



Community Newspapers: Reading and Filing Your Publisher's Statement

Welcome to the Community Newspaper Audit online filing and Publisher's Statement informational tutorial. The purpose of this tutorial is two-fold: to introduce you to the new simplified Publisher's Statement format and to walk you through the CNA online filing tool.

Hints and Tips

- ◆ **IMPORTANT NOTE:** Your online Publisher's Statement is already formatted for CNA. If your frequency of reporting has changed since the last filing period, please contact Tim Leen at 224-366-6435 so that he may adjust the online tool to reflect the change in frequency reporting. Otherwise, any CNA newspaper member is able to use the online tool.
- ◆ A comment box is provided for feedback. Please use this feature to report any problems or difficulties, or to provide necessary explanations in filing your Publisher's Statement.
- ◆ While you are working in the data entry portion of the tool, please use the *Save/Recalculate* feature often to save your work. Using this feature only saves the data, it does not submit it to ABC.
- ◆ It is strongly recommended that you print a copy of your Publisher's Statement prior to submitting it to ABC.

Reading the CNA Publisher's Statement

At the top of the Publisher's Statement, you will notice that your newspaper is identified as a community newspaper. Beside that designation, there are no other changes to this part of the Publisher's Statement.

Paragraph 1 continues to report the *Total Average Paid Circulation* by frequency and by category of circulation.

		For six months ended March 31, 2010	
		Anytown Gazette	
		Anytown (Blue County), Illinois www.pubname.com	
1. TOTAL AVERAGE PAID CIRCULATION		Sum	Morning (Mon-Sat)
	Core Newspaper with replica electronic	21,419	23,894
	Core Newspaper	21,219	23,894
	Electronic Editions	0	0
	Other Unique Editions	0	0
	Total Average Paid Circulation	21,419	23,894
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients	Home Delivery and Mail	13,200	19,150
	Single Copy Sales	4,139	2,504
	Total Average Paid by Individual Recipient Circulation - Core Newspaper	17,339	21,654
	Other Paid Circulation:		

Paragraph 1A is a breakdown of the core newspaper by circulation type. The first section is reserved for average home delivery and mail and average single-copy sales paid for by the individual recipient. Below this resides the *Other Paid Circulation* categories. The *Other Paid* subtotal line provides an average of all *Other Paid Circulation*.

The *Total Average Paid Circulation* line provides a total average by adding the *Total Average Paid Circulation by Individual Recipient Circulation - Core Newspaper* with the *Other Paid Subtotal*. This provides the *Total Average Paid Circulation* figure reported in this paragraph and also matches Paragraph 1. The section below *Total Average Paid Circulation* includes the reporting of *Other Audited Circulation*, *Total Circulation* and any days that were omitted from averages.

1A. AVERAGE PAID CIRCULATION - Core Newspaper		
Paid for by Individual Recipients		
Home Delivery and Mail	13,200	19,150
Single Copy Sales	4,139	2,504
Total Average Paid by Individual Recipient Circulation - Core Newspaper	17,339	21,654
Other Paid Circulation:		
Single Copy Sales	0	0
Educational Programs	0	200
Employer/Independent Contractor	300	155
Third Party Sales	3,780	1,885
Third Party Sales - Payment made with barter	0	0
Subtotal	4,080	2,240
Total Average Paid Circulation - Core Newspaper	21,419	23,894
Total Paid Circulation - Electronic Editions	0	0
Total Paid Circulation - Other Unique Editions	0	0
TOTAL AVERAGE PAID CIRCULATION	21,419	23,894
Other Audited Circulation (Optional)	0	0
Total Circulation (Optional)	0	0
Days Omitted from Averages	None	None

The next section includes Audience-FAX data if your newspaper participates in that service. If ABC audits your non-paid newspaper product, the circulation claims for that product are reported below the Audience-FAX information.

Audience-FAX	
WEB SITE USAGE: Total Activity	
Total Unique Users/Cookies	March 2010 120,000
Page Impressions/Views	327,000
Source: XXX Source. See Explanation	
Non-Paid Newspaper	Audited Non-Paid Distribution - Anytown Shopper (See Separate Report for Details) 12,655

Paragraph 2 is dedicated to the reporting of *Basic Prices*. A basic price must be reported for home delivery and single copy. Also, if you established a basic price for your electronic edition or hybrid, these basic prices are also reported. Please note that there are no breakouts by zone on the CNA statement.

Paragraph 3 only appears on the Audit Report.

Paragraph 4 is now the explanatory paragraph. It provides definitions and explanations of newspaper products, non-publishing days and unpaid distribution, as well as other information.

