

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."

C 3.4 ~~Group (Subscriptions to Businesses /Traveler Copies for Designated Employees~~ [effective 10/1/10]

(a) Business Copies

All copies or subscriptions purchased in quantities of 2 or more by corporations, institutions or individuals for employees, subsidiary companies or branches ~~shall be designated in Bureau reports as may be included in paid circulation as an element of "Paid Business / Traveler Circulation, Group (subscriptions by Businesses for Designated Employees) Other Paid Circulation"~~ provided either:

(1) The newspaper has records indicating names or titles of the employees, or

(2) Subscriber records are available for Bureau verification indicating the names or titles of those receiving the newspaper.

~~(b) "Group (Subscriptions to Businesses for Designated Employees)" shall be reported separately in Publisher's Statements and Audit Reports in Paragraphs 1 and 2.~~

~~(c) An explanation of "Group (Subscriptions to Businesses for Designated Employees)" shall be made in the paragraph devoted to general explanations of Publisher's Statements and Audit Reports and the range of sales stated as follows: "sold in quantities of _____ to _____."~~

(b) Traveler (Hotel) Copies

All copies purchased by hotel guests as described in this rule and / or purchased by hotels for distribution to guest rooms may be included in paid circulation as an element of "Paid Business / Traveler Circulation, Hotel Distribution." Copies allocated to this category shall be further classified as follows:

"Guest Refund based" - copies distributed to guest rooms wherein the guest is notified upon check -in that a specified amount is included in the price of the room

for the newspaper and that amount will be refunded should the guest elect not to receive the newspaper.

"Purchased by hotel" - copies intended for distribution to guests.

C 4.1 Timing of Audit [effective 10/1/08 ... however, also see middle of paragraph (a)]

(a) All audits for newspapers in the same city shall be for periods ending at the same date. If an audit is made for a shorter period on one of the newspapers in the city, the averages for the shorter period shall be the first of averages shown in Paragraphs 1 and 2 of reports issued for all newspapers in the city.

The regular audit of a daily newspaper shall cover a 12-month period ending with a calendar quarter. A daily newspaper with average weekday paid circulation of ~~25,000~~ 50,000 copies per issue or less may request an audit covering a 2-year period ending with a calendar quarter. Audit Reports and Publisher's Statements for newspapers using the 2-year audit plan will be issued on a simplified reporting form with Paragraph 2 reporting on the basis of either zones, "City of Publication" or Newspaper Designated Market.

~~Effective April 1, 2009 ...~~

~~A daily newspaper with average weekday paid circulation between 50,001 and 75,000 copies per issue may request an audit covering a 2-year period ending with a calendar quarter provided the following conditions are met:~~

~~(1) Third party sales are less than 5% of paid circulation.~~

~~(2) The newspaper must participate monthly in the Preprint Projection Center.~~

~~(3) The last released audit may not have an adjustment that exceeds 2%.~~

[the above appeared in the original release in error ... it should have been a change to Rule C 24.1]

(b) If, for any reason, the regular audit has not been made until after three months have elapsed since the end of the audit

period, the Bureau may include in its audit such additional three months in order giving the latest information. In cases where the audit period ends with any date other than a regular semi-annual period, the publisher shall file a six-month Publisher's Statement covering the months intervening between the end of said statement period and the three months following the close of the audit period.

(c) In cities near one another or in such geographical relation that it is economical to audit the publications therein for identical periods, the audit periods in those cities shall be made to coincide.

C 5.2 Premiums with Subscriptions/Single Copy Sales [effective 10/1/10]

(a) When a premium is used in connection with a subscription or single copy sales offer or implied to current subscribers in conjunction with continued or future subscriptions, the full value of the premium, whether stated or not, must be collected. The value of the premium is considered to be, the actual cost to the publisher, or the recognized retail value, or the represented value, whichever is highest.

In those situations where the cost to the publisher is used to calculate the premium value, set-up costs and shipping and handling fees to the publisher from the manufacturer shall not be considered.

In addition to the value of the premium, the subscriber must pay at least the amount required by C 1.1.

