

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."

ABC's Board voted to develop and separate ABC all rules for U.S. vs. Canadian publications.

Note, this was done for the newspaper division at the March 2009 Board Meeting.

At this July 2009 meeting, the same was approved for Business Publications, Farm Publications and Consumer Magazines. All Canadian rules will be within a new article – Article 100. The rules will maintain the same numbering sequence as the U.S./International rules.

[U.S./International-specific rules have been removed from the Article 100 rules and Canada-specific rules have been removed from the U.S./International-specific rules.

Please refer to the online Bylaws & Rules for specific wording(s).

All changes will be incorporated in the next printed Bylaws & Rules book.]

## MAGAZINES (U.S. / Int'l)

### Rule F 2.6 Partnership Sales

#### AMENDED RULE

*ABC's Board voted unanimously to modify Rule F 2.6 Partnership Sales to allow more than one magazine to be bundled with the purchase of a consumer good provided certain criteria are met. (Effective July 27, 2009.)*

#### F 2.6 Partnership Sales

*(Also see Policies and Practices, regarding Newspapers, Magazines, and Farm Publications sold with the sale of Other Services)*

(a) "Partnership Sales" involve the bundling of a magazine (either a single copy or a subscription) with other goods or services. At the point of sale, the consumer must be advised that the magazine is included along with the good or service and informed of the amount allocated for the cost of the magazine. The amount allocated must be in accord with Rule F 1.1 Paid Circulation Defined.

Qualification requirements for subscription sales involving the offering of more than one magazine to be included in the purchase of the partnership shall also reference section (e) of this rule.

The presentation to the consumer must position the partnered good or service as the

primary item purchased. If the magazine is presented as the primary item, Rule F 8.2 Premiums with Subscriptions/Single Copy Sales will be used to qualify the sale.

The amount allocated for the subscription or for the single-copy purchase must be presented to the consumer in a clear and reasonable manner in all written documentation.

*Consult ABC's Website for specific requirements regarding notification requirements to the consumer.*

(b) To qualify partnership sales as paid circulation:

(1) The consumer must be notified that the magazine is included with the bundled good or service along with the amount allocated for the cost of the magazine.

(2) The consumer must be given clear and reasonable information on how to obtain a refund in lieu of receiving the magazine. The refund process must be a simple refund process. The refund must be for the same amount as the "allocated" value.

(3) Clear and reasonable language must be presented in all offers outlining either cancellation policies and/or auto-renewal practices that are applicable to the magazine subscription.

*Consult ABC's Website for examples of acceptable refund processes and consumer notifications required.*

(c) Requirements

Documentation must be available for ABC auditors to confirm the order and payment of the bundled good and service.

(1) For Pre-Qualification Review:

Here are the requirements for a complete description of the bundled good or service, including the "channel" (e.g., retail outlets, mail, etc.) used for the sale. Documentation of the consumer notification, the method used for the inclusion of the magazine subscription in the purchase, the option for the consumer to decline the magazine and the refund process.

Some program elements may not be resolved when the pre-qualification review process is initiated. Once completed, they must be communicated to ABC before the program is launched.

- The planned launch date and duration of each program.

- Summary of the participation agreement between the publisher (or agent) and their partner.

*For ABC Audit Standards, Sale Guidelines and examples of qualifying sales transactions as paid circulation, consult ABC's Website.*

(d) Reporting

All partnership sales will be reported separately in ABC Publisher's Statements and Audit Reports for subscriptions and/or single copy sales.

The value identified as "deductible" will be included in the average price calculation and indicated in the paragraph of ABC reports reporting the average subscription price.

All partnership sales are included in the "Channels of Sales" section of Bureau reports.

Details regarding all partnership sales will be provided in the explanatory paragraph. This will include program information and the selling price, or the range of selling price for the magazine subscription.

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."

(e) Multiple Magazine Subscriptions Involved in Partnership Sale

Partnership sales involving the bundling of a magazine subscription with other goods and services shall be required to adhere to qualification criteria as set forth in the above sections of this rule and the following:

1. A limit of no more than three magazine subscriptions shall be allowed within any partnership sale.

2. The partnership sale channel of online transactions and catalog-based transactions may be used for multiple magazines being offered. Sale channels other than online transactions and catalog-based transactions (example: at retail locations) shall be limited to one magazine being included.

