



Tier 1 — Telephone Research Verification Standards for Audience-FAX



Audit Bureau of Circulations



Introduction

The Audit Bureau of Circulations' (ABC) telephone research verification standards provide a basis for ABC to verify telephone research studies for newspapers. ABC does not conduct the research; instead ABC maintains its third-party neutrality by verifying the studies before, during and after fieldwork to ensure compliance with the standards. Newspapers may publish the results of the audit via two ABC-reporting outlets: Audience-FAX and Reader Profile.

Audience-FAX

Audience-FAX is an audience-reporting initiative that allows U.S. daily newspapers to incorporate top-line print readership, online readership, net combined audience and total Web site usage on ABC media reports. ABC independently verifies all data reported in Audience-FAX.

Reader Profile Reports

Reader Profile reports provide detailed print readership data information, including readers, reach, readers per copy, source of copy and demographics. Reader Profile reports can be issued as stand-alone documents or as a compliment to the top-line readership data published in Audience-FAX.

Newspapers may choose to report the results of their readership study via Audience-FAX, Reader Profile reports or both.

Whether a newspaper chooses to report their readership data via Audience-FAX or a Reader Profile report, each readership study must employ similar research collection, tabulation and reporting procedures outlined in this guide to establish an equal basis for analyses. Whenever the standards differ for Audience-FAX or Reader Profile reporting, ABC has provided a notation explaining the variation.

ABC wishes to acknowledge the Advertising Research Foundation (ARF) for granting permission to incorporate portions of its guidelines for newspaper audience studies (revised in 1990) and published in the "ARF Guidelines Handbook." ABC strives to develop industry harmony in media research by working closely with the ARF and other associations.

Helpful Links:

[Audience-FAX General Information](#)

[General Audience-FAX FAQs](#)

[FAQs for Tier 1 Newspapers](#)

[FAQs for Tier 2 Newspapers](#)

Table of Contents

- I. Market Definition 2
- II. Sample Design and Selection 2
- III. Sample Execution 4
- IV. Interviewing Procedures, Training and Controls 5
- V. Text of Questionnaire and Interview Instructions 6
- VI. Data Editing, Ascription, Weighting and Tabulation 7
- VII. Response, Contact and Cooperation Rates 8
- VIII. Audience-FAX Reporting Standards 10
- IX. Combined Reporting 11
- X. Technical Appendix 11
- XI. Files to be Retained 12
- XII. Data Longevity 12
- XIII. Publicity Rules 13

Links

Questionnaires:

[Audience-FAX](#)

[Reader Profile](#)

Prototypes:

[Audience-FAX in Audit Reports](#)

[Audience-FAX in Publisher's Statements](#)

[Audience-FAX in FAS-FAX](#)

[Reader Profile Sample Report](#)

Other:

[CASRO Code of Standards and Ethics for Survey Research](#)

I. Market Definition

The geography for the readership Newspaper Designated Market (NDM*) must be defined as an aggregate of counties or ZIP codes. The NDM* must encompass at least 75 percent of the total paid circulation. This will allow for the development of comparable market profile information.

ABC-audited circulation (from the publication's latest released ABC Audit Report) must be reported for the market as defined in the readership study, and must include the number of occupied households and the percent of household coverage within the defined market.

The NDM* is not required to match the ABC-audited circulation market, such as the circulation NDM or combined City Zone and Retail Trading Zone. However, reference will be made as to the differences between geographies.

[For Audience-FAX: Tier 1 and Tier 2 newspapers have different geographic requirements.](#)

II. Sample Design and Selection

The population studied must be all adults, age 18 and older, living in households within the survey area. Any population groups to be omitted from the survey population must be specified (such as adults in non-telephone households or language screen-outs).

Probability sampling must be used from a frame that adequately represents the survey population.

The sample drawn must provide at least 90 percent coverage of the survey area. Materially large portions of the survey area shall not be omitted from the sample, if exclusion of those areas might bias the survey results. All strata of disproportional weight in the sample must be weighted to the original population characteristics in the final tabulated data reported.

Random digit dialing (RDD) must be employed using a frame in which each working hundred block, containing at least 10 listed telephone numbers, has an equal probability of selection. (A working hundred block is defined as the hundred numbers made possible by the last two digits of the telephone number.) Although working hundred blocks are not necessary to the selection of random digits, alternate procedures are usually less efficient.