2. BASIC PRICES:			
	By Home Delivery	Single Copy	By Mail
	52 wks./1 yr.		52 wks./1 yr.
M & S	\$75.00		\$305.00
M (Mon.-Sat.) only	49.00	95¢	125.00
S only	27.00	\$1.00	60.00

3. COUNTIES AND ZIP CODES RECEIVING 25 OR MORE COPIES: (See Audit Report)

4. EXPLANATORY - OTHER:

CORE NEWSPAPER: All editions that maintain the same basic identity, contain articles of interest to the general public, appear in the same format and language, and include full ROP advertising.

ELECTRONIC EDITION REPLICA: All digital editions that maintain the same basic identity and content as the core newspaper, including all authorized ROP advertising.

ELECTRONIC EDITION NON-REPLICA: All digital editions that maintain the same basic identity of the core newspaper but with content that may differ.

UNIQUE EDITIONS: All editions that maintain the same basic identity as the core newspaper; contain articles for specific audience segments, may appear in a different format or language, and may contain ROP advertising.

NON-PUBLISHING DAYS: No paper was issued on the following regular publishing days:

Sun: None
 Morning (Mon.-Sat.): None

PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S): This newspaper is a participant in ABC's ZIPFSA Code Program.

LATEST AUDIT REPORT RELEASED: Issued for 12 months ended December 31, 2008.

PUBLISHER'S RETURN POLICY: Fully Returnable.

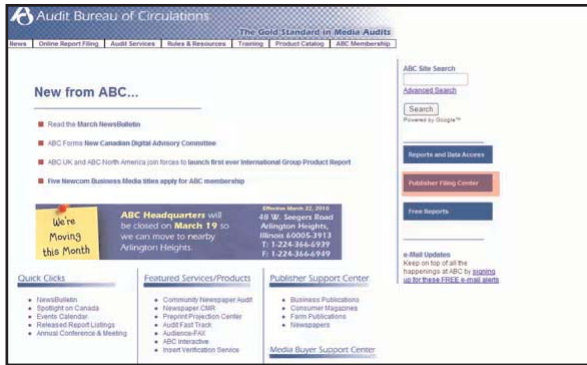
AVERAGE UNPAID DISTRIBUTION:

	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun			25
Morning (Mon.-Sat.)			25

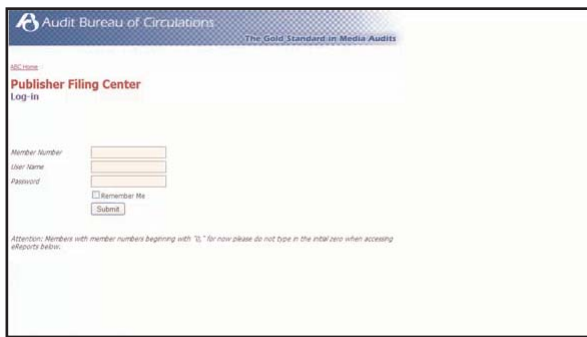
Filing Your Publisher's Statement

The Publisher's Statement online filing tool allows ABC members to submit their circulation to ABC electronically. There are convenient built-in formulas which help reduce common mathematical errors.

To begin filing your Publisher's Statement online, you will need to go to www.accessabc.com and click on the *Publisher Filing Center*.



You will be prompted for your ABC member number, username and password. If you do not have this information or are having problems logging in, please contact Phyllis Heide at 224-366-6588.



After logging in, you will be taken to the Publisher Filing Center. At the top of the page you will see four tabs titled: Message Center, Publisher's Statement Filing, Audit QuickLink and Preprint Projection Center. Click on *Publisher's Statement Filing*.



On the newspaper menu, you will see six blue boxes on the left side of the screen.

- The first blue box, marked FYI, provides a sample prototype of the current CNA Publisher's Statement.
- The Step 1 box is where the Publisher's Statement filing actually begins.
- The Step 2 box allows you to print, fax or upload the certification and contact form.
- Step 3 is the box used to submit your Publisher's Statement and FAS-FAX data to ABC.
- The Step 4 box provides an opportunity to review any orders that are on file with our service department.
- The last box allows you to submit only FAS-FAX data to ABC.

Click on Step 1 to get started.

The screenshot shows a navigation menu with the following items:

- FYI:** Prototype. Please review if you are unsure of your statement's format requirements.
- Step 1:** Enter Publisher's Statement and FAS-FAX Data. If your statement format is not reflective of your current distribution please call Tim Leen at 224-366-6435, Dawn Salzman at 224-366-6435, LAYON Thomas at 224-366-6435 or Kelly Murphy at 224-366-6435.
- Step 2:** Certification and Contact Form. Certification required to be certified by the Publisher and Senior Circulation Executive. Please handwrite any changes directly on this form. Please fax this form to ABC at [phone number] or if you prefer to scan and upload your form, please use the Upload Certification link to the left.
- Step 3:** Submit Publisher's Statement and FAS-FAX Data to ABC. Final review and submission to ABC.
- Step 4:** Review Orders. Print out orders for your reports, update and fax to our Service Department at [phone number].
- Submit FAS-FAX Data Only to ABC:** Final review and submission of FAS-FAX only to ABC.