3. The partnership purchase must be structured wherein incremental purchase by either additional amount of money spent or additional quantity of items purchased result in the eligible receipt of additional magazines being included in the partnership sale.

4. The refund for all magazines included in the partnership offer shall be available to the consumer through a single refund request. The request for refund must be presented to the consumer in a clear and reasonable manner.

Consult ABC's Website for examples of acceptable incremental purchase requirement and refund processes.

## MAGAZINES (U.S. / Int'l)

### Rules

#### F 8.1 Premium Defined and

#### F 8.4 Subscription/Single Copy Sales in Combination

#### AMENDED RULES

*ABC's Board voted unanimously to modify Rules F 8.1 Premium Defined and F 8.4 Subscription/Single Copy Sales in Combination to state that if two or more consumer magazines are sold together, the*

*combination sales rule applies regardless of the frequencies of the magazines. To qualify as paid circulation, the publisher must collect at least the full value of the higher-priced magazine along with at least one cent for the lower-priced magazine. (Effective July 27, 2009.)*

#### F 8.1 Premium Defined [paragraph (d) only]

~~(d) Any publication, the contents of which consist chiefly of data for reference rather than for general reading, shall not be considered a "periodical" for the purpose of the exception noted in Paragraph (a) of this section but shall, when sold with another publication, be considered as a premium. Any publication, regardless of character of content, whose frequency of issue is less than once in three months shall not be considered a "periodical" for the purpose of the exception noted in Paragraph (a) of this section but shall, when sold with another publication, be considered as a premium.~~

#### F 8.4 Subscription/Single Copy Sales in Combination (paragraph (e) only)

~~(e) Regardless of its frequency of issue, a publication, the content of which consists chiefly of data for reference rather than for general reading, shall if sold in combination with other publications, be considered a premium in the reports of the publication or publications in the sale of which it is combined. Regardless of the character of its contents a publication whose frequency of issue is less than once in three months shall, if sold in combination with other publications, be considered as a premium in the reports of the publication or publications in the sale of which is combined.~~

## NEWSPAPERS (U.S. / Int'l)

### Rule C 2.1 Circulation Averages

#### AMENDED RULE

*ABC's Board voted to modify Rule C 2.1 Circulation Averages to allow newspapers to report "Power Days." This would allow Canadian newspapers that do not report their circulation by day-of-week to report certain daily circulation averages in a separate column. (Effective July 27, 2009.)*

#### C 2.1 Circulation Averages

All Publisher's Statements and Audit Reports shall include a calculation of average paid circulation for each day of the week the newspaper is published plus a five-day (Monday to Friday) Combined Daily Average. One additional average (e.g. six-day Monday to Saturday, "Power Days," etc.) may be included at the publisher's option for the period covered by the report. These averages will be presented in the following manner: "Paid for by Individual Recipients"; "Other Paid Circulation."

Newspapers with an average weekday paid circulation of 50,000 or less may opt not to report by day of week unless any one day (exclusive of Sunday) is at least 15% higher or lower than the other days, in which case day of week reporting is required. Newspapers choosing not to report by day of week may choose to report a five-day (Monday to Friday) or six-day (Monday to Saturday) Combined Daily Average. Power Days may also be reported, at the member's option.

Only those newspapers that maintain daily records itemizing the amount of circulation that falls into the "more than 25 percent but less than 50 percent of basic prices" category will be eligible to include sales at less than 50 percent of basic prices in total average paid circulation.

In addition, average circulation by reporting geography (e.g. City Zone, Retail Trading Zone, Newspaper Designated Market, etc.) shall be shown in a separate paragraph.

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."

## NEWSPAPERS (U.S. / Int'l)

### Rule C 2.13 Weekly Newspaper Group Audit Plan

#### AMENDED RULE

*ABC's Board voted to modify Rule C 2.13 Weekly Newspaper Group Audit Plan to make geographical reporting optional. This includes the distribution of copies in a definable market area and the Audit Report map that identifies the market and the geographic location of each newspaper in the group. (Effective July 27, 2009.)*

#### C 2.13 Weekly Newspaper Group Audit Plan

In order to qualify for the group audit plan, the weekly newspapers involved must meet the following criteria:

(a) Each newspaper in the group shall qualify for ABC membership in accord with the bylaws defining regular or provisional membership.

