

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

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

#### Rules

#### D 4.1 Publisher's Statements

#### D 5.4 Mailing Address Analysis

#### D 10.1 Channels of Subscription Sales

#### AMENDED RULES

*ABC's Board voted to modify Rules D 4.1 Publisher's Statements, D 5.4 Mailing Address Analysis, and D 10.1 Channels of Subscription Sales to make the reporting of data in Paragraph 3C – Mailing Address Analysis, Paragraph 6 – Term Data, Paragraph 7 – Sales Channels, Paragraph 8 – Premium Usage and Paragraph 9 – Post Expiration Copies Included in Paid Circulation option for all business publications (Effective with December 2009 Publisher's Statements.)*

#### D 4.1 Publisher's Statements [paragraph (d) only]

(d) Business Publication members have the option of using either the Paid or the Paid and Qualified Non-Paid Circulation Publisher's Statement forms for reporting of circulation:

(1) A Publisher's Statement form printed on blue stock is used by publishers who wish to show an analysis of only paid circulation. This form, identified as the Paid Circulation Form, must show the words: "Non Claimed" in Paragraph 1(b) – average non-paid circulation to field served.

(2) A combination Publisher's Statement form, identified as the Paid and Qualified Non-Paid Circulation Form, printed on ivory-colored stock for use by all regular membership publishers having less than 70 percent total circulation as paid circulation and/or having qualified non-paid circulation.

Those business publications reporting less than 50 percent paid

subscription circulation shall not be required to report an analysis of the total new and renewal subscriptions in Paragraphs 5 through 8, analysis of post expiration copies in Paragraph 9 of Bureau reports.

#### D 5.4 Mailing Address Analysis

(a) Publisher's Statements and Audit Reports of business publications shall may contain an analysis by recipient mailing address of qualified paid and non-paid circulation. If reported, the issue analyzed must be the same as used for the Business and the Geographic Analyses. Business publications shall have the option to report an analysis by recipient mailing address of paid subscription circulation. No information may be used for classification purposes that was obtained after the filing deadline for the Publisher's Statement.

Paid and non-paid circulation shall be reported in separate columns if the paid circulation equals or exceeds 50 percent of the total.

(b) Subscription circulation shall be analyzed according to the manner in which copies are addressed, using the following categories: Individuals by name and title and/or occupation; Individuals by name only; Titles or occupations only; Company names only; and Bulk subscriptions.

Copies addressed to individuals without title may be reported as "Individuals by name and title and/or occupation" if supported by auditable documentation of the individual's title. Copies addressed to "Library" or "Librarian" shall be reported in "Company names only."

Publications not reporting a title analysis in the Business/Occupation Analysis in Paragraph 3(a) may, at their option, report "Individuals by name and title" in the "Individuals by name only" category.

(c) If reported, a A count and analysis shall be made of one issue in each audit period. The figures used in connection with the following Publisher's Statement may be based on the percentages for each category as determined from the analyzed issue, and the

percentage shall be projected against the total circulation of the issue.

Any publisher has the option to make a count and analysis of an issue for each Publisher's Statement if so desired.

When the analysis is based on percentage projections, the fact is to be noted in the analysis. An analysis based on percentage projections may not be noted in the analysis. An analysis based on percentage projections may not be reported if the total average paid and non-paid circulation for the period of the Publisher's Statement is 10 percent greater or less than the total average paid and non-paid circulation reported in the previous Publisher's Statement.

~~(d) If a newly admitted member is unable to supply records adequate to comply with the Bureau's standard procedure for reporting the mailing address analysis, the following declaration shall be made in the paragraph of the Publisher's Statements and Audit Reports devoted to the reporting of these data:~~

~~"Owing to the fact that a sufficient period of time has not elapsed since initiating recordkeeping procedures for reporting the mailing address analysis, the requirement has been temporarily waived."~~

~~This declaration shall not be used after the maximum period of 18 months following the period covered by the initial audit. After this time has expired, if adequate records are still unavailable, the situation shall be reported to the Board of Directors.~~

#### D 10.1 Channels of Subscription Sales [introductory paragraphs only]

Subscription production shall may be classified by channels in Bureau reports designated for business publications in accordance with the following definitions and instructions.

