



Preprint Projection Center

A Media Buyer's Guide to Understanding the PPC



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ABC's Preprint Projection Center is a secure, centralized location where newspapers can upload any information related to their circulation projections for use by preprint advertisers, including preprint quantities, zones, dates, bonus days and frequency upgrades. Any information entered into the PPC is confidential and only viewed by registered advertisers, never by other newspaper publishers or the press.

The PPC is comprised of three sections: preprint projections, bonus days/intermittent circulation and frequency upgrades/forced conversions. Depending on the newspaper's circulation practices, some of these sections are optional and some are required.

◆ **Preprint projections** - This section of the PPC is optional for all ABC newspaper members. Newspapers participating in this feature upload their projected circulation data on a monthly basis, 90 days in advance of distribution. Data is uploaded in the publisher's preferred format (Excel, PDF, etc.) and is immediately accessible to any registered advertisers.

All information entered into the preprint projections area is completely confidential and is never monitored by ABC.

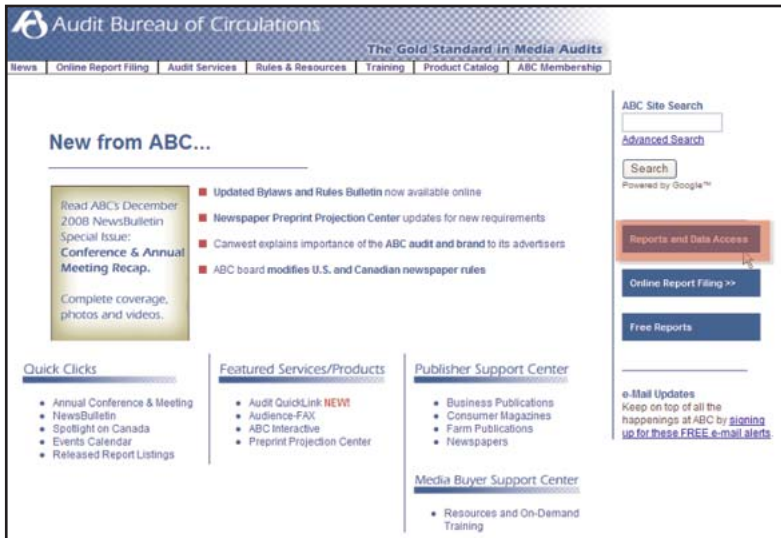
◆ **Bonus days/intermittent circulation** - All U.S. newspapers are now required to report bonus day/intermittent circulation at least 120 days in advance. This allows advertisers to better plan for their preprint quantities. Newspapers submit the date of the planned bonus day, the incremental paid circulation and the geography (such as town or county names) or ZIP codes affected. To learn more about this rule change, visit ABC's Q&R support center.

Bonus day/intermittent circulation information is subject to review by ABC.

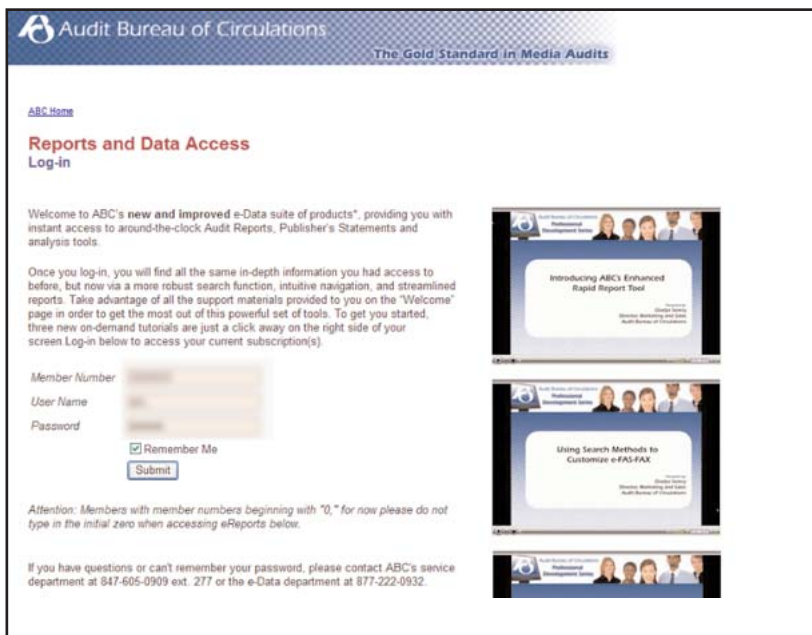
◆ **Frequency upgrades/forced conversions** - All U.S. newspapers are also required to report any frequency upgrades or forced conversions at least 120 days in advance of the first day of service to allow advertisers to plan their preprint quantities appropriately. Newspapers must provide the start and end date (if applicable) of the program, the current and new frequencies, the number of subscribers upgraded, and the geography (such as town or county names) or ZIP codes affected. To learn more about this rule change, visit ABC's Q&R support center.

Frequency upgrade and forced conversion information is subject to review by ABC.

Now, let's take a look at how media buyers access the tool:



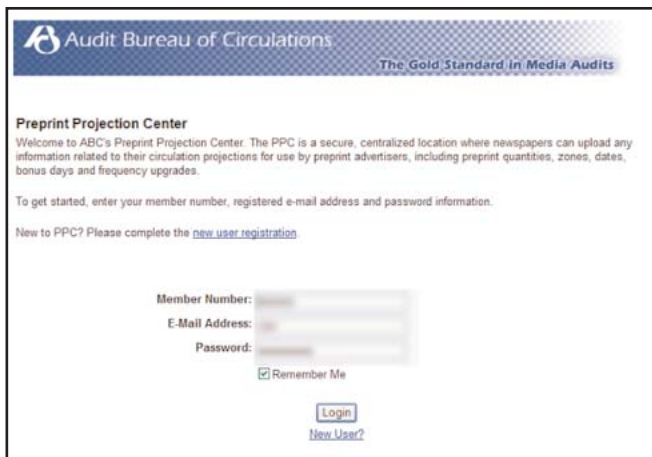
First, click on the “Reports and Data Access” blue button on the right side of the screen.