(b) Advertising shall be sold in combination for all newspapers.

~~(c) The distribution of copies of the newspapers in the group shall be in a definable marketing area to permit ABC to add population and occupied household data established by the Bureau of the Census and/or Statistics Canada and latest estimates determined by ABC.~~

~~(d) The Audit Report shall include a map prepared by ABC identifying the market and showing the geographic location of the city of publication for each ABC newspaper in the group.~~

(e) ~~(c)~~ The initial audit of a weekly, semiweekly or triweekly newspaper shall cover a period of at least three months ending with any calendar quarter. Audits thereafter shall be scheduled at least once each two years for urban weekly newspapers and at least once every four years for non-urban weeklies. The managing director shall determine after

consultation with the publishers in the group the period to be covered by each regular audit.

~~(f)~~ (d) Group Publisher's Statements showing circulation data for individual newspapers as well as total circulation for all newspapers in the group shall be issued for the semi-annual periods October 1 to March 31 and April 1 to September 30.

## NEWSPAPERS (U.S. / Int'l)

### Rule C 3.3 Third-Party Sales

#### AMENDED RULE

*ABC's Board voted to modify Rule C 3.3 Third-Party Sales to require publishers to notify ABC 14 days in advance of a third-party program only if circulation generated from their total third-party sales programs represents four percent or more of the total paid circulation reported on the most recent Publisher's Statement. From time-to-time, the ABC audit manager may also request 14-day advance notification to conduct field-testing necessary to complete the audit. (Effective July 27, 2009.)*

#### C 3.3 Third-Party Sales [paragraph (e)(1) only]

##### (e) Requirements (1) Notification

##### (a) Recipient

Recipients must be advised that the copies are made available by the purchaser. Here is an example of acceptable notification:

- Sponsor name
- Non-promotional logo
- Address
- City, State, ZIP
- URL
- Telephone/FAX/Email

Additional information will be considered advertising and must be paid for as described in paragraph (d) above. *For notification language, consult ABC's Web site: [www.accessabc.com](http://www.accessabc.com).*

Recipients of programs extending for longer than one month must receive initial notification that furnishes all information necessary to cancel delivery. These recipients must receive monthly notification of the sponsor's identity.

(b) ABC must be notified of any Third-Party Sales program at least two weeks (14 days) in advance of distribution if Third-Party Sales represent 4% or more of total paid circulation as reported on the most recent released Publisher's Statement, or if directed to do so by ABC. This allows real-time testing as part of the audit process. Failure to provide the required notification will disqualify the circulation as "paid."

For Third-Party Sales copies delivered to non-subscribers, newspapers must maintain a list of recipients by address or be able to define the geographic area in which they will distribute and quantify the number of households that will receive copies. This information must be available at least two weeks before the actual distribution date and be maintained for review by an ABC auditor.



Audit Bureau  
of Circulations

# BYLAWS & RULES

# BULLETIN

Edition BJ  
No. 8

Amendments to Bylaws & Rules  
adopted at July 2009 Board Meeting.  
Underlined and ~~struckthrough~~ text  
indicates the amendments to Bylaw or Rule.

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## NEWSPAPERS (U.S. / Int'l)

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### Rules

C 5.1 Premium Defined

and

C 5.2 Premiums with Subscriptions/  
Single Copy Sales

### AMENDED RULES

*ABC's Board voted unanimously to accelerate the effective date of changes to Rules C 5.1 Premium Defined and C 5.2 Premiums with Subscriptions/Single Copy Sales. At the July and November 2008 meetings, the Board gave final approval to modifications that eliminated the requirement to report the premium and the number of subscription sales involving premiums to become effective October 1, 2010. At this July 2009 meeting, the Board agreed to make the changes effective with the September 2009 Publisher's Statements to align them with similar simplified reporting requirements such as reduced prices and combination sales.*

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."