A sub-menu now appears that displays three blue boxes. Click on the box titled *Newspaper Paragraph 1*.

The screenshot shows a sub-menu with the following items:

- Newspaper Paragraph 1:** If your statement format is not reflective of your current distribution please call Tim Leen at 224-366-6435, Dawn Salzman at 224-366-6435, LAYON Thomas at 224-366-6435 or Kelly Murphy at 224-366-6435.
- Quarterly Average Worksheet:** Please complete Paragraph 1 before starting quarterly average worksheet. Completion of this worksheet is required before moving to Step 2.
- Balance of Publisher's Statement:** [Link]

The frequency headings appear at the top of the page. If these are not correct, contact Tim Leen at 224-366-6435. If the frequencies are correct, you may click on the *Edit* button to begin entering data.

Newspaper Publisher Statement (NO-MKT)

Statement Period: 03/31/2010
 Member Number:
 Publication:
 Location:

Paragraph 1: Sun: 107,100 Does Not Match Paragraph 2B Quarterly Avg: 812
 Paragraph 1: Morning (Mon, Sat): 272,201 Does Not Match Paragraph 2B Quarterly Avg: 128

	2010	2009
Core Newspaper with Replica	23,221	22,045
Electronic		
CORE NEWSPAPER (PRINT)	165,100	272,001
ELECTRONIC EDITIONS	1,000	100
OTHER UNIQUE EDITIONS	1,000	100
TOTAL AVERAGE PAID CIRCULATION	167,100	272,201
IA AVERAGE PAID CIRCULATION		
Paid for by Individual Recipients		
Home Delivery and Mail	10,000	10,000
Intermittent Subscriptions	110,000	10,000
Single Copy Sales	1,000	10,000
Total Average Paid by Individual Recipient	122,000	40,000
Circulation - Core Newspaper		
Other Paid Circulation:		

Enter your data for Paragraph 1 and click *Save*. There are built-in formulas that check the mathematical accuracy of the data entered. If an error message appears, the tool will identify which section of the Publisher's Statement does not calculate correctly. At this point errors are likely displayed as the quarterly averages have not been entered. Click on *Return to Publisher's Statement* and then on the next screen click back to the previous menu.

Newspaper Publisher Statement Data Entry (R0-MKT)

[Return to Publisher's Statement](#)

Statement Period: 03/31/2010
 Member Number:
 Publication:
 Location:
 Edition: Sun

- Enter circulation data for the current frequencies.
- If there has been a change in the Name or Reporting Date please call ABC Headquarters.
- Be sure to save your entries by clicking the Save button...

[Save](#)

FAS-FAX Data: Core Newspaper

Home Del. & Single Copy Ind. Paid	Single Copy Sub. (Other) Programs	Educational Employee Copies	Group Party Sub. Starter	Third Party Payment with Electronic Editions	Unique Editions
122,000	4,000	3,000	3,000	13,000	31,100
Total					167,100
Returns: (Optional Reporting for FAS-FAX Only)					1000

Please Note: Entering Returns will not net out down your circulation.

Now we will enter the quarterly averages.

Newspaper Menu

[Logout](#) [Instructions](#) [Bylines & Rates](#) [Printer Tips](#)

Statement Period: 03/31/2010
 Member Number:
 Publication:

If your statement format is not reflective of your current distribution please call Tim Leen at:
 • Dawn Sadumers at
 • LeAnn Thomas at
 • or Kelly Murphy at

[Newspaper Paragraph 1](#)

[Quarterly Average Worksheet](#)

Please complete Paragraph 1 before starting quarterly average worksheet. Completion of this worksheet is required before moving to Step 2.

[Balance of Publisher's Statement](#)

[Back to Main Menu](#)

On the quarterly average worksheet, a publishing plan list appears. The list reflects the same frequencies for your publication as Paragraph 1. Click on *Go to Detail* to enter data. You may now enter the quarterly averages.

Quarterly Average Publishing Plan Worksheet

Member Number:
 Member Name:
 Statement Period: 03/31/2010
 Product Type: Publisher's Statement

Publishing Plan List

Sun	Go To Detail	Updated
Morning (Mon.-Sat.)	Go To Detail	Updated

[Back to Publisher's Statement](#)

Please do not forget to modify any non-publishing or omitted days, if applicable. When finished, click on *Save/Recalculate* and review for error messages. Otherwise, click on *Back to Summary* and then *Back to Publisher's Statement* on the following page.