Within the survey area, each household and each adult within the household must have a known (non-zero) probability of being selected for the sample. Sample procedures must eliminate arbitrary judgment in selecting the adult within the household to be interviewed and each eligible adult member within a selected household must have an equal probability of being selected. Interviews are to be conducted only with pre-designated respondents; no substitutions are permitted.

Respondents interviewed must all dwell within the ZIP codes and/or counties comprising the survey area. Non-qualified ZIP codes and/or counties must be excluded. Once contact has been made with an eligible household, the interviewer must obtain the household's ZIP code and county of residence to insure that it is within the boundaries of the survey area.

II. Sample Design and Selection - Continued

Respondent Selection

The interviewer must then identify one member of the household to be interviewed, permitting no substitutions. Within each household, that respondent must be selected at random in such a way that each adult household member has an equal opportunity of being chosen.

Such random selection must be accomplished in one of three ways:

1. Enumerate all adult household members and by some appropriate random method, select one for interview.
2. Interview the adult household member with the most recent birthday.
3. An adaptation of the Troldahl/Carter method of respondent selection. Basically, this involves asking in each of four successive interviews to speak with either a) the oldest male in the household, b) the oldest female, c) the youngest male and d) the youngest female. The bias — attributable to the fact that in-between aged members where three or more adult persons of the same gender are present have no opportunity to be selected — is negligible.

Sample Size

The research **sample must produce a minimum of 500 completed interviews**, with no more than one interview per household. For each average issue reported (Monday-Friday, Saturday or Sunday) **a minimum of 200 reader respondents is required**.

Each additional interview must employ the screening, readership and demographic question sequence (Q. 8-21) listed in Attachment A. The sample must then be weighted so that the number of additional interviews, when added to the original sample size, represents only the proportion indicated in the original sample.

For example, suppose that after 500 interviews are completed, a study yields only 57 single-copy purchasers representing 11.4 percent of the total sample. In this case, the newspaper may continue interviewing, employing the appropriate RDD method, and only query respondents who identify themselves as single-copy purchasers. Once 43 additional interviews are completed – bringing the total number of single-copy purchasers interviewed to 100 – these additional interviews are added to the original 500. The 100 single-copy respondent interviews must then be weighted so that single-copy purchasers represent only 11.4 percent of the total sample (i.e., 543), as established by the original 500 interviews.



Audit Bureau
of Circulations
readerprofile

FOR READER-PROFILE ONLY:

To report in the premium ABC Reader Profile Audit Report by reader categories – subscribers, single-copy recipients and pass-along/other readers – the study must produce at least 100 respondents in each reader category. Any source of copy producing 100 or more respondents will be required to be reported completely in Paragraph 5 of the Reader Profile Audit Report. In the event that a completed study does *not* yield 100 respondents in one or more of these categories, the newspaper must choose either to:

- Omit reporting profile data for the category/categories in question, or
- Conduct additional, randomly selected interviews to attain the 100-respondent minimum

III. Sample Execution

Any number, once attempted, **must be called a minimum of six times or until resolved**. However, if at any of the six calls eligibility is established, **an additional five calls must be made** in an attempt to achieve an interview. For telephone interviews, each time a number is dialed, **the phone must ring at least six times** before the attempt is classified as a “no answer.” Every effort must be made to surmount language, cultural, behavioral, and other barriers to successfully complete interviews (such as the use of bilingual interviewers, a special team to deal with difficult respondents, etc.). To the extent feasible, callbacks to reach numbers that do not answer (including answering machines) must be made at different times of day and on different days of the week. In this regard, the research firm must keep individual records of success and explanations of failure.

At least one call attempt must be made on Saturday or Sunday, when respondents who are unavailable during the week might be present. For daily newspapers, these Saturday or Sunday callbacks would use Friday as a “yesterday” surrogate.

Each number in open replicates must be called six times or until resolved. However, if at any of the six calls eligibility is established, an additional five calls must be made in an attempt to achieve an interview. In certain cases partial replicates may be opened to complete a study, but numbers selected from such replicates must be drawn randomly (nth is preferable). Partial replicates shall not be smaller than 10 numbers, and the selection procedure must be disclosed and approved by ABC.