## MAGAZINES (Canada)

### Rule F 102.6 Partnership Sales

#### AMENDED RULE

*ABC's Board voted unanimously to modify Rule F 102.6 Partnership Sales to allow more than one magazine to be bundled with the purchase of a consumer good provided certain criteria are met. (Effective July 27, 2009.)*

#### F 102.6 Partnership Sales

*(Also see Policies and Practices, regarding Newspapers, Magazines, and Farm Publications sold with the sale of Other Services)*

(a) "Partnership Sales" involve the bundling of a magazine (either a single copy or a subscription) with other goods or services. At the point of sale, the consumer must be advised that the magazine is included along with the good or service and informed of the amount allocated for the cost of the magazine. The amount allocated must be in accord with Rule F 101.1 Paid Circulation Defined.

Qualification requirements for subscription sales involving the offering of more than one magazine to be included in the purchase of the partnership shall also reference section (e) of this rule.

The presentation to the consumer must position the partnered good or service as the primary item purchased. If the magazine is presented as the primary item, Rule F 108.2 Premiums with Subscriptions/Single Copy Sales will be used to qualify the sale.

The amount allocated for the subscription or for the single-copy purchase must be presented to the consumer in a clear and reasonable manner in all written documentation.

*Consult ABC's Website for specific requirements regarding notification requirements to the consumer.*

(b) To qualify partnership sales as paid circulation:

(1) The consumer must be notified that the magazine is included with the bundled good or service along with the amount allocated for the cost of the magazine.

(2) The consumer must be given clear and reasonable information on how to obtain a refund in lieu of receiving the magazine. The refund process must be a simple refund process. The refund must be for the same amount as the "allocated" value.

(3) Clear and reasonable language must be presented in all offers outlining either cancellation policies and/or auto-renewal practices that are applicable to the magazine subscription.

*Consult ABC's Website for examples of acceptable refund processes and consumer notifications required.*

#### (c) Requirements

Documentation must be available for ABC auditors to confirm the order and payment of the bundled good and service.

#### (1) For Pre-Qualification Review:

Here are the requirements for a complete description of the bundled good or service, including the "channel" (e.g., retail outlets, mail, etc.) used for the sale. Documentation of the consumer notification, the method used for the inclusion of the magazine subscription in the purchase, the option for the consumer to decline the magazine and the refund process.

Some program elements may not be resolved when the pre-qualification review process is initiated. Once completed, they must be communicated to ABC before the program is launched.

- The planned launch date and duration of each program.

- Summary of the participation agreement between the publisher (or agent) and their partner.

*For ABC Audit Standards, Sale Guidelines and examples of qualifying sales transactions as paid circulation, consult ABC's Website.*

#### (d) Reporting

All partnership sales will be reported separately in ABC Publisher's Statements and

Audit Reports for subscriptions and/or single copy sales.

The value identified as "deductible" will be included in the average price calculation and indicated in the paragraph of ABC reports reporting the average subscription price.

All partnership sales are included in the "Channels of Sales" section of Bureau reports.

Details regarding all partnership sales will be provided in the explanatory paragraph. This will include program information and the selling price, or the range of selling price for the magazine subscription.

#### (e) Multiple Magazine Subscriptions Involved in Partnership Sale

Partnership sales involving the bundling of a magazine subscription with other goods and services shall be required to adhere to qualification criteria as set forth in the above sections of this rule and the following:

1. A limit of no more than three magazine subscriptions shall be allowed within any partnership sale.

2. The partnership sale channel of online transactions and catalog-based transactions may be used for multiple magazines being offered. Sale channels other than online transactions and catalog-based transactions (example: at retail locations) shall be limited to one magazine being included.

3. The partnership purchase must be structured wherein incremental purchase by either additional amount of money spent or additional quantity of items purchased result in the eligible receipt of additional magazines being included in the partnership sale.

4. The refund for all magazines included in the partnership offer shall be available to the consumer through a single refund request. The request for refund must be presented to the consumer in a clear and reasonable manner.