Log-in to the e-Data center using your ABC member number and e-Data user name and password.



Once you've logged in to the e-Data center, click on the "Preprint Projection Center" link at the middle, left of the screen.



The Preprint Projection Center requires a second set of log-in information. If you are a new user, click on the "New User?" link and you will be prompted to continue registering. If you have already registered with the PPC, please enter your ABC member number, e-mail address and password.

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Preprint Projection Center

Disclaimer
Access to Preprint Projection Center is open to all ABC advertiser and advertising agency members whose membership is in good standing.

Advertisers should be advised that:

1. ABC has not reviewed nor audited the publisher projections data entered into the Preprint Projection Center.
2. If reported, bonus days/intermittent circulation and/or frequency upgrade data is subject to audit.
3. The information on this site contains newspapers' projections for your convenience in planning your advertising programs in various markets. A newspaper's actual distribution on any given day(s) will in all likelihood differ, and may differ materially, from information contained in such projections. A newspaper company providing information via this site assumes no liability for use of the information and, without limitation, no duty to update that information.
4. By using this site you agree to maintain any information obtained from the site in confidence. The information is the confidential business information of the newspaper company providing it. Without limiting the foregoing, you agree to not use such information to trade in any securities, or otherwise in violation of securities laws.

I read and understand the terms of this agreement and agree to comply with the terms and limitations as outlined above.

Review the disclaimer and click “I Agree.”

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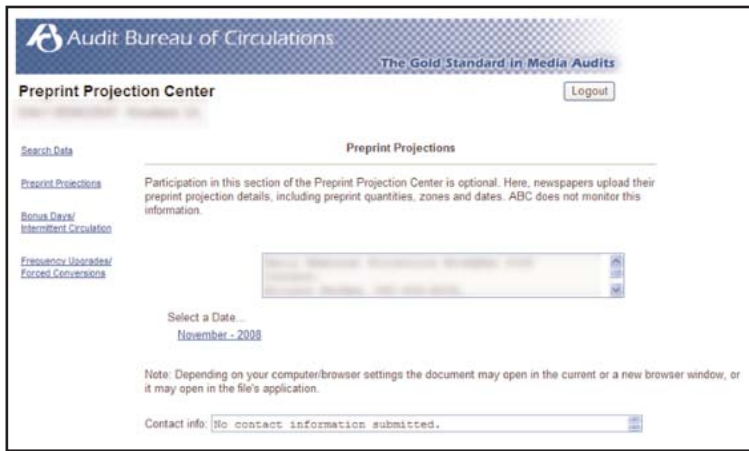
Search Data

Click to download entire member list:

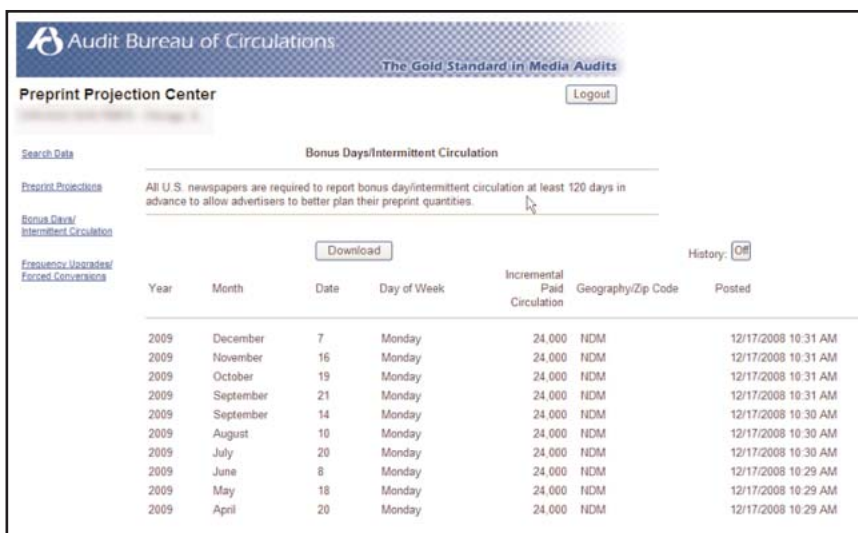
Filter by State:

Select a Publication:

To begin your analysis, select a state (or several states by holding down the “CTR” key). The “Select a Publication” field will display the newspapers participating in the PPC from your selected state(s). Please note you may only choose one newspaper at a time to analyze. Select your newspaper and click “Access Data.”



The first set of data to appear is preprint projections. To begin, click on a date link. A file name will then appear that will allow you to access the data. Additional information provided by the newspaper may appear in a box below the file name. Contact info is also provided in case you need to pose questions to the newspaper regarding the data.



A newspaper that has bonus days must post them to the PPC 120 days in advance. To access the bonus days screen, click on the “Bonus Days/Intermittent Circulation” link in the left-hand navigation. The “History” button can be toggled on and off to reveal and hide the entire list of entries created by the newspaper. Scrolling further down the page, the newspaper has provided contact information for your use if you have any questions regarding the data.

Like the bonus days screen the “Frequency Upgrades/Forced Conversions” screen requires newspapers to file data 120 days in advance. To access that screen, click on the “Frequency Upgrades/Forced Conversions” link in the left-hand navigation. All of the buttons and features on this screen work exactly as they do on the bonus days screen.

Related Links:

About the Preprint Projection Center
Access the Preprint Projection Center
Q & R Support Center

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