IV. Interviewing Procedures, Training and Controls

Interviews must be conducted by a field service that provides supervision, interview training and monitoring. Interviews must be conducted from one or more central locations with in-house and remote monitoring capabilities. They may not be conducted by employees of the newspaper or any of its affiliates, unless the affiliate 1) is a research firm that is a member of the Council of American Survey Research Organizations (CASRO) or 2) signs an affidavit certifying compliance with CASRO research standards. The verification and monitoring process must determine whether the correct respondent was interviewed; the key questions were asked; and the answers were properly recorded.

Interviewing Period

In all markets studied, interviewing must be distributed as evenly as possible over a minimum period of four weeks to minimize the impact of weather or special news stories. Interviewing cannot take place when newspapers are conducting unusual promotions or other incentive and sampling programs that would tend to alter survey results. Ongoing radio, television and direct mail promotions and routine sampling programs are permitted and will be noted in the report.

Interviewing Days

Every effort must be made to ensure that interviews are assigned randomly by day of week. No interviewing is to be conducted on Monday. On Sunday, only callback attempts may be made, provided that Sunday interviewing is not in conflict with local mores. Between 15 and 25 percent of the interviews (ideally, 20 percent) must be conducted on each day, Tuesday through Friday, and on Saturday and Sunday combined. The sample should be weighted so that each day's interviewing constitutes 20 percent of the weighted total.

Minority Groups

Should a single minority comprise more than 10 percent of the total adult market population, the newspaper must inform ABC before initiating the research survey so that bilingual interviewing procedures may be considered. For Spanish language publications wishing to interview only the Hispanic market rather than the general market, one of the following options must be followed:

- Ask the “weighting questions” or the entire questionnaire of all Hispanics, regardless of language and weight to the total Hispanic adults in the market. Report either the total adult Hispanic market or just the weighted adult Spanish-language population.
- Ask the “weighting questions” or the entire questionnaire of everyone and weight to the total adult population. Report either the total adult population or just the weighted adult Spanish-language population.

V. Text of Questionnaire and Interview Instructions

As specified in the [Audience-FAX questionnaire](#), the interviewer must determine the household's ZIP code and county of residence to ensure that it is within the boundaries of the survey area. Other than these and general warm-up questions designed to put the respondent at ease, additional questions may precede the newspaper readership questions only if 1) they do not impact newspaper readership results, and 2) wording and sequence of the readership questions remain unaltered.* The questionnaire itself must be as concise as possible to maximize the quality and likelihood of response.

For premium Reader Profile studies: Refusals of three of the five required demographic questions (Q. 8, 12, 17, 21 and Gender) constitute incomplete interviews and are to be terminated.

To ensure the highest degree of comparability and to facilitate the auditing process, interviewers must strictly adhere to the wording and question sequence indicated below. **For masking purposes, the readership questions shown must be asked for at least one other newspaper title.** The researcher must insert only one title at a time per question, and pose the question as many times as necessary until all titles have been covered. **The list of newspapers must be fully rotated**, although titles likely to be confused must be presented in close proximity. Depending upon their household penetration within each county, different newspapers may be prelisted for aided questioning. Moreover, under no circumstances is the interviewer permitted to subjectively classify a response to an open-ended question. The interviewer must record the exact reply within the scope of the prompts provided for such a question.

In the interest of comparability, the newspaper readership and demographic classifications must use the wording specified herein. **All readership questions must be asked in the order indicated**, and must precede the demographic questions. However, **the demographic question sequence may vary so long as wording remains precise and consistent.**

Supplementary Question

Supplementary content questions **may be added** provided that 1) they are asked at the conclusion of the readership portion of the questionnaire, and 2) ABC does not consider them biasing to the readership or demographic portions of the interview.

Quick Links:

[Questionnaire for Audience-FAX](#)

[List of mandatory questions for Audience-FAX](#)

VI. Data Editing, Ascription, Weighting and Tabulation

Weighting

Quality controls must be used in editing and tabulating the data. Sample weighting and projections must be consistent with the sample design, and the maximum strata weight must not exceed four times the average.

The method of sample weighting and the distribution of sample weights used must be reported. Data must be balanced on up-to-date known demographics: gender, age and number of adults in the household. Weighting by ethnicity shall be performed in those cases where one minority comprises at least 10 percent of the total adult market population. All strata of disproportional weight in the sample must be weighted to the original population characteristics in the final tabulated data reported.

Education and household income shall be optional weighting variables for Reader Profile. If a publication chooses to omit these weighting variables, ABC will require tabulations illustrating the results of such weighting for evaluation purposes. Weighting by number of answerable household phone lines shall also be optional.

