

## **Samples of Acceptable Purchaser Notifications**

The notification to recipients of sponsored copies as to who the purchaser is must be made in a clear and conspicuous manner.

This notification may be made in one of the various manners as outlined within the established guidelines published by ABC.

The following are sample acceptable notifications appearing on the magazine, where notice of purchaser would not be considered advertising by ABC and required to be paid for by purchaser at normal advertising rates.

See the published document entitled 'Sponsored Sales Recipient Notification Guidelines' posted on the [www.accessabc.com](http://www.accessabc.com) website for full explanation of requirements for notification of sponsored copies.

### **Acceptable notification made via address label**

#### **Compliments of XYZ Manufacture**

Mary Smith  
123 Main Street  
Anytown, NY 12345

#### Compliments of XYZ .COM

Mary Smith  
123 Main Street  
Anytown, NY 1245

#### COMPLIMENTS OF XYZ STORES LOCATED AT 123 MAIN STREET, ANYTOWN, NY

Mary Smith  
123 Main Street  
Anytown, NY 12345

**Acceptable notification made via sticker on cover of magazine**

Enjoy this Magazine,  
  
Courtesy of  
XYZ Manufacturing,  
20 South Street  
Anytown, NY



**Acceptable notification made via banner on cover of magazine**

This Magazine is being provided to you by  
XYZ Fashion Store, located at 55 First Street Anytown

*Fashion Today Magazine*

An illustration of four stylized human figures in a cityscape. The figures are colored orange, blue, purple, and green. They are standing in front of several black buildings with yellow and blue lights. The background is a light blue circle.

Mary Smith  
123 Main Street  
Anywhere, NY 12345