



## Audit Bureau of Circulations

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September 27, 2010

Dear SNA Members,

As stated on the September 21<sup>st</sup> webinar, the ABC Board held an interim meeting. The following information reflects a change to the presentation that I gave to the SNA on the same date.

Presentation Slide 20-The rules that are proposed on this slide did not receive second passage from the ABC Board. Therefore, the following rules should continue to be applied:

- There is no requirement for registration, activation or fulfillment at this time for digital circulation. A subscriber only has to opt-in to receive the digital and pay for it to be included on ABC reports.
- The digital circulation isn't presented or implied as free or no additional cost.
- Hybrid subscriptions (a subscription that has a print component and a digital component that do not overlap) remain eligible for paid circulation reporting provided the subscriber opts in to the digital portion. One circulation unit is eligible to be counted for each day.
  - *For example: "Sunday is for slippers!! Sign up for a 7 day subscription to The ABC Times all for the low price of \$5.00 a week!" You will receive a Sunday newspaper in print and the other 6 days in digital format. Relax on a Sunday morning, but still have full access to the other 6 days when you are on the go!*

*Sign me up! \_\_\_\_\_*

*I want my Sunday print and 6 day digital all for the low price of \$5.00 a week\**

*\*please call 1-800-The News if you prefer just a print subscription.*

The above offer is acceptable as paid circulation for all 7 days. One day in print and the other 6 days in digital format. There is no incremental pricing requirement or access requirement at this time.



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- Bundled Subscriptions (a subscription that has a print component and digital component which overlap) remain eligible for paid circulation reporting provided the subscriber opts in and pays incrementally (at least one cent) for each subscription. Two or more circulation units are eligible for reporting.
  - *For example: "A penny for your thoughts!! Sign up for a 7 day subscription to The ABC Times for only \$5.00 a week. Plus, for only one penny more you can go digital and you will receive 7 days of The ABC Times in digital format. That is 7 days of print and 7 days of digital news all for the low price of \$5.01. News available to you anywhere and everywhere!!"*

*Sign me up!!!*

*I want 7 day print and 7 day electronic all for \$5.01 a week. \_\_\_\_*

*I want just a 7 day print subscription for \$5.00 a week \_\_\_\_*

*Name*

*Address*

*Email address*

*Signature* \_\_\_\_\_

The above offer clearly shows incremental pricing for both a print and digital subscription. Therefore, provided the subscriber pays the \$5.01, both a print circulation unit and a digital circulation unit is eligible to be reported on ABC reports.

ABC is hosting a series of webinars to explain the new format, categories etc. These webinars are free, but you do have to register. I welcome all to attend. I am attaching the link to registration below:

<http://www.accessabc.com/training/newspapers.htm>

Sincerely,

Chad Jaennette  
Publisher Relations Manager  
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The Gold Standard in Media Audits

# A New Media Landscape

**SNA - Webinar**  
**September 16, 2010**

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## Topics

- Background
- Verified
- Digital Editions
- Branded Editions
- New Reporting Model
- Membership Eligibility



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## Background Information - Structure



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- Task Forces:
  - Created to research and discuss specific initiatives
  - Make recommendations to the Committees
- Committees:
  - Meet regularly to review potential modifications to rules and reporting formats
  - Make recommendations to the Board
- Board of Directors:
  - Advertisers, Advertising Agencies and Publishers
  - Meet 3 times each year to discuss and decide on any changes to ABC rules and formats, member appeals, etc

## Background Information - History



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- 2 Phases
  - ❖ **Qualification and Reporting Task Force (Q &R)**
    - Created in 2006
  - Mission
    - Review current newspaper rules and reporting formats to ensure they are relevant to the industry today.
    - Focus on Total Distribution
    - Paid at any price
  - ❖ **Vision Committee**
    - Created in March 2009
  - Mission
    - Create Qualification and Reporting tools to accommodate various edition reporting
      - Print
      - Electronic
    - Ensure transparency
    - Provide information necessary to make informed decisions

## Background Information - History



- Key phases of implementation
  - April 1, 2009 – rule changes
  - October 1, 2010 – rule changes
  - March 2011 – publisher's statement (endorsed at March 2010 Board Meeting)
    - ◆ Provided time to understand improvements, then apply to your own marketing strategies and system applications



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## April 1, 2009-The Big Change




- Paid Circulation
  - Paid at any price
    - One cent, net of all considerations



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## October 1, 2010 – Overview