*Consult ABC's Website for examples of acceptable incremental purchase requirement and refund processes.*



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## MAGAZINES (Canada)

### Rules

#### F 108.1 Premium Defined

and

#### F 108.4 Subscription/Single Copy Sales in Combination

### AMENDED RULES

*ABC's Board voted unanimously to modify Rules F 108.1 Premium Defined and F 108.4 Subscription/Single Copy Sales in Combination to state that if two or more consumer magazines are sold together, the combination sales rule applies regardless of the frequencies of the magazines. To qualify as paid circulation, the publisher must collect at least the full value of the higher-priced magazine along with at least one cent for the lower-priced magazine. (Effective July 27, 2009.)*

#### F 108.1 Premium Defined [paragraph (d) only]

(d) Any publication, the contents of which consist chiefly of data for reference rather than for general reading, shall not be considered a "periodical" for the purpose of the exception noted in Paragraph (a) of this section but shall, when sold with another publication, be considered as a premium. ~~Any publication, regardless of character of content, whose frequency of issue is less than once in three months shall not be considered a "periodical" for the purpose of the exception noted in Paragraph (a) of this section but shall, when sold with another publication, be considered as a premium.~~

#### F 108.4 Subscription/Single Copy Sales in Combination [paragraph (e) only]

(e) Regardless of its frequency issue, a publication, the content of which consists chiefly of data for reference rather than for

general reading, shall if sold in combination with other publications, be considered a premium in the reports of the publication or publications in the sale of which it is combined. ~~Regardless of the character of its contents a publication whose frequency of issue is less than once in three months shall, if sold in combination with other publications, be considered as a premium in the reports of the publication or publications in the sale of which is combined.~~

## NEWSPAPERS (Canada)

### Rule C 102.1 Circulation Averages

### AMENDED RULE

*ABC's Board voted to modify Rule C 102.1 Circulation Averages to allow newspapers to report "Power Days." This would allow Canadian newspapers that do not report their circulation by day-of-week to report certain daily circulation averages in a separate column. (Effective July 27, 2009.)*

#### C 102.1 Circulation Averages

All Publisher's Statements and Audit Reports shall include a calculation of average paid circulation for each day of the week the newspaper is published plus a five-day (Monday to Friday) Combined Daily Average. One additional average (e.g. six-day Monday to Saturday, "Power Days," etc.) may be included at the publisher's option for the period covered by the report.

Newspapers with an average paid circulation of 50,000 or less may opt not to report by day of week unless any one day (exclusive of Saturday or Sunday) is at least 15% higher or lower than the other days, in which case day of week reporting is required. Power Days may also be reported, at the member's option.

Paragraphs 1 and 2 of Publisher's Statements and Audit Reports shall report paid circulation for copies/subscriptions sold at 50

percent or more of basic prices and copies/subscriptions sold at less than 50 percent of basic prices, respectively.

Paragraph 2 of Publisher's Statements and Audit Reports shall report total circulation by one or more geographic market as defined in Article ~~7~~ 107 of this section of the rules.

#### (a) Copies/Subscriptions Sold at Less Than 50 Percent of Basic Prices

(1) The publication must include as an analysis of such sales, information regarding the price at which the subscription/single copy purchase was made, a calculation of the price relative to the publication's "basic price" for the same term and frequency, and the amount of sales generated in the reporting period at the price. The analysis shall be of all prices offered during the period.

(2) The publication shall also include an analysis of all inducements such as premiums, combination sales, etc. which were offered during the period. This analysis shall include the price paid by the purchaser, the value of the "inducement" offered and the net amount paid (total price minus inducement value). In addition, the volume of sales associated with each inducement and price must be provided.

## NEWSPAPERS (Canada)

### Rule C 102.13 Weekly Newspaper Group Audit Plan

### AMENDED RULE

*ABC's Board voted to modify Rule C 102.13 Weekly Newspaper Group Audit Plan to make geographical reporting optional. This includes the distribution of copies in a definable market area and the Audit Report map that identifies the market and the geographic location of each newspaper in the group. (Effective July 27, 2009.)*

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 102.13 Weekly Newspaper Group Audit Plan

In order to qualify for the group audit plan, the weekly newspapers involved must meet the following criteria:

(a) Each newspaper in the group shall qualify for ABC membership in accord with the bylaws defining regular or provisional membership.

(b) Advertising shall be sold in combination for all newspapers.

~~(c) The distribution of copies of the newspapers in the group shall be in a definable marketing area to permit ABC to add population and occupied household data established by the Bureau of the Census and/or Statistics Canada and latest estimates determined by ABC.~~

~~(d) The Audit Report shall include a map prepared by ABC identifying the market and showing the geographic location of the city of publication for each ABC newspaper in the group.~~

~~(e)~~ (c) The initial audit of a weekly, semiweekly or triweekly newspaper shall cover a period of at least three months ending with any calendar quarter. Audits thereafter shall be scheduled at least once each two years for urban weekly newspapers and at least once every four years for non-urban weeklies. The managing director shall determine after consultation with the publishers in the group the period to be covered by each regular audit.