Ascription

Failure of a respondent to provide an answer to one or more of the demographic questions must be compensated for by a process of *ascription*. Ascription must be used when the total percentage of non-responses for a mandatory demographic question exceeds five percent of the total interviews conducted. The method of ascription employed shall be one that randomly applies the response of an otherwise demographically similar cohort to the respondent who failed to answer the questions; or a regression technique.

Projections

Projections shall be made to the total population of the survey area, although a publication may additionally include projections solely to the English-speaking population. The source used as the basis for the population projections must be stated and approved by ABC. To prevent misuse of the weighting procedure to achieve the desired audience projections, the weighting procedure must be submitted to ABC before the start of fieldwork and will be subject to audit.

Minority Groups

Should a single minority comprise more than 10 percent of the total adult market population, the newspaper must inform ABC before initiating the research survey so that bilingual specialized weighting procedures may be considered.

For Spanish-language publications, when the publication requested and the research supplier followed the optional Spanish interviewing procedures (Standard IV), Reader Profile can report either the total adult Hispanic market or just the weighted adult Spanish-language population.

Data Delivery

To enhance the timeliness of the data and release of a completed report, all Reader Profile data delivered by the research supplier to the newspaper must also be provided to ABC within five business days. Confidentiality of all fieldwork results will be maintained by ABC, with the final authority to release the report determined by the publication.

VII. Response, Contact and Cooperation Results

The response rate is defined as the percentage of pre-designated eligible respondents who provide completed interviews. An eligible respondent is defined as a person age 18 and older who resides in a household in the survey area.

The response rate achieved should be as high as possible. Through the course of an audit, ABC will determine if 1) all reasonable actions were taken to achieve the highest possible response rate and, 2) the results of the study reflect the realities of the corresponding market. Any newspaper denied approval might appeal this decision to ABC's board of directors.

The achieved rate must be clearly stated in the audit report. Where the sample employs disproportionate stratification, separate response rates must be provided by stratum, and a weighted average must be provided for the total sample.

When an interview attempt is frustrated by a telephone answering machine, sometimes it is obvious that the number reached is a residence and sometimes it is not. When it is obvious from the content of the machine's outgoing message that the number is a residence, and repeated attempts fail to reach a live person, the respondent who should have been interviewed must be treated as an eligible respondent who has refused. See the American Association for Public Opinion Research publication entitled "Standard Definitions," originally published in 1998 (page 26) and revised in 2000 (page 14).

Telephone numbers that are screened by a third-party sample provider and excluded from dialing by the research provider are to be included as ineligible and accounted for in the response rate calculation. These numbers will be subject to examination by ABC.

The following table hypothetically illustrates the calculation of the response rate along with the contact rate and cooperation rate, all of which should be included in the premium Reader Profile Audit Report. The contact rate is defined as the percent of numbers dialed where someone picked up the phone regardless of whether anyone at the number was eligible to be interviewed. The cooperation rate is defined as the number of people interviewed as a percent of those eligible.

In the table shown on the next page, the letters (A) through (D) on the right are defined as follows:

- (A) completed interviews with an eligible respondent
- (B) eligible respondents who were not interviewed
- (C) non-eligible cases, and
- (D) numbers of unknown eligibility

VII. Response, Contact and Cooperation Results - Continued

SAMPLE RECOVERY INFORMATION

Telephone numbers assigned	1750	
Contacted and established as eligible	675	
Respondent interviewed	500	(A)
Respondent not interviewed	175	(B)
Respondent never home	35	
Respondent refused	58	
Respondent refused readership questions	5	
Mid-interview terminate	50	
Miscellaneous (respondent illness, etc.)	27	
Contacted and established as ineligible	367	(C)
Non-household number	115	
Non-working number	202	
Respondent outside study geography	50	
Eligibility not established	708	(D)
Busy line	164	
No adult after six calls	544	

The contact rate is calculated from the above table using the following formula:

$$(A+B+C) / (A+B+C+D) \text{ or } 1042/1750 \text{ or } 59.5\%.$$

The cooperation rate is calculated as follows:

$$A / (A+B) \text{ or } 500/675 \text{ or } 74.1\%.$$

The response rate is calculated from the above table as follows:

$$A / [(A+B) + ((A+B)/(A+B+C))*D] \text{ or } 500 / [675 + (675/1042)*708] \text{ or } 44.1\%.$$

This response rate is also equal to the contact rate multiplied by the cooperation rate divided by 100 or $[(59.5\%)*74.1\%] / 100 = 44.1\%$

This is the equivalent of formula RR3 taken from page 36 of the AAPOR publication Standard Definitions originally published in 1998 and revised in 2000. The formula assumes that the proportion of those whose eligibility is unknown (D) but who actually are eligible is the same as it is for those whose eligibility is known $(A+B) / (A+B+C)$.