- 
- Total Distribution
    - Individually Paid
    - Paid Business/Traveler
    - Verified
    - Electronic Editions
    - Branded Editions



**Note: Geographic Reporting by ABC Zones is optional (Par. 2)**

  
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## Individually Paid

- 
- Individually Paid
    - Ordered and paid for by individual consumers
    - Must pay at least one cent, net of considerations
      - Home Delivery
      - Mail
      - Joint Distribution Agreements (JDAs)
      - Single Copy

  
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## Paid Business/Traveler



- Paid Business/Traveler
  - Copies purchased by hotels for common areas or guest rooms (including refund approach)
  - Copies purchased by businesses for designated employees where a list of the recipients, by name or title, is maintained
  - Must pay at least one cent, net of considerations



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## Verified Circulation



- Verified Circulation
  - Copies available for individual consumers that are either non-paid, or paid for by someone other than the individual
  - Focus is on how/where copies are being distributed
  - Financial transactions may occur, but classification/qualification is not impacted
- Reminder: Verified and unpaid circulation may not exceed 30% of total circulation.
  - ABC membership requires 70% paid circulation



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## Verified Circulation

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- Home Delivery – Requested
- Home Delivery – Targeted
- Educational Copies
- University Copies
- Employees/Independent Contractors
- Retail/Business



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## Verified Circulation

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### 2 Types of Verified Home Delivery:

- Home Delivery – Requested
  - Distributed to an individual's residence
  - Request made by individual
  - Minimum term of 12 weeks
  - Maintain orders and route lists for audit
- Home Delivery – Targeted
  - Distributed to an individual's residence
  - Request not required and no minimum term of service
  - Maintain route lists for audit



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## Verified Circulation

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### 2 Types of Educational Programs

- Educational Copies
  - Traditional NIE copies
  - Ordered by and distributed to educational facilities
  - Used for educational purposes
  - Maintain orders & affidavits for audits
  - Copies cannot exceed number of students + 1 for the teacher
- University Copies
  - Traditional Registered College Student Copies
  - Copies ordered and distributed by colleges and universities in a controlled environment

### Employees/Independent Contractors

- No change to current requirements

## Verified Circulation


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- Retail/Business
  - Ordered or requested by a business
  - Business determines number of copies
  - Distributed is **at place of business**
  - Order is for **reoccurring delivery**
  - Place of business is a controlled environment
  - Maintain orders and distribution records for audit

**Note: Copies distributed by a business in a non-controlled environment (i.e. Street corner, festival, fair, trade show, etc.) shall be classified as unpaid on ABC reports**



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# Digital Editions

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## Digital Editions

- Stand-alone sale
  - Collect at least 1¢, net of considerations

**Get 7-day online access for only \$90 a year! Sign up today!**



**Purchase our iPhone app for \$4.99 and you get the newspaper delivered to your phone every day for a year!**

**Calling all bookworms - don't wait any longer! Get the newspaper on your e-reader every day - for only \$50.00 a year!**




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## Digital Editions



- What are hybrids and bundles?  
Digital editions sold in a package with print or another digital edition of the same paper.
- 
- Hybrid:  
Intent to claim **one circulation unit per day**, when print and digital are served on same day.
- Bundle:  
Intent to claim **multiple circulation units per day**, when print and digital are served on same day.

  
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## Digital Editions




- Examples:

Sunday only Subs...don't miss out on the weekday news anymore! Call today to add access to our online edition included with your current paid subscription!

Buy 7-day print and get 7-day access to our newspaper online for only \$100 a year!

Renew your Weekend only subscription for \$50 a year and included is 7-day access to our newspaper online!

TAP into your local news with our Total Access Package! For only \$89.00 a year, get 7-day access to our online newspaper, PLUS our app for your iPad or iPhone.

  
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## Digital Editions

- Incremental Pricing Examples:
 

**Subscribe today!**



  - Best Deal! Sunday print and 7-day digital access - \$10.00/mo.
  - Sunday-only home delivery for \$9.50/mo.

**Subscribe today!**

  - Sunday-only home delivery for \$10.00/mo.
  - Best Deal! Sunday print and 7-day digital access - \$10.50/mo.

**Renew today!**

  - Renew your Sunday only subscription \$10.00 a month!
  - Yes! Add 7-day digital access for only 50¢ more a month!.