Paragraphs (a) through (d) apply only to paid subscription circulation. Paragraph (f) applies only to non-paid circulation to field served.

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## BUSINESS PUBLICATIONS (Canada)

### Rules

#### D 104.1 Publisher's Statements

#### D 105.4 Mailing Address Analysis

#### D 110.1 Channels of Subscription Sales

### AMENDED RULES

*ABC's Board voted to modify Rules D 104.1 Publisher's Statements, D 105.4 Mailing Address Analysis, and D 110.1 Channels of Subscription Sales to make the reporting of data in Paragraph 3C – Mailing Address Analysis, Paragraph 6 – Term Data, Paragraph 7 – Sales Channels, Paragraph 8 – Premium Usage and Paragraph 9 – Post Expiration Copies Included in Paid Circulation option for all business publications (Effective with December 2009 Publisher's Statements.)*

#### D 104.1 Publisher's Statements

[paragraph (d) only]

(d) Business Publication members have the option of using either the Paid or the Paid and Qualified Non-Paid Circulation Publisher's Statement forms for reporting of circulation:

(1) A Publisher's Statement form printed on blue stock is used by publishers who wish to show an analysis of only paid circulation. This form, identified as the Paid Circulation Form, must show the words: "Non Claimed" in Paragraph 1(b) – average non-paid circulation to field served.

(2) A combination Publisher's Statement form, identified as the Paid and Qualified Non-Paid Circulation Form, printed on ivory-colored stock for use by all regular membership publishers having less than 70 percent total circulation as paid circulation and/or having qualified non-paid circulation.

Those business publications reporting less than 50 percent paid

subscription circulation shall not be required to report an analysis of the total new and renewal subscriptions in Paragraphs 5 through 8, analysis of post expiration copies in Paragraph 9 of Bureau reports.

#### D 105.4 Mailing Address Analysis

(a) Publisher's Statements and Audit Reports of business publications shall may contain an analysis by recipient mailing address of qualified paid and non-paid circulation. If reported, the issue analyzed must be the same as that used for the Business and Geographic Analyses. ~~Business publications shall have the option to report an analysis by recipient mailing address of paid subscription circulation.~~ No information may be used for classification purposes that was obtained after the filing deadline for the Publisher's Statement.

Paid and non-paid circulation shall be reported in separate columns if the paid circulation equals or exceeds 50 percent of the total.

(b) Subscription circulation shall be analyzed according to the manner in which copies are addressed, using the following categories: Individuals by name and title and/or occupation; Individuals by name only; Titles or occupations only; Company names only; and Bulk subscriptions.

Copies addressed to individuals without title may be reported as "Individuals by name and title and/or occupation" if supported by auditable documentation of the individual's title. Copies addressed to "Library" or "Librarian" shall be reported in "Company names only."

Publications not reporting a title analysis in the Business/Occupation Analysis in Paragraph 3(a) may, at their option, report "Individuals by name and title" in the "Individuals by name only" category.

(c) If reported, a A count and analysis shall be made of one issue in each audit period. The figures used in connection with the following Publisher's Statement may be based on the percentages for each category as determined from the analyzed issue, and the

percentage shall be projected against the total circulation of the issue.

Any publisher has the option to make a count and analysis of an issue for each Publisher's Statement if so desired.

When the analysis is based on percentage projections, the fact is to be noted in the analysis. An analysis based on percentage projections may not be reported if the total average paid and non-paid circulation for the period of the Publisher's Statements is 10 percent greater or less than the total average paid and non-paid circulation reported in the previous Publisher's Statement.

