

Industry-Established Guidelines

Required Records

- Auditable records, procedures or statements from persons responsible for handling the coupons. These records must affirm that the number of coupon inserts received or printed at the newspaper's office match the number shipped.
- Freestanding coupon inserts or run-of-press sections printed prior to insertion should be stored in a secure area until they are removed by authorized persons.
- Auditable records or procedures must be maintained to verify that freestanding coupon inserts or run-of-press coupon sections were placed in the newspaper for distribution.
- Leftover coupon inserts should be disposed of in a manner as to make them unusable for redemption.
- Printing plates or other materials used to print run-of-press coupon sections should be disposed of in a manner as to make them unusable.



Return Procedures

- Auditable records of procedures or statements from the persons responsible for recovery and destruction of the newspapers containing advertiser coupons, affirming they were recovered and destroyed
- Statements from waste companies or any other firms that may purchase leftover, returned or unsold copies of the newspaper containing advertiser coupons. These statements must affirm that the advertiser coupons were disposed of in a manner as to make them unusable for redemption.
- Auditable records of procedures affirming all newspapers returned to the newspaper's office contained the proper amount of advertiser coupons.

Distribution Procedures

- Auditable records of procedures used to monitor the number of copies in excess of a regular or normal draw purchased by a distributor, dealer or carrier on days when the newspaper contains advertiser coupons must be available.
- Alternatively, assertions must be provided from the publisher's personnel regarding tests made to determine that increases in draw of copies of newspapers containing advertiser coupons are for delivery to individual customers or bulk purchases. A review of these procedures may be made in lieu of assertions.

For More Information

Contact an ABC Manager, Marketing and Sales:
Kristina Meinig, (847) 879-8412
or kristina.meinig@accessabc.com
Bridget Fleagle (847) 879-8321
or bridget.fleagle@accessabc.com



Did You Know

ABC offers a quantitative review and audit of a newspaper's advertising insert distribution process. Learn more about ABC's Insert Verification Service (IVS) at www.accessabc.com/services/ivs.htm.

 **Audit Bureau of Circulations**
900 N. Meacham Road ■ Schaumburg, IL 60173-4968
T: (847) 605-0909 ■ F: (847) 605-0483 ■ www.accessabc.com

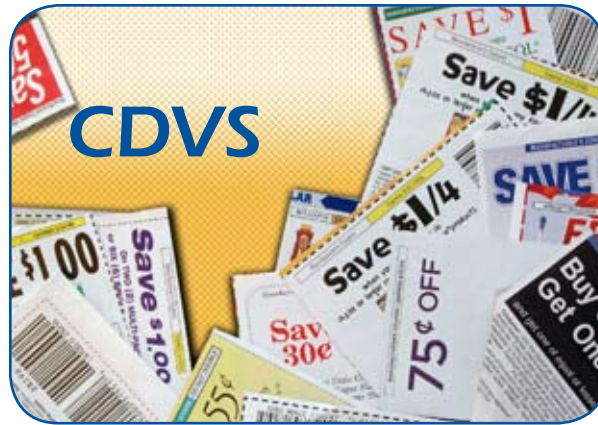


Coupon Distribution Verification Service

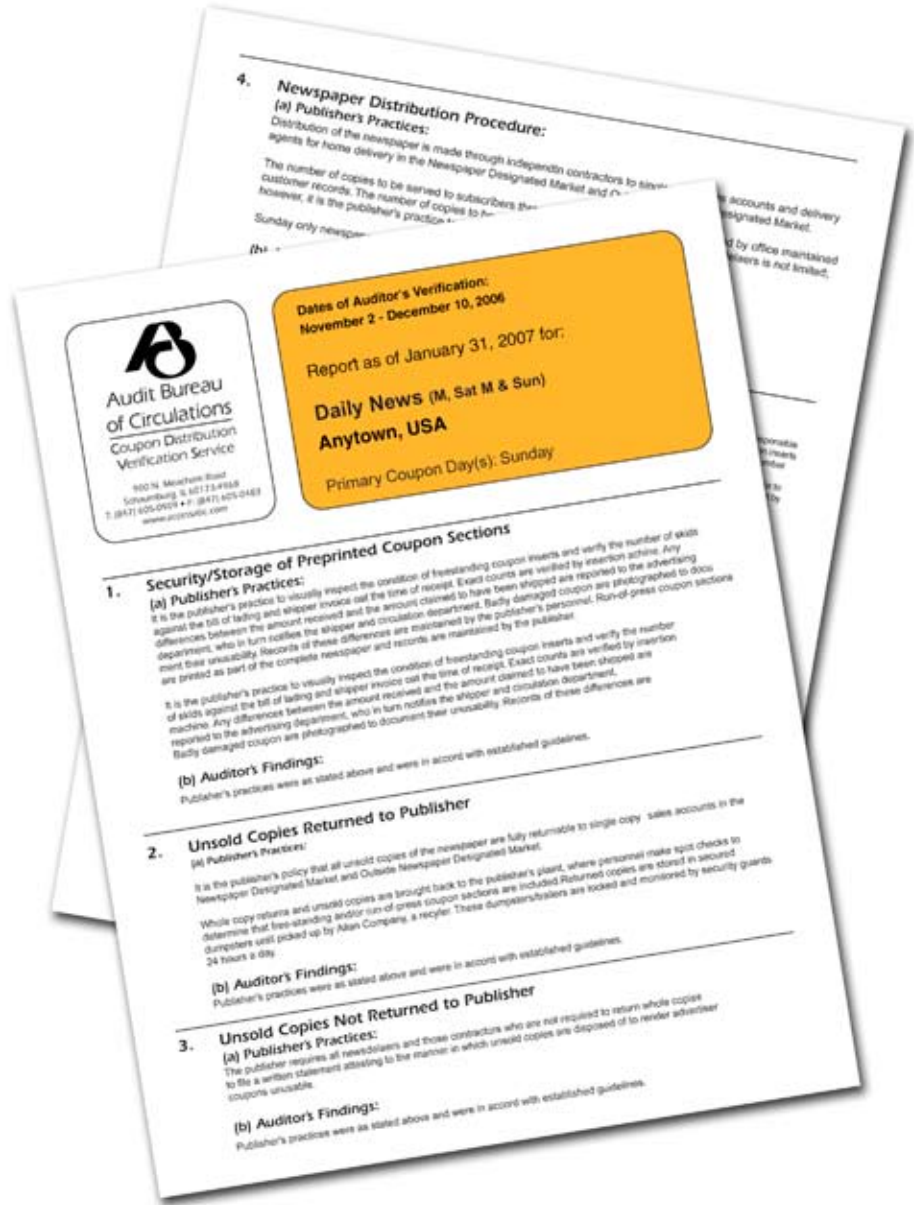
ABC's Coupon Distribution Verification Service (CDVS) confirms a newspaper's commitment to eliminate coupon fraud and establish itself as a **reliable** delivery vehicle in this billion-dollar industry. ABC's CDVS service provides advertisers independent **verification** that participating newspapers handle coupon security procedures according to strict industry-established guidelines.