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These rules did not receive 2<sup>nd</sup> passage at the Sept. meeting

## Hybrids & Bundles

Qualification of digital circulation units (effective Oct. 1, 2010)



- Consumer orders and pays for the hybrid or bundle package
- The digital circulation isn't presented or implied as free or no additional cost.
- Incremental pricing is present **OR** subscriber registration, activation and access occurs

<p><b>Incremental Pricing</b></p> <ul style="list-style-type: none"> <li>- Solicitation material* has print only option</li> <li>- Print only option is less than package price by 5%</li> </ul>	<p>...OR...</p>	<p><b>Register, Activate, Access*</b></p> <ul style="list-style-type: none"> <li>- Subscriber creates an account and interacts with the digital edition</li> <li>- Documentation is available at audit to support.</li> </ul>
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\* Solicitation material includes direct mail, kiosk orders, online efforts, inbound and outbound telemarketing calls, renewal invoices/statements, etc.

\* Bundled Subscriptions  
➢ Once per week.

Hybrid Subscriptions:  
➢ Thru 10/1/11 – 1 per 6 mos.  
➢ Thru 10/1/12 – 1 per 3 mos.  
➢ After 10/1/12 – 1 per week

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# Branded Editions

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## Branded Editions

Geographic editions NOT branded editions.



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## Branded Editions

- Edition that reflects name different than one under which ABC membership is held.
- Must comply with Rule C 2.4 Separate Editions
  - ‘an edition of <ABC member name>’ on masthead.
  - The ABC member name must be same font as main edition
  - Consistent city and state of publication on all editions



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## Branded Editions

 YOUR STAR

SCHAUMBURG EXPRESS

an edition of YOUR STAR



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Branded Editions




**The Illinois Union** 


**The Peoria Times**  
AN EDITION OF The Illinois Union






  
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**A New  
Reporting Model**



  
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**New Reporting Model**

- By Product
  - Print
  - Digital Replica
  - Digital non-replica
  - Branded Editions

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**New Reporting Model**

- Within each product:
  - Paid
    - By individuals for personal use
    - By employers for its own employees
    - By hotels for use on-site
  - Verified
    - To individuals at their residences
      - Requested, minimum 12 weeks
      - Targeted, Non-requested or request < 12 weeks
    - To schools for use in classroom
    - To universities, for use on campus
    - To businesses for use by patrons
    - To newspaper employees/contractors
  - For digital non-replica
    - By platform

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## New Reporting Model



Audit Bureau of Circulations		Anytown Daily News									
Newspaper Publisher's Statement		City (County), State									
For six months ended March 31, 2011		www.website.com									
Subject to Audit											
		Morning									
		Sun	Cmbd Avg (Mon.-Fri.)	(Optional) Cmbd Avg (Mon.-Tue.)	(Optional) Cmbd Avg (Wed.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>EXECUTIVE SUMMARY</b>		509,096	620,070	631,227	547,115	533,135	729,319	539,850	748,608	549,438	469,749
<b>Anytown Daily News</b>											
Print (See Par. 1A)		507,046	438,950	430,302	444,715	430,735	429,869	437,450	449,658	447,038	467,899
Digital Replica (See Par. 1B)		1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400
Digital Non-Replica (See Par. 1C)		650	500	500	500	500	500	500	500	500	450
<b>Total</b>		<b>509,096</b>	<b>441,350</b>	<b>432,702</b>	<b>447,115</b>	<b>433,135</b>	<b>432,269</b>	<b>439,850</b>	<b>452,058</b>	<b>449,438</b>	<b>469,749</b>
<b>Branded Editions</b>											
Young Urban Commuters (YUC) - (See Par. 1D)		0	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	0
Nearby Town Daily News - (See Par. 1E)		0	78,720	98,525	0	0	197,050	0	196,550	0	0
<b>Total Average Circulation</b>		<b>509,096</b>	<b>620,070</b>	<b>631,227</b>	<b>547,115</b>	<b>533,135</b>	<b>729,319</b>	<b>539,850</b>	<b>748,608</b>	<b>549,438</b>	<b>469,749</b>

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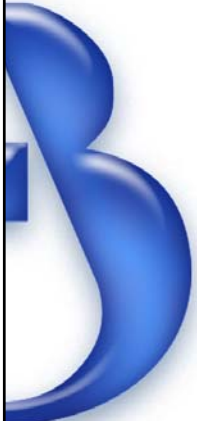