~~(d) If a newly admitted member is unable to supply records adequate to comply with the Bureau's standard procedure for reporting the mailing address analysis, the following declaration shall be made in the paragraph of the Publisher's Statements and Audit Reports devoted to the reporting of these data:~~

~~"Owing to the fact that a sufficient period of time has not elapsed since initiating recordkeeping procedures for reporting the mailing address analysis, the requirement has been temporarily waived."~~

~~This declaration shall not be used after the maximum period of 18 months following the period covered by the initial audit. After this time has expired, if adequate records are still unavailable, the situation shall be reported to the Board of Directors.~~

#### D 110.1 Channels of Subscription Sales [introductory paragraphs only]

Subscription production shall may be classified by channels in Bureau reports designated for business publications in accordance with the following definitions and instructions.

Paragraphs (a) through (d) apply only to paid subscription circulation. Paragraph (f) applies only to non-paid circulation to field served.

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## BUSINESS PUBLICATIONS (U.S. / Int'l)

### Rule D 10.3 Digital Versions and Digital Editions

#### AMENDED RULE

*ABC's Board voted unanimously to modify Rule D 10.3 Digital Versions and Digital Editions so that publishers are only required to report digital circulation separately if the average number of digital version or digital edition copies exceeds five percent of the total average qualified circulation in Paragraph 2 – Qualified Paid Circulation by Issues, Paragraph 3A – Business/Occupational Analysis, Paragraph 3B – Age of Source Data Analysis, Paragraph 3C – Mailing Address Analysis, and Paragraph 4 – Geographic Analysis. (Effective with December 2009 Publisher's Statements.)*

### D 10.3 Digital Versions and Digital Editions [new paragraph (b)]

... causing old paragraphs (b) through (h)  
to be re-lettered (c) through (i)]

(b) Average Qualified digital version and/or digital edition circulation shall be reported separately in Paragraphs 1A, 1B, 1C and 1D of ABC reports.

(1) If the average number of digital version and/or digital edition circulation exceeds 5% of the Total Average Qualified Circulation for the Publisher's Statement period, digital edition and/or digital version circulation must be reported separately in Paragraphs 2, 3A, 3B, 3C and 4 of ABC reports.

## BUSINESS PUBLICATIONS (Canada)

### Rule D 110.3 Digital Versions and Digital Editions

#### AMENDED RULE

*ABC's Board voted unanimously to modify Rule D 110.3 Digital Versions and Digital Editions so that publishers are only required to report digital circulation separately if the average number of digital version or digital edition copies exceeds five percent of the total average qualified circulation in Paragraph 2 – Qualified Paid Circulation by Issues, Paragraph 3A – Business/Occupational Analysis, Paragraph 3B – Age of Source Data Analysis, Paragraph 3C – Mailing Address Analysis, and Paragraph 4 – Geographic Analysis. (Effective with December 2009 Publisher's Statements.)*

### D 110.3 Digital Versions and Digital Editions [new paragraph (b)]

... causing old paragraphs (b) through (h)  
to be re-lettered (c) through (i)]

(b) Average Qualified digital version and/or digital edition circulation shall be reported separately in Paragraphs 1A, 1B, 1C and 1D of ABC reports.

(1) If the average number of digital version and/or digital edition circulation exceeds 5% of the Total Average Qualified Circulation for the Publisher's Statement period, digital edition and/or digital version circulation must be reported separately in Paragraphs 2, 3A, 3B, 3C and 4 of ABC reports.

## NEWSPAPERS (Canada)

### Rule C 104.1 Timing of Audit

#### AMENDED RULE

*ABC's Board voted unanimously to modify Rule D 104.1 Timing of Audit to eliminate the requirement that Canadian newspapers between 50,001 and 75,000 average paid circulation participate in the Preprint Projection Center to qualify for the every-other-year audit plan. (Effective November 16, 2009.)*

### C 104.1 Timing of Audit [paragraph (a) only]

(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 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.~~

A daily newspaper with average weekday paid circulation between 50,001 and 75,000 copies per issue may request an audit covering a two-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%.~~

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## ALL PUBLICATIONS (U.S. / Int'l)

### Rules

- B 2.4 Time of Making Audits
- B 3.2 Time Limit for Filing Publisher's Statements

### AMENDED RULES

*ABC's Board voted to modify Rules B 2.4 Time of Making Audits and B 3.2 Time Limit for Filing Publisher's Statements, as part of approval to launch a new Community Newspaper Audit (CNA) service for newspapers with less than 25,000 total average paid circulation – aimed to reduce costs, streamline the audit process and simplify rules and reporting for publishers – scheduled to launch January 1, 2010. (Effective January 1, 2010 for March 2010-ending Publisher's Statements and Audit Reports.)*

#### B 2.4 Time of Making Audits

See also C 4.1 and C 104.1 for newspapers.