Audit Bureau of Circulations



Coupon fraud is a concern to advertisers. They foot the bill for millions of dollars annually in misredeemed coupons—coupons submitted for processing and payment when no product was actually purchased. The security of preprinted inserts and run-of-press (ROP) coupons in the areas of receipt, storage, insertion and disposal is essential to prevent misredemption before it occurs.



Quick Facts About CDVS

- Focuses on the security of cents-off coupons.
- Launched in 1980 and was developed by publishers, advertisers and coupon suppliers.
- Results in a qualitative verification of a newspaper's handling of cents-off coupons.
- Verifies receipt, storage and disposition of newspapers containing coupons.
- Conducted during a newspaper's circulation audit.
- Recommended for any size newspaper.

Guidelines

Guidelines have been established for the basic data to be provided by newspaper participants in ABC's CDVS. These industry-developed guidelines cover the relevant verifiable records and security measures. These are outlined on the back page.

Publisher's Statements

The newspaper is required to provide a publisher's statement that serves as the basis for the ABC verification.

Procedures

Coupon distribution verification is made in conjunction with the regular annual circulation audit. ABC auditors verify publisher's claims by making investigations that are deemed necessary under the circumstances.

These procedures may include an examination of the publisher's internal records as well as the auditor's personal inspection of procedures in handling, storage and disposal of newspaper copies containing coupons.

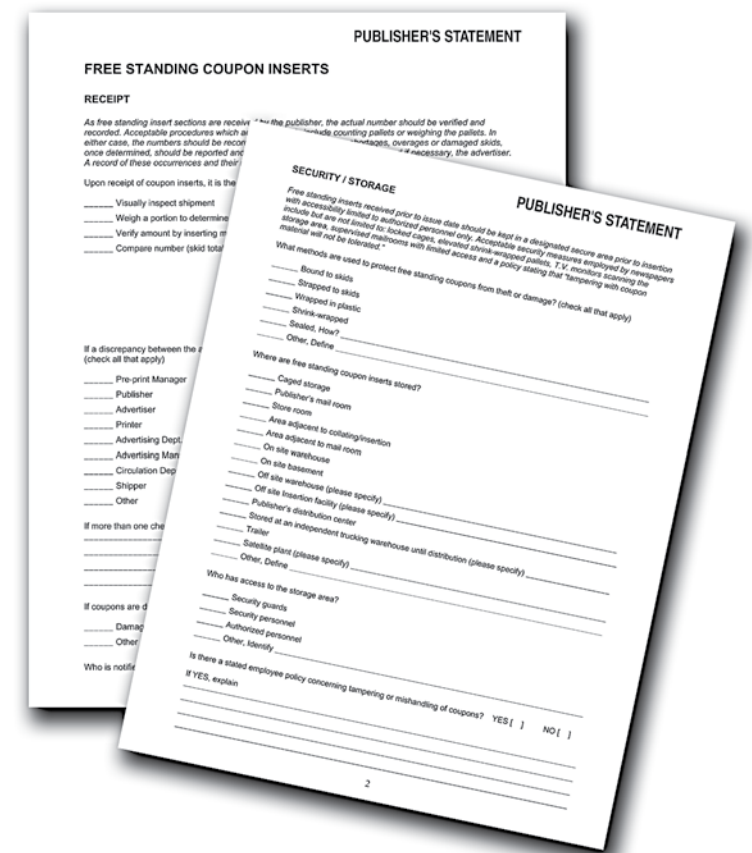
Reports

An industry task force developed the report formats that provide the details of the ABC verification. The information in these reports discloses the practices and procedures employed by each newspaper in the handling and disposal of newspaper copies containing coupons.



Where is the information released?

CDVS reports are released as a stand-alone product and are mailed to participating advertisers on a quarterly basis. To purchase hard-copy reports, contact ABC's Report Services department at (847) 879-8267 or e-mail service@accessabc.com.



How can CDVS Help You?

- CDVS increases awareness among newspapers and coupon advertisers of the problems of coupon misredemption.
- CDVS assists ABC-member publications in becoming a more attractive medium for coupon advertisers.