## New Reporting Model




Anytown Daily News		Sun	Cmbd Avg (Mon.-Fri.)
<b>1A. ANYTOWN DAILY NEWS - PRINT</b>			
<b>Anytown Daily News</b>			
Home Delivery and Mail		397,278	354,690
Joint Distribution		795	
Single Copy Sales		64,600	42,015
<b>Total Average Individually Paid Circulation</b>		<b>462,673</b>	<b>396,705</b>
<b>Paid Business/Traveler Circulation</b>			
Group Subscriptions (Designated Employees)		100	100
Hotel Distribution - Guest Refund		34,009	22,788
Hotel Distribution - Room/Lobby Copies		100	100
<b>Total Average Business/Traveler Paid Circulation</b>		<b>34,209</b>	<b>22,968</b>
<b>Total Average Paid Circulation - Print</b>		<b>496,882</b>	<b>419,673</b>
<b>VERIFIED CIRCULATION</b>			
Home Delivery - Requested		5,000	5,000
Home Delivery - Targeted		131	904
<b>Total Average Home Delivery</b>		<b>5,131</b>	<b>5,904</b>
Educational Copies		1,899	10,234
University Copies		100	100
Employee/Independent Contractor		2,934	2,939
Retail/Business		100	100
<b>Total Average Single Copy</b>		<b>5,033</b>	<b>13,373</b>
<b>Total Average Verified Circulation - Print</b>		<b>10,164</b>	<b>19,277</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT</b>		<b>507,046</b>	<b>438,950</b>

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## New Reporting Model


<b>AnytownDailyNews</b>		Sun	Cmbd Avg (Mon.-Fri.)
<b>1B. ANYTOWN DAILY NEWS - DIGITAL REPLICA</b>			
<b>Paid Circulation</b>			
Subscription		1,000	1,000
Single Issue		200	200
<b>Total Average Paid - Digital Replica</b>		1,200	1,200
<b>Verified Circulation: Opt-In</b>			
Subscription		100	100
Single Issue		100	100
Educational Copies			450
University Copies			50
Employee/Independent Contractor			
<b>Total Average Verified - Digital Replica</b>		200	700
<b>Total Average Circulation - Digital Replica</b>		1,400	1,900
<b>TOTAL AVERAGE CIRCULATION: PRINT &amp; DIGITAL REPLICA</b>		508,446	440,850
<b>1C. ANYTOWN DAILY NEWS - DIGITAL NON-REPLICA</b>			
<b>Paid Circulation</b>			
Restricted Access Website		100	100
eReaders with Advertising		200	200
eReaders without Advertising		100	100
Mobile		250	100
<b>Total Average Paid Circulation - Digital Non-Replica</b>		650	500

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## New Reporting Model

<b>NEARBY TOWN DAILY NEWS</b>		Sun	Cmbd Avg (Mon.-Fri.)
<b>1E. NEARBY TOWN DAILY NEWS - PRINT</b>			
Home Delivery and Mail			8,000
Joint Distribution			
Single Copy Sales			700
<b>Total Average Individually Paid Circulation</b>			8,700
<b>Paid Business/Traveler Circulation</b>			
Group Subscriptions (Designated Employees)			
Hotel Distribution - Guest Refund			
Hotel Distribution - Room/Lobby Copies			
<b>Total Average Business/Traveler Paid Circulation</b>			
<b>Total Average Paid Circulation - Print</b>			8,700
<b>VERIFIED CIRCULATION</b>			
Home Delivery - Requested			56,000
Home Delivery - Targeted			10,000
<b>Total Average Home Delivery</b>			66,000
Educational Copies			
University Copies			
Employee/Independent Contractor			20
Retail/Business			4,000
<b>Total Average Single Copy</b>			4,020
<b>Total Average Verified Circulation - Print</b>			70,020
<b>TOTAL AVERAGE CIRCULATION - PRINT</b>			78,720

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## New Reporting Model

- FAS-FAX & Paragraph 3
- Separate columns for:
- Print
  - Digital Replica
  - Digital Non-Replica
  - Branded



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## CNA-Paragraph 1

For six months ended March 31, 2011



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Community  
Newspaper  
Publisher's  
Statement  
Subject to Audit

