



## Preprint Projection Center A Newspaper's Guide to Submitting Data to 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 newspapers access the tool to begin posting information:

The screenshot shows the ABC website homepage with the following elements:


- Header:** "Audit Bureau of Circulations" logo and tagline "The Gold Standard in Media Audits". Navigation tabs include News, Online Report Filing, Audit Services, Rules & Resources, Training, Product Catalog, and ABC Membership.
- Main Content:**
  - New from ABC...:** A section with a highlighted article about the December 2008 NewsBulletin Special Issue: "Conference & Annual Meeting Recap." and a list of updates: "Updated Bylaws and Rules Bulletin now available online", "Newspaper Preprint Projection Center updates for new requirements", "Canwest explains importance of the ABC audit and brand to its advertisers", and "ABC board modifies U.S. and Canadian newspaper rules".
  - Quick Clicks:** Links to Annual Conference & Meeting, NewsBulletin, Spotlight on Canada, Events Calendar, and Released Report Listings.
  - Featured Services/Products:** Links to Audit QuickLink NEW!, Audience-FAx, ABC Interactive, and Preprint Projection Center.
  - Publisher Support Center:** Links to Business Publications, Consumer Magazines, Farm Publications, and Newspapers.
  - Media Buyer Support Center:** Link to Resources and On-Demand Training.
  - Search:** "ABC Site Search" box with "Advanced Search" link and a "Search" button (Powered by Google™).
  - Navigation:** "Reports and Data Access" menu with sub-items: "Online Report Filing >>", "Free Reports", "Publisher's Statements", "Rapid Report", and "Preprint Projection Center".
  - e-Mail Updates:** Text encouraging users to sign up for free e-mail alerts.

Access the PPC online reporting tool.

The screenshot shows the PPC login page with the following elements:

- Header:** "Audit Bureau of Circulations" logo and tagline "The Gold Standard in Media Audits".
- Section Header:** "Preprint Projection Center".
- Text:** "Welcome to ABC's Preprint Projection Center. The PPC 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."
- Text:** "To get started, enter your member number and the user name and password used for filing your Publisher's Statement online."
- Form:** Login fields for "Member Number:", "User Name:", and "Password:". A "Remember Me" checkbox is checked. A "Login" button is below the fields.
- Text:** "If you have any questions contact either Kristina Meinig at 847-879-8412, or Bridget Fleagle at 847-879-8321."
- Footer:** Links for "Disclaimer", "Terms of Use", and "Privacy".

Enter your ABC member number and the user name and password that you use for filing your Publisher's Statement online.


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**Preprint Projection Center**

**Disclaimer**  
Access to Preprint Projection Center program is open to all ABC newspaper members whose membership is in good standing. Members under voluntary suspension of service or censure are not eligible to participate.

1. Participation in Preprint Projection Center is optional for each newspaper, providing the newspaper is not required to report 120-day advance notification of bonus days/intermittent circulation and/or frequency upgrades/forced upgrades data.
2. The information submitted will be at the discretion of the publisher.
3. Publishers will have access only to their own data.
4. Publishers voluntarily participating in Preprint Projection Center represent that the projections data entered into the program is their best estimate at the time of data entry.
5. Only registered ABC advertiser and advertising agency members will be able to access the data.
6. ABC does not review nor audit the publisher projections data entered into the Preprint Projection Center.
7. If required as part of a newspaper's audit, ABC will verify bonus days/intermittent circulation and frequency upgrade data entered into the Preprint Projection Center.

Read through the disclaimer and click “I Agree.”

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**Preprint Projection**  
*Main Menu*

Welcome to the Preprint Projection Center. To begin, please select from the following options:

[Upload Preprint Projections \(Optional\)](#)  
Visit this area to upload your preprint projection details. All information submitted is completely confidential and is never monitored by ABC.

**NEW** The following reporting is required for only those U.S. newspapers that have Bonus Day and/or Frequency Upgrade/Forced Conversion circulation:

[Bonus Days/Intermittent Circulation](#)  
Visit this area to report your bonus day or 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. Information submitted in this section of the PPC is reviewed by ABC during the audit. To learn more about this rule change, visit [ABC's Q&R support center](#).

[Frequency Upgrades/Forced Conversions](#)  
Visit this area to report any frequency upgrades or forced conversions.  
All U.S. newspapers are now required to report any frequency upgrades or forced conversions at least 120 days in advance of the first day of service. This information allows advertisers to plan their preprint quantities appropriately. Information submitted

To begin adding data to the preprint projections area, click on the “Upload Preprint Projections” link.

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**Preprint Projection Center** Logout

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**Main Menu** **Upload Preprint Projection Files**

**Preprint Projections**  
[Upload Preprint Files](#)  
[Contacts and Explanatory](#)  
[Access Preprint Files](#)  
[Participating Members](#)

Newspapers can provide projections appropriate to their distribution. Advertisers prefer projections on a monthly basis for home-delivery and single-copy circulation by ZIP code, ZIP code by zone, and ZIP code by day-of-week.

The recommended file format for uploaded data is Excel, though any file format is accepted (i.e. Word, Powerpoint, PDF, text files, etc.)