The provisions of this section apply to home delivered as well as mail subscriptions rule are applicable regardless of the source of the premium offer. Any sale induced by a premium from any program, whether the offer is generated by the publisher, an agent or solicitor, must qualify based on the criteria established in this rule.

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."

subscription to the paper as well as membership dues.

The second class is association subscriptions "nondeductible" from dues. In this class are subscriptions of members of an association whose association dues remain the same whether they accept or reject the paper.

Each person on becoming a member of the association must be notified that the dues include a subscription to the paper and the amount of the dues allocated for payment of the subscription. On every bill for dues the amount of the dues allocated for payment of the subscription must be stated.

(c) These provisions shall not apply to an applicant provided that the bylaws of the association provide that a subscription is part of the association dues of each member and the publisher agrees at the time of making application that the stipulations as set forth will be complied with not later than the beginning of the second membership year following the period covered by the initial audit. If compliance is not accomplished within this established time limit, the publication shall be automatically dropped from membership as provided in 2.13, Paragraph (d) of the bylaws.

(d) In all paragraphs of Bureau Reports designated to describe subscriptions or sales methods, which are not used by association papers, the fact that it is an association publication shall be noted.

(e) Association subscriptions shall not be credited as paid circulation unless at least one cent 25 percent of either the annual basic subscription price or newsstand price is paid for same.

C 23.6 ~~C 3.6~~ Gift Subscriptions

(Also see C 25.3 ~~C 5.3~~ Combination Sales.)

(a) A Gift Subscription shall be considered one, which is given as a normal expression of friendship and which does not promote the business or professional interests of the donor.

(b) To qualify, Gift Subscriptions must be paid for in accordance with C 21.1 ~~C 1.1~~.

(c) Subscriptions which are given to promote the professional or business interests of the donor shall be judged by the rule governing term subscriptions in third-party or mail subscriptions special whichever applies.

(d) In no case where an order (or orders) from a single donor covers more than fifty subscriptions shall the subscriptions be regarded as Gift Subscriptions but shall instead be classified as term subscriptions in third-party, provided they conform to the rules governing third-party sales.

C 23.7 ~~C 3.7~~ Gift Subscriptions Not Recognized as Paid Circulation

(a) Gift Subscriptions paid for by subscription salespersons or others who are compensated by merchandise or other rewards in lieu of cash commission.

(b) Gift Subscriptions which has been paid for by someone who has been offered a premium and the amount received is less than the full value of the premium plus one cent 25% of the basic subscription price.

C 24.1 ~~C 4.1~~ Timing of Audit

(a) All audits for newspapers in the same city shall be for periods ending at the same date. If an audit is made for a shorter period on one of the newspapers in the city, the averages for the shorter period shall be the first of averages shown in Paragraphs 1 and 2 of reports issued for all newspapers in the city.

The regular audit of a daily newspaper shall cover a 12-month period ending with a calendar quarter. A daily newspaper with average paid circulation of 50,000 25,000 copies per issue or less may request an audit covering a 2-year period ending with a calendar quarter. Audit Reports and Publisher's Statements for newspapers using the 2-year audit plan will be issued on a simplified reporting form with Paragraph 2 reporting on the basis of either zones, "City of Publication" or Newspaper Designated Market.

Effective April 1, 2009...

A daily newspaper with average weekday paid circulation between 50,001 and 75,000 copies per issue may request an audit covering a 2-year period ending with a calendar quarter provided the following conditions are met:

(1) Third party sales are less than 5% of paid circulation.

(2) The newspaper must participate monthly in the Preprint Projection Center.

(3) The last released audit may not have an adjustment that exceeds 2%.

[the above was inadvertently omitted in the original release]

(b) If, for any reason, the regular audit has not been made until after three months have elapsed since the end of the audit period, the Bureau may include in its audit such additional three months in order to give the latest information. In cases where the audit period ends with any date other than a regular semi-annual period, the publisher shall file a six-month Publisher's Statement covering the months intervening between the end of said statement period and the three months following the close of the audit period.

(c) In cities near one another or in such geographical relation that it is economical to audit the publications therein for identical periods, the audit periods in those cities shall be made to coincide.