Anytown Gazette

Anytown (Blue County), Illinois

www.pubname.com

	Sun	Morning (Mon-Sat)
<b>EXECUTIVE SUMMARY</b>	<b>21,000</b>	<b>19,600</b>
Print Newspaper	20,800	18,150
Digital Editions	200	450
<b>Total Average Circulation</b>	<b>21,000</b>	<b>19,600</b>
<b>1A. TOTAL AVERAGE CIRCULATION</b>		
Home Delivery and Mail		
Print	16,675	14,700
Digital	200	300
Single Copy Sales	2,700	2,575
<b>Total Average Individually Paid Circulation</b>	<b>19,575</b>	<b>17,575</b>
<b>Paid Business/Traveler Circulation</b>		
Group Subscriptions (Designated Employees)	50	100
Hotel Distribution - Guest Room	200	300
Hotel Distribution - Room/Lobby Copies	50	50
<b>Total Average Business/Traveler Paid Circulation</b>	<b>300</b>	<b>450</b>
<b>Total Average Paid Circulation</b>	<b>19,875</b>	<b>18,025</b>
<b>VERIFIED CIRCULATION</b>		
Home Delivery - Requested	500	600
Home Delivery - Targeted	500	400
<b>Total Average Home Delivery</b>	<b>1,000</b>	<b>1,000</b>
Educational Copies		
Print	0	150
Digital	0	150
University Copies	0	50
Employee/Independent Contractor	25	25
Retail Business	100	200
<b>Total Average Single Copy</b>	<b>125</b>	<b>575</b>
<b>Total Average Verified Circulation</b>	<b>1,125</b>	<b>1,575</b>
<b>TOTAL AVERAGE CIRCULATION</b>	<b>21,000</b>	<b>19,600</b>

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# CNA Paragraph 1



## Audience-FAX

WEB SITE USAGE: Total Activity	
	<u>March 2011</u>
Total Unique Users/Cookies	120,000
Page Impressions/Views	327,000
Source: XXX Source, See Explanatory	

## Publishing Plans

Anytown Gazette	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Home delivered print editions are distributed in broadsheet format. Replica Digital subscriptions are sold for display of select newspaper content on personal computers, mobile devices and e-readers. Web sites: anytowndailynews.com, localnews.com
<b>AnytownGazette</b>	

<b>Non-Paid Newspaper</b>	<b>Audited Non-Paid Distribution - Anytown Shopper!</b>	<b>12,655</b>
	(See Separate Report for Details)	

01-0000-0

# CNA-Paragraphs 2 & 3



## 2. BASIC PRICES:

	By Home Delivery 52 wks./1 yr.	Single Copy	By Mail 52 wks./1 yr.
M & S .....	\$75.00		\$205.00
M (Mon-Sat.) only.....	48.00	35c	125.00
S only .....	27.00	\$1.00	80.00

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

## CNA-Paragraph 4



**4. EXPLANATORY - OTHER:**

DIGITAL EDITIONS: (Provide description of replica or non-replica)

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

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

DAYS OMITTED FROM AVERAGES: The following issue(s) has been eliminated from the averages reported in Par. 1. The net paid circulation for the issue(s) is as follows:

December 26, 2010 (Sunday) 18,200

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

LATEST AUDIT REPORT RELEASED: Issued for 12 months ended December 31, 2009.

PUBLISHER'S RETURN POLICY: Fully Returnable.

AVERAGE UNPAID DISTRIBUTION:

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

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## CNA-Paragraph 5



**5. AUDIENCE FAX - EXPLANATORY:**

Web Site Usage Explanatory:

Scope of Verification:

ABC did not determine the publisher's choice of data provider for these statistics nor should the inclusion of this data be construed as endorsement by ABC of the methodology or technologies used by the data provider. As appropriate, ABC audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.