VIII. Audience-FAX Reporting Standards

Newspapers participating in Audience-FAX must be classified as either Tier 1 or Tier 2, with separate reporting options for both tiers.

Any newspaper that meets the minimum Audience-FAX standards (500 completes, 200 average issue Mon-Fri and Sunday readers) via Scarborough syndicated dialing into a single market is classified as Tier 1. All other newspapers are classified as Tier 2.

A chart detailing the reporting requirements for both Tier 1 and Tier 2 is shown below.

	Tier One	Tier Two
	For Tier 1 newspapers , print and online readership and combined audience data must be provided by Scarborough Research. The data will be audited by ABC and comply with all ABC Reader Profile standards. The Web site usage data must come from an ABC Interactive-audited Web site activity source.	Tier 2 newspapers may elect to report audience data on ABC statements. To report print and online readership, and combined audience, the newspaper must use an ABC-audited research source. The same research source must be used for all readership data. The data must comply with ABC's Reader Profile standards. To report Web site usage, the newspaper must use an ABC Interactive-audited Web site activity source.
Print Readership	Required to report both readers and reach by DMA* and NDM**.	Optional. Newspapers electing to report print readership must report both readers and reach by NDM**.
Online Readership	Required to report both readers and reach by DMA* and NDM**.	Optional. Newspapers electing to report online readership must report both readers and reach by NDM**.
Combined Audience	Required to report both audience and reach by DMA* and NDM**.	Newspapers electing to report both print and online readership, must report a combined audience.
Web Site Usage	Required to report total unique users/visitors. Can optionally report page impressions/views.	Optional. Newspapers electing to report Web site usage must report unique users/visitors. Newspapers can optionally report page impressions/views.

*DMA is the Designated Market Area. It is a standardized television viewing area as defined by Nielsen.

**NDM is the Newspaper Designated Market for readership. It is a geographic area selected by the newspaper.

It must encompass at least 75 percent of the total paid circulation.

Quick Links:

Tier 1

[Publisher's Statement Prototype](#)

[FAS-FAX Prototype](#)

[FAQs](#)

[Enrollment Form](#)

[Information Request Form](#)

Tier 2

[Publisher's Statement Prototype](#)

[FAS-FAX Prototype](#)

[FAQs](#)

[Information Request Form](#)

IX. Combined Reporting

Publications have the option to combine multiple newspapers into an optional additional premium

Reader Profile report. Unless the newspapers are being managed via a Joint Operating Agreement (JOA), each newspaper is required to issue individual premium Reader Profile reports before exercising this combined reporting option. The publication must also have overlapping and/or abutting research study areas. An exception to this rule is provided for national newspapers that are not required to have adjacent or overlapping geographies.

If a combined report is issued, it will reflect net readership of the newspapers involved. The following hierarchy must be used to net the readership data:

- If a reader is a subscriber to either publication, they are classified as a subscriber.
- If a reader is a single-copy purchaser to one publication and a single-copy purchaser or pass-along/other reader to the second publication, they are classified as a single-copy purchaser.
- If a reader is a pass-along/other reader to both publications or a pass-along/other reader to one publication and a non-reader of the other, they are classified as a pass-along/other reader.

X. Technical Appendix

The technical appendix must fully explain the study procedures, including detailed descriptions of the following:

- Survey area
- Sample design, selection and size
- Interviewing procedures, training and controls
- Complete texts of questionnaire and interviewer instructions
- Exact periods during which interviewing was conducted
- Coding and editing procedures
- Data processing including ascription procedures
- Data tabulation
- Methods used to develop reach and frequency estimates, if applicable
- Sample balancing techniques
- Response rates within each reported area
- Respondent counts by demography
- Interview verification
- Sampling tolerances
- Final computer tape and raw data tape (if CATI is employed)

XI. Files to be Retained

The following records must be retained for **at least two years**:

- Basic sampling materials
- Interviewer assignments and call records
- All study questionnaires (complete or incomplete)
- Verification records
- Statistical computations
- Tabulation forms and/or computer printouts
- Raw data tapes (if CATI was employed)
- Computer tapes
- Raw data tables

XII. Data Longevity

To deliver reliable information for making fair multimedia demographic comparisons and to encourage the usage of research as a compliment to circulation figures, ABC shall maintain an online database of all publicly released Reader Profile reports.

