



Audit Bureau of Circulations

Introducing ABC's New Community Newspaper Audit Service

Community newspapers offer national, regional and local advertisers an enticing opportunity to reach consumers in their homes via a trusted source. These community newspapers may be one of the only ways you can reach your target audience each week.

But how do you know that the circulation claims made by your community newspapers are accurate? Unfortunately, many community newspapers have chosen to go unaudited. ABC recognized this trend

and the awkward position that many media buyers faced when negotiating and purchasing ads in unaudited community newspapers, which is why we recently launched the Community Newspaper Audit service.

CNA provides community newspapers and their media buying partners with the best of both worlds—independently verified circulation data from the gold standard in media audits at an affordable price and without an extensive time commitment from newspapers.

CNA Benefits for Advertisers

- **Convenient** – With more than 800 newspaper members in the United States, ABC is the preferred source for newspaper circulation data. Advertisers rely on ABC as a go-to source for newspaper circulation information.
- **Accessible** – All ABC newspaper data is housed in our comprehensive online database, including Publisher's Statements, Audit Reports and FAS-FAX.
- **Detailed** – ABC data provides advertisers with the information needed to make informed buying decisions, including ZIP-code level analysis and 10-year historical trending information.
- **Comparable** – All ABC audits are conducted by experienced, professional auditors using standards set by a forum of publishers, advertisers and advertising agencies to ensure data is always comparable.
- **Timely** – ABC's Preprint Projection Center gives buyers access to newspapers' circulation projection data to make more knowledgeable preprint buys.
- **Trusted** – ABC has been the leading advocate for advertisers and advertising agencies since 1914. ABC has been well known as the gold standard in media audits ever since.

CNA Benefits for Newspapers

- **Affordable** – CNA audit packages begin at just \$2,000 per year. Newspapers can also choose from a variety of flexible billing options.
- **Convenient** – Community newspaper audits are conducted every-other-year. All information is submitted electronically and audits are conducted with minimal disruption in newspapers' day-to-day activities.
- **Simple** – Streamlined audit and reporting requirements mean less time and recordkeeping for newspapers.

Act Now to Ensure Your Ad Dollars are Protected

Start the dialogue today; use this brochure to share with your newspaper partners how an ABC community newspaper audit benefits all parties.

Tell your community newspaper partners that you prefer an ABC community newspaper audit because you know it best protects your investment.

For more information about the advantages of CNA, contact an ABC marketing and sales manager:

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Changing to Meet Your Needs