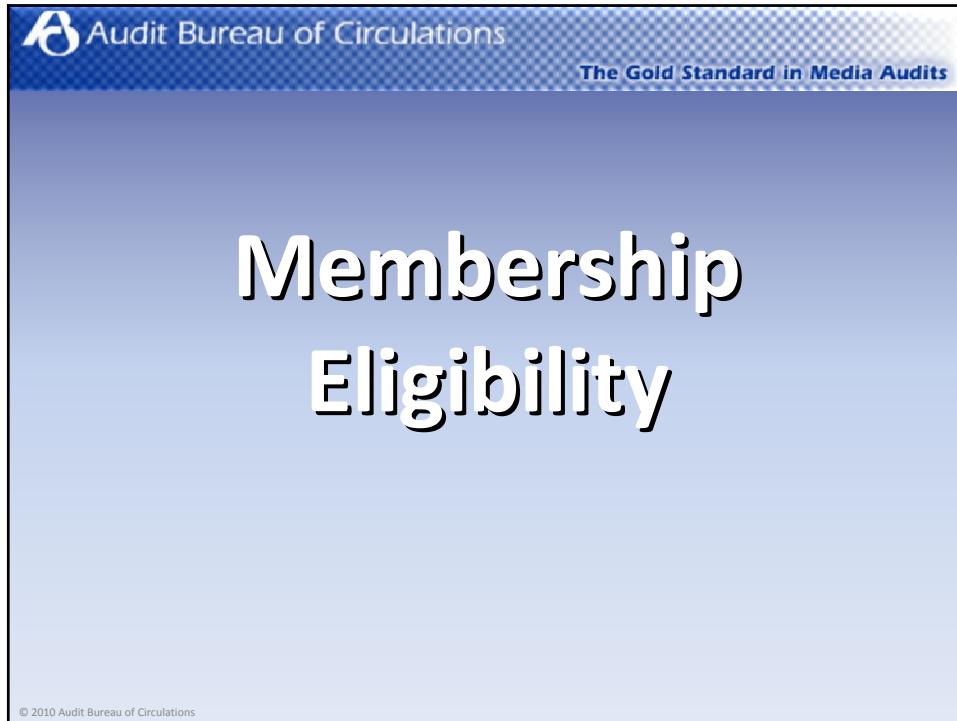
Web Site Usage Definitions:

Total Unique Users/Cookies: This site uses the cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users.

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

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## Membership Eligibility

- 70% of total circulation must be paid
  - Aggregate of all editions
    - Print
    - Digital Replica
    - Digital Non-replica
    - Branded

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## Membership Eligibility



- Reverse view
  - Verified and Unpaid limited to 30% of total circulation
    - Verified, home delivered (requested and targeted)
    - Educational copies (NIE)
    - University copies
    - Employee copies
    - Retail/Business


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## Membership Eligibility



- Advisory Vote
  - Occurring now
- Asks:
  - Should 70% paid requirement for eligibility **exclude branded editions?**

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# Open Q & A

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## Circulation Translation

CURRENT CLASSIFICATION	AS OF OCTOBER 1, 2010
Individually Paid – Home Delivery and Mail	Individually Paid – Home Delivery and Mail
Individually Paid – Single Copy	Individually Paid – Single Copy
Individually Paid – Joint Distribution	Individually Paid – Joint Distribution
Individually Paid – Intermittent Subscriptions	Individually Paid thru March 31, 2011 publishers statement. Verified – Home Delivery – Targeted beginning April 1, 2011
Other Paid – Group Subscriptions (Purchased by businesses for designated employees)	Paid Business/Traveler – Group Subscriptions (Purchased by businesses for designated employees)
Other Paid – Single Copy Hotel/Guest Copies	Paid Business/Traveler – Hotel Distribution (Guest Refund Based)
Other Paid – Single Copy Car Rentals/Limos	Verified – Retail/Business
Other Paid – NIE Classroom Use	Verified – Educational Copies
Other Paid – Registered College Student	Verified – University Copies
Other Paid – NIE Home Delivered	Verified – Home Delivered: Requested or Targeted
Other Paid – Third Party Sales: Home Delivered	Verified – Home Delivered: Targeted
Other Paid – Third Party Sales: Hotels for guests	Paid Business/Traveler – Hotels – Purchased by Hotels for Guests <u>QR</u> Verified – Retail/Business if ordered by hotel but not paid for by hotel
Other Paid – Third Party Sales: Retail Business for Patrons	Verified – Retail/Business
Other Paid – Third Party Sales: Events, Social Functions, Street Corners	Unpaid
Other Paid – Employee/Independent Contractor	Verified – Employee/Independent Contractor
Unpaid – Single Copy Samples	Unpaid
Unpaid – Home Delivered Samples	Verified – Home Delivered: Targeted
Unpaid – Office Copies, Advertiser Copies	Unpaid
Other Audited Circulation – Requested Delivery	Verified – Home Delivery – Requested or Targeted
Other Audited Circulation – Public Access	Unpaid

## Publisher Relations Contacts



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**Jessica George (on leave until October 25<sup>th</sup> )**

**224-366-6410**

**[jessica.george@accessabc.com](mailto:jessica.george@accessabc.com)**

**Chad Jaennette**

**224-366-6371**

**[chad.jaennette@accessabc.com](mailto:chad.jaennette@accessabc.com)**

**Bob Rekuc**

**224-366-6379**

**[bob.rekuc@accessabc.com](mailto:bob.rekuc@accessabc.com)**

**Diane Szubrych**

**