Active Status

Tier 1 Newspapers:

For [Scarborough-measured tier one newspapers](#), each wave of data must be audited. The R1 wave of data will appear on September-ending Publisher's Statements and the R2 wave of data will appear on March-ending Publisher's Statements.

Tier 2 Newspapers:

To provide reliable, up-to-date information, readership reports for publications with an audited average-issue paid circulation of 25,000 or greater shall have an active shelf life of 24 months from the conclusion of research study fieldwork. The active status of readership reports for publications with an audited average-issue paid circulation of 24,999 or less shall be 36 months from the conclusion of research study fieldwork.

For all newspapers using a custom research supplier, readership audit reports can remain active for an additional six-month period only if the interviewing period for a subsequent ABC-audited study begins within 24 months (36 months for newspapers with an average paid circulation below 25,000) from original fieldwork conclusion. Once the new audit report is issued or the six-month period ends (whichever comes first), the earlier report will become inactive.

Should the average-issue paid circulation on any Publisher's Statement or circulation Audit Report increase or decrease by more than 10 percent of the original calculation during the active life to maintain active status, fieldwork for a new readership research study would be required to be completed within 12 months.

XIII. Publicity Rules

Audit Bureau of Circulation's Bylaws & Rules All Publications

Publicity standards established by the board of directors of the Audit Bureau of Circulations are set forth in ABC Bylaws and Rules, Chapter A, "Publicity Standards – All Publications." In general, the publicity standards are applicable to all figures, data or statements for which ABC authority is stated or implied.

The board knows that publisher members often wish to advertise or publicize unusual circulation values, supported by their own records but not audited or reviewed by ABC, or not required to be reported in ABC Publisher's Statements and thus not subject to ABC audit.

Therefore, in addition to the publicity standards, it is ABC policy, established by the board of directors, to ask all publisher members, in their publicity and promotion, to adhere to the spirit as well as the text of the publicity standards, whether or not ABC authority is stated or implied.

Members are advised that a basic confidential review of planned publicity referring to circulation is available in advance upon request to ABC headquarters, without charge, to aid members in meeting both the requirements and the spirit of the publicity standards.

Publicity that has been reviewed and approved may carry the ABC insigne, provided that figures not yet submitted to ABC, or not required to be submitted, are unmistakably identified as being presented by the author or publication and not by ABC.

Publicity of any publisher member may be examined by ABC at the request of any other member. Upon completion of such review, and whenever the publicity does not meet either the language of the standards or the ethics implicit in ABC membership, the managing director may notify the member upon whose behalf the publicity has appeared both of the requirements of the publicity standards and of this policy. He may refer to the board of directors for study and suitable action the promotion and publicity of the member which is deemed questionable under reasonable standards of fair and open competition.

NOTE: The statement asks publisher members to adhere to the spirit, as well as the text, of the publicity rules whether or not ABC authority is stated or implied in their publicity or promotion piece. This policy does not modify the Publicity Rules in Chapter A.

ABC Bylaw A 1.2

Participants in ABC's Reader Profile service may publicize results of their studies prior to the release of the final audit document provided final researcher tabulations and/or reader information has been submitted to ABC for verification, and provided all such publicity notes that the findings are subject to final audit results.

A copy of ABC's Bylaws and Rules is available online at www.accessabc.com/bylaws.



Audit Bureau of Circulations

www.accessabc.com

Headquarters Office

48 W. Seegers Road
Arlington heights, IL 60005-3913
T: 224.366-6939 ▪ F: 224.366-6949

New York Office

122 East 42nd Street, Suite 807
New York, NY 10168-0899
T: 212.867.8992 ▪ F: 212.867.8947

Canadian Office

151 Bloor Street West, Suite 850
Toronto, ON M5S 1S4
T: 416.962.5840 ▪ F: 416.962.5844



Get News. Participate. Interact.

Connect with ABC at
www.accessabc.com/connection.htm