(a) Publisher's Statements shall be subject to audit once a year, except in such cases as otherwise specified under the rules.

(b) On all audits covering a period longer than a year, the Audit Report shall show the averages for the last 12 months of the period and separate averages for the additional period (except for daily newspapers with average weekday paid circulation of 50,000 copies per issue or less audited every two years, community newspapers, weekly newspapers audited for a ~~2~~two-year period and weekly newspapers under the Group Audit Plan).

(c) Canadian daily newspapers with an average weekday paid circulation between 50,001 and 75,000 copies per issue may be audited every two years subject to the requirements of Rule C 104.1 in Canada.

#### B 3.2 Time Limit for Filing Publisher's Statements

Publisher's Statements shall be delivered to the principal office of the Bureau after the close of the period covered by the statement as follows:

Daily Newspapers	15 days
Weekly Newspapers and Community Newspapers	20 days
Farm Publications	One Month
Magazines	One Month
Business Publications	One Month

(a) If the Publisher's Statement is not filed within the period indicated above and no valid reason is given for noncompliance, the procedure shall be as follows:

(1) A bulletin shall be issued by the Bureau to the advertiser and advertising agency members and to all members of the division of which the delinquent member is a member, informing them that the statement is due but not received and that previous statements are out-of-date.

(2) If a Publisher's Statement or valid reason for not submitting it has not been received by the tenth day of the second month following the close of the Publisher's Statement period, the managing director shall bring the matter to the attention of the Board of Directors at its next subsequent meeting.

(b) If the Publisher's Statement has not been filed by the tenth day of the fourth month following the close of the Publisher's Statement period, the matter shall be brought to the attention of the Board of Directors at its next scheduled meeting, wherein a bulletin may be issued by the Bureau to advertiser and advertising agency members and to all members of the division of which the delinquent member is a member, informing them that the Statement is due but not received and that the previous Statements are out-of-date.

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

### Rules

- C 2.1 Circulation Averages
- C 2.5 Circulation Above or Below Average for Other Days
- C 2.9 Analysis of Individually Paid Home-Delivery Circulation by Price Category
- C 4.1 Timing of Audit
- C 4.2 Initial Audit
- C 7.9 List of Towns Receiving 25 or More Copies

### AMENDED RULES

*ABC's Board voted to modify Rules C 2.1 Circulation Averages, C 2.5 Circulation Above or Below Average for Other Days, C 2.9 Analysis of Individually Paid Home-Delivery Circulation by Price Category, C 4.1 Timing of Audit, C 4.2 Initial Audit, C 7.9 List of Towns Receiving 25 or More Copies, as part of approval to launch a new Community Newspaper Audit (CNA) service for newspapers with less than 25,000 total average paid circulation – aimed to reduce costs, streamline the audit process and simplify rules and reporting for publishers – scheduled to launch January 1, 2010. (Effective January 1, 2010 for March 2010-ending Publisher's Statements and Audit Reports.)*

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### C 2.1 Circulation Averages [version "A" effective until 10/01/10]

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.

Newspapers participating in the Community Newspaper Audit service may choose to report a five-day (Monday to Friday) or six-day (Monday to Saturday) combined daily average. Sunday, where applicable, will be reported as a separate average.

In addition, Community Newspaper Audit service participants may report a separate average for a single or multiple "Power Day."

~~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 except for participants in the Community Newspaper Audit service, where such reporting is not required.

### C 2.1 Circulation Averages [version "B" effective 10/01/10]

All Publisher's Statements and Audit Reports shall include a calculation of average 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 (home delivery and single copy); Paid Business/Traveler circulation (guest refund-based and purchased by hotel); Verified Circulation.