**Bonus Days/ Intermittent Circulation**

**Frequency Upgrades/ Forced Conversions**

File Location:

Month:  Year:

File Description/Contents:

File Comments: Please provide detailed explanations of uploaded files.

Recommended file size is less than 5mb.

To upload your file, click on the “Browse” button. Once you’ve selected your file, its name will appear in the “File Location” field. Next, select a month and year from the drop-down menus that correspond to your file. Additional comments about your file can be entered in the “File Comments” box. When you are finished, click the “Upload” button.

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**Preprint Projection Center** Logout

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**Main Menu** **Contacts and Explanatory**

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In the box below, provide any helpful information about your projections and distribution, such as how the projections are calculated and how often the projections are updated. Also, please provide contact information for the data submitted, so that advertisers may contact your newspaper directly with any questions. Please note that ABC cannot answer data-specific inquiries.

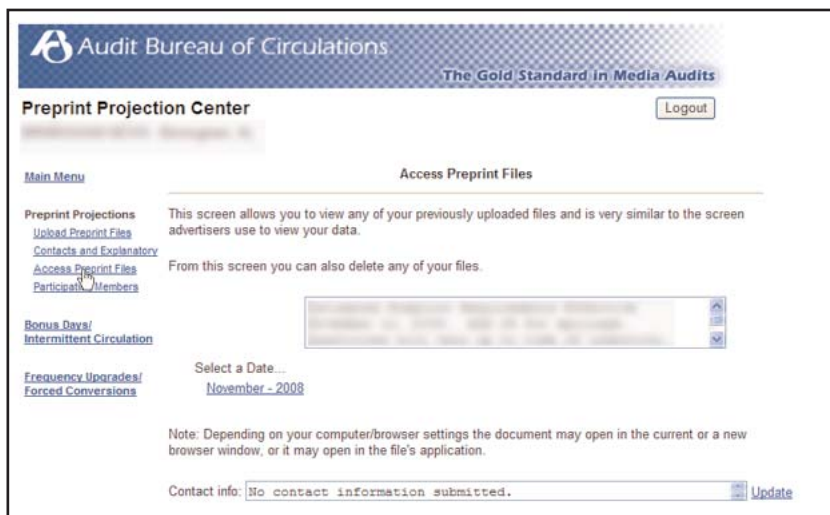
**Preprint Projections Explanatory:** (max 4000 characters)

**Preprint Projections Contact** (max 300 characters)

**Bonus Days/Intermittent Circulation Contact** (max 300 characters)

**Frequency Upgrades/Forced Conversions Contact** (max 300 characters)

Next, enter a contact name in the “Preprint Projections Contact” field. This information should be provided in order for advertisers to contact you with questions about your data. You may also provide additional information about your preprint projections in the box labeled “Preprint Projections Explanatory.” When you have completed the information, click the “Save” button.

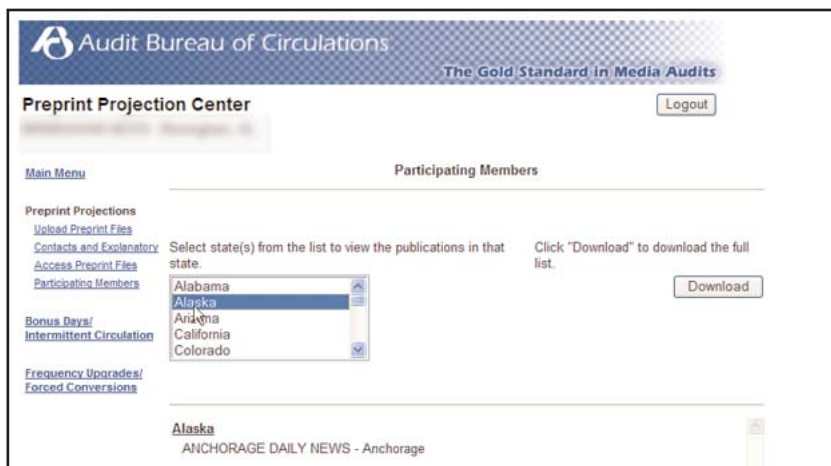


The “Access Preprint Files” screen allows you view your file as an advertiser would. First, click on a date and a file name will appear. To view the file, click on the file name. To delete the file, click on the “delete” link to the right of the file name.



A newspaper that has bonus days must post them to the PPC 120 days in advance. To add a bonus day, click on the “Add” button. A series of drop-down boxes and fields will appear. Fill in the information as requested. When you are finished, click on the “Post” button. If you already have data filled in, an “Edit” button will appear. Edit the information as needed and click the “Post” button. By turning the “History” button on, you can view a complete list of your entries. Please note that when the “History” button is in the “on” position you may not edit your entries.

Like the bonus days screen the “Frequency Upgrades/Forced Conversions” screen requires newspapers to file data 120 days in advance. All of the buttons and features on this screen work exactly as they do on the bonus days screen.



Lastly, in order to view a complete listing of all newspapers participating in the PPC, click on the “Participating Members” link. This screen shows all participating members by state and allows you to download the entire list.

**Related Links:**

[About the Preprint Projection Center](#)  
[Preprint Projection Log-in screen](#)  
[Q & R Support Center](#)

**Contact Information:**

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