Quarterly Average Circulation Worksheet

Member Number:
 Newspaper Name:
 Statement Period: 03/31/2010
 Product Type: Publisher's Statement
 Publishing Plan: Sun

Dates

Non-Publishing Dates (no distribution) 0 [Modify Non-Publishing Dates](#)

Omitted Dates (approved by ABC) 0 [Modify Omitted Dates](#)

Qtr No.	Start Date	Ending Date	Total Paid Including 3rd Party Sales	Divided by Number of Publishing Dates	Quarterly Average
1	10/01/2009	12/31/2009	11111	13	= 855
2	01/01/2010	03/31/2010	10000	13	= 769

[Recalculate/Save](#)

Average Paid Circulation: 812

[Back to Summary](#)

Click on *Balance of Publisher's Statement*.

The screenshot shows the 'Newspaper Menu' with navigation tabs for Logout, Instructions, Bylaws & Rules, and Browser Tips. The Statement Period is 03/31/2010. The Member Number and Publication fields are present. A note states: 'If your statement format is not reflective of your current distribution please call Tim Leen at , Dawn Salzmann at , LaVon Thomas at , or Kelly Murphy at'. The 'Balance of Publisher's Statement' button is highlighted in orange. Other buttons include 'Newspaper Paragraph 1', 'Quarterly Average Worksheet', and 'Back to Main Menu'.

The first section of the Balance of Publisher's Statement is a summary of Paragraph 1 as it has been entered in the data entry screens. Paragraph 2 requires the annual basic prices to be reported for home-delivery and mail subscriptions. Enter the one-year basic price for each frequency. For single copy, enter the basic single-copy price. If you need to add, change or remove a basic price, click on the *Edit Prices* tab. Click on *Save/Recalculate* to save your work. Next, complete the Paragraph 4 information as applicable to your newspaper. Save your work and click *Back to Main Menu*.

The screenshot displays circulation data and the 'Paragraph 2 Basic Price' entry screen. The circulation data includes:

Other Paid Circulation:		
Single Copy Sales:	4,000	40,000
Educational Programs:	3,000	30,000
Employee/Independent Contractors:	1,000	10,000
Group Subscriptions:	1,000	1,000
Third Party Sales:	13,000	13,000
Third Party Sales (payment made with "barter"):	21,100	138,001
Subtotal:	43,100	232,001

Total Average Paid Circulation - Core Newspaper:	167,100	272,201
Total Paid Circulation - Electronic Editions:	1,000	100
Total Paid Circulation - Unique Editions:	1,000	100
Total Average Paid Circulation:	167,100	272,201

Data Entry Timestamp: 03/11/2010 16:32:42 to 03/11/2010 16:33:32

Paragraph 2 Basic Price
If you offer hybrid Print/Digital subscriptions at a separate basic price, please click on the left prices below to add your prices.

	By Home Delivery Single Copy 52 Wks./1 Yr.	By Mail 52 Wks./1 Yr.
M & S	\$153.00	\$197.00
M only	\$8.00	\$59.00
M (Mon-Fri)	\$2.00	
Fri, Sat & S	\$106.00	
S only	\$109.00	\$116.00

Buttons: Edit Prices, Save/Recalculate

After all of the data for your Publisher's Statement has been entered, you are ready to submit it to ABC. Please make a final check for errors and ensure all of your work is saved.

From the main menu, click on *Step 3 Submit Publisher's Statement and FAS-FAX Data to ABC*. Now that your Publisher's Statement has been submitted, you will need to complete the *Certification and Contact Form*. You may print it out and fax the form to 224-366-6933 or upload it to ABC. You may also take this opportunity to review any service orders your newspaper has on file. If you have any questions regarding this tutorial, please contact any of the individuals listed at the bottom of each screen of the online filing tool.

The screenshot shows the 'Newspaper Menu' with navigation tabs for Logout, Instructions, Bylaws & Rules, and Browser Tips. The Statement Period is 03/31/2010. The Member Number and Publication fields are present. A note states: 'If your statement format is not reflective of your current distribution please call Tim Leen at , Dawn Salzmann at , LaVon Thomas at , or Kelly Murphy at'. The 'Submit Publisher's Statement and FAS-FAX Data to ABC' button is highlighted in orange. Other buttons include 'Prototype', 'Enter Publisher's Statement and FAS-FAX Data', 'Certification and Contact Form', 'Review Orders', and 'Submit FAS-FAX Data Only to ABC'. A note mentions: 'Certification required to be certified by the Publisher and Senior Circulation Executive. Please handwrite any changes directly on this form. Please fax this form to ABC at , or if you prefer to scan and upload your form, please use the Upload Certification link to the left.'

This concludes the tutorial.