In addition, averages will be presented in a subsidiary paragraph in the following manner: Home Delivery, Single Copy and Other Distribution venues.

Publishers will also have the option to report circulation averages by geography (city zone, retail trading zone, newspaper designated market, etc.).

(Publishers wishing to establish up to three sets of geographic basic annual prices for each frequency offered will be required to report circulation averages by geography.)

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.

Newspapers participating in the Community Newspaper Audit service may choose to report a five-day (Monday to Friday) or six-day (Monday to Saturday) combined daily average. Sunday, where applicable, will be reported as a separate average.

In addition, Community Newspaper Audit service participants may report a separate average for a single or multiple "Power Day."

### C 2.5 Circulation Above or Below Averages for Other Days

Not applicable to Community Newspaper Audit service participants.

(a) When, over a period of three months, the average weekday circulation of a daily paper with less than 50,000 paid circulation is, on a certain day of the week less than 15 percent but more than 5 percent in excess of or below the average for the other days of the week, the circulation for such day on which the excess or deficiency occurs may, at the option of the publisher, be shown separately and the average for the other five days shown as the "daily average." When multiple days meet the above criteria, they may be reported as one average if the circulation for each is within 5 percent of each other.

To exercise this option, the publisher must notify the managing director at least 15 days prior to the beginning of the six months' period for which the separation is desired to be shown. Upon receipt of such notice and its approval, the managing director shall notify all other daily newspaper members in the city of publication that such option has been requested and approved.

Once publishers have exercised the option, they may continue for successive periods while qualified.

(b) Total average paid circulation by month may, at the option of the publisher, be reported in Publisher's Statements and Audit Reports. Percentages of the differences between the monthly averages and the average paid circulation for the period covered by the report are to be shown.

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### C 2.9 Analysis of Individually Paid Home-Delivery Circulation by Price Category

Not applicable to Community Newspaper Audit service participants.

(a) Newspapers will be required to report subscription circulation sold at greater than or equal to 25% of basic price and subscription circulation sold at less than 25% of basic price if more than 5% of their subscription circulation is sold at prices below 25% of basic price. This information will be reported in an on-line, password protected database.

(b) In all cases, the calculation for each subscriber is based on the publisher's declared annual price as noted in rule C 1.2 Prices.

For example, if the annual daily and Sunday basic price is \$100 and an analysis is made on an eight-week subscription sold for \$6, the following steps would be taken:

$$8 \text{ weeks} / 52 \text{ weeks} = 15.4\%$$

15.4% x \$100 = \$15.40 (8 week pro rata basic)

\$6 / \$15.40 = 39% circulation to be reported as greater than 25%.

### C 4.1 Timing of Audit [paragraph (a) only]

(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 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."

Newspapers participating in the Community Newspaper Audit service shall be audited every two years or they may request an audit

covering a 12-month period; Audit Reports and Publisher's Statements will be issued on a form dedicated to this service.

### C 4.2 Initial Audit [paragraph (b) only]

(b) The initial audit of a weekly, semiweekly or triweekly ~~country~~ newspaper, or a participant in the Community Newspaper Audit service applying for membership on the plan of being audited every other year shall cover a period of at least three months ending with any calendar quarter, except, in a city where there is already a newspaper member on the plan of being audited every other year, the initial audit period of three months shall end with same date as audit of member.

Weekly newspapers qualifying for an audit every other year may, at their option, report circulation averages in total or on the standard form for daily newspapers.

The initial audit of a weekly, semiweekly or triweekly newspaper published in a city or city zone of a daily newspaper member or members shall cover a period of at least six months ending with the same date as the audit of a present member or members and subsequent audits may be required on an annual basis and dues paid annually.

The annual audits of weekly, semiweekly or triweekly newspapers will be reported on the standard form.

### C 7.9 List of Towns Receiving 25 or More Copies [paragraphs (a) and (d) only]

(a) All publishers of newspapers shall furnish a complete analysis of distribution either by towns receiving 25 or more copies per day, arranged alphabetically by counties or an analysis of circulation by U.S. ZIP Codes or Canadian Postal Codes receiving 25 or more copies in numerical order, to be included as Paragraph 3 of Audit Reports.