~~(f)~~ (d) Group Publisher's Statements showing circulation data for individual newspapers as well as total circulation for all newspapers in the group shall be issued for the semi-annual periods October 1 to March 31 and April 1 to September 30.

## NEWSPAPERS (Canada)

### Rule C 103.3 Third-Party Sales

#### AMENDED RULE

*ABC's Board voted to modify Rule C 103.3 Third-Party Sales to require publishers to notify ABC 14 days in advance of a third-party program only if circulation generated from their total third-party sales programs represents four percent or more of the total paid circulation reported on the most recent Publisher's Statement. From time-to-time, the ABC audit manager may also request 14-day advance notification to conduct field-testing necessary to complete the audit. (Effective July 27, 2009.)*

### C 103.3 Third-Party Sales [paragraph (e)(1) only]

- (e) Requirements  
(1) Notification  
(a) Recipient

Recipients must be advised that the copies are made available by the purchaser. Here is an example of acceptable notification:

- Sponsor name
- Non-promotional logo
- Address
- City, State, ZIP
- URL
- Telephone/FAX/Email

Additional information will be considered advertising and must be paid for as described in paragraph (d) above. *For notification language, consult ABC's Website.*

Recipients of programs extending for longer than one month must receive initial notification that furnishes all information necessary to cancel delivery. These recipients must receive monthly notification of the sponsor's identity.

(b) ABC must be notified of any Third-Party Sales program at least two weeks (14 days) in advance of distribution if Third-Party Sales represent 4% or more of total paid circulation as reported on the most recently released Publisher's Statement, or if directed to do so by ABC. This allows real-time testing as part of the audit process. Failure to provide the required notification will disqualify the circulation as "paid."

For Third-Party Sales copies delivered to non-subscribers, newspapers must maintain a list of recipients by address or be able to define the geographic area in which they will distribute and quantify the number of households that will receive copies. This information must be available at least two weeks before the actual distribution date and be maintained for review by an ABC auditor.

## NEWSPAPERS (Canada)

### Rule C 103.3 Third-Party Sales

#### AMENDED RULE

*ABC's Board voted to modify Rule C 103.3 Third-Party Sales to remove barter as a qualifying form of payment for Canadian newspapers. (Effective July 27, 2009.)*

### C 103.3 Third-Party Sales [paragraph (e)(5) only]

- (e) (5) Payment

(a) At the time of distribution, a newspaper must have sufficient funds on deposit to cover the cost of distributing the newspaper claimed as Third-Party Sales. If sufficient funds are not available, the copies may not be included as "paid" circulation. Third-Party Sales are not eligible for inclusion in the four percent allowance. Barter is not considered an acceptable method of payment for Third-Party Sales.

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~~(b) Payment by Barter~~

~~(i) Bartered goods and services must have a predetermined value that can be validated with supporting documentation. Goods and services are acceptable forms of currency (replaces cash in the transaction) for Third Party Sales. In addition to the billing requirement below, the revenue and expenses with respect to the bartered goods/services must be reflected in the accounting records of both the publisher and the sponsor in accordance with Generally Accepted Accounting Principles (GAAP).~~

~~A clear audit trail supporting the value of the bartered goods/services must be shown within the publication's accounting system.~~

~~For additional information regarding Barter Attestation Requirements, consult ABC's website.~~

~~Programs using barter must be accompanied by a written statement, dated prior to the distribution of the newspaper from the third party purchaser's CEO, CFO or from another representative in a management position who has knowledge of the company's financial recordkeeping process and can certify that the full barter value has been/will be recorded as an expense in accord with GAAP.~~

~~For an example of an acceptable statement, consult ABC's Website.~~

~~Barter will not be considered acceptable payment unless the affidavit is dated prior to the actual distribution of the Third Party Sale newspapers and made available to the ABC auditor upon request.~~

~~Third Party Sales paid for by barter must be broken out in Bureau reports. Consult ABC's Website.~~