2.13 Reaudit Costs [paragraph (c) only]

(c) In the event such re-examination proves that the publication has ~~misrepresented~~ misstated its circulation to the Bureau, either through false or incorrect statements or by employing a method of keeping its records tending to mislead the auditor, or both, the expense of reaudit shall be borne by the publication reaudited.

B 2.14 Variation Report

The Bureau may issue a periodic report showing the variations in circulation, if there is a ~~2%~~ 3% negative variance, as reported in Audit Reports released during a calendar quarter and the Publisher's Statements for the period audited. The contents of the report may include but not be limited to: the audit period; total average circulation as reported in Publisher's Statements; total average circulation in Audit Report; difference in number of copies; percentage difference; rate base; difference in number of copies between rate base and Audit Report; percentage difference between rate base and Audit Report; and other data subject to approval of the Board of Directors.

B 3.1 Publisher's Statements [paragraph (b) only]

(b) When a current released Publisher's Statement is shown by audit, or, otherwise, to have been incorrect in any ~~important~~ material degree, the managing director may recall such Publisher's Statement. In the event that a Publisher's Statement is recalled, a bulletin to the effect shall be sent to the members and to directories using such Publisher's Statements.

N NEWSPAPERS

Rules

- C 5.12 Insurance Policies
- C 7.9 Home Delivery Circulation
- C 7.10 Market Segments
- C 7.11 Single Copy Sales

*ABC's Board voted unanimously to eliminate Rules C 5.12 Insurance Policies, C 7.9 Home Delivery Circulation, C 7.10 Market Segments, and C 7.11 Single Copy Sales because they were deemed no longer relevant or material to the current newspaper market.
(Effective March 17, 2008.)*

Therefore,

Rules C 5.13 through C 5.21 will be renumbered C 5.12 through C 5.20; and

Rules C 7.12 through C 7.14 will be renumbered C 7.9 through C 7.11.