Newspapers participating in the Community Newspaper Audit service shall be required to provide an analysis of circulation by U.S. ZIP Codes only. All references within this rule to an analysis by towns receiving 25 or more copies, geographic and price reporting are not

applicable to Community Newspaper Audit service participants.

This data must be submitted to ABC within 30 days of the member's assigned audit period end date. Failure to submit the data on time may result in exclusion from the applicable ABC FAS-FAX report.

Publishers may at their option also furnish an analysis of distribution to be filed with regular Publisher's Statements for release as a Supplemental Report. The breakdown will be subject to audit at the time of the regularly scheduled audit. "Average Projected Paid Circulation" referred to in sub-sections (c)(4) and (d)(2) will not be included in the Supplemental Report.

Those newspapers opting to report by towns may also include an analysis by ZIP/postal code. Those newspapers electing to report by ZIP/postal code only shall also include total distribution statistic by counties. Canadian newspapers electing to report by postal code only must do so by providing an analysis by three-digit postal codes.

(1) The list shall include a breakdown of the total distribution for one Monday to Friday day for each "All Day," "Morning," "Evening" and/or "Sunday" issue published. The date or dates selected for the listing in Paragraph 3 of Audit Reports shall show circulation which is representative, subject to approval of the Bureau.

(2) The Audit Reports of newspapers published in the same city shall use the same date or dates for the listing. If the newspapers cannot agree on the date(s) to be used, the Bureau shall select the date(s).

In order for any newspaper to report by postal code only, all newspapers in the same city must agree to report likewise. If agreement cannot be reached, the default reporting format shall be by towns, with the option of including the postal code analysis.

(d) The list by postal code shall include the following:

(1) Circulation shall be shown for each postal code receiving 25 or more copies. Towns included in each postal will be identified. When an analysis of distribution by towns is also reported, the newspaper may omit postal

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code analysis in All Other (or Outside Newspaper Designated Market). When a by-town analysis is not included, analysis by postal code for distribution in All Other (or Outside Newspaper Designated Market) shall be made.

(2) Circulation totals for each county shall be shown and counties shall be listed in alphabetical order by states. "Average Projected Paid Circulation" shall be shown for each county in the column adjacent to the total circulation figure for each county. The "Average Projected Paid Circulation" will be computed by the Bureau.

(3) Publishers shall have the option of reporting distribution by total only for each town receiving 25 or more copies, or by the following subdivisions: Single Copy Sales and Carriers; Motor Route; or Home Delivery (carriers including Motor Route) and Single Copy Sales.

~~(4) For newspapers published outside of Canada, when the number of copies to be reported between 25 percent and 50 percent of basic price exceeds 20 percent of Individually Paid Circulation within a given ZIP Code, a breakout of the copies sold at prices between 25 percent and 50 percent of basic prices will be required for that ZIP Code.~~

~~(5) For newspapers published outside of Canada, when the average number of copies sold between 25 percent and 50 percent of basic price exceeds 20 percent of Individually Paid Circulation, a breakout of the copies sold at prices between 25 percent and 50 percent of basic prices will be required for all ZIP Codes.~~

All Single Copy circulation will be reported by point-of-sale.

~~(6)~~(4) The Bureau will add occupied household figures based on data established by the Bureau of the Census and/or Statistics Canada for all counties, established city zones and for all postal codes with 2,500 or more occupied households within the city zone, retail trading zone and/or newspaper designated market or Designated Market Area.

~~(7)~~(5) Where by-town analysis is included, distribution of the audited postal code analysis will be made by ABC with the Audit

Report or by the publisher at the publisher's option. If the publisher exercises the latter option of distribution, the Audit Report will contain a statement that the separate audited analysis is available from the publisher.

*Note, effective October 1, 2010 this rule is renumbered / re-identified as C 7.2 List of ZIP Codes and Towns Receiving 25 or More Copies ... and no change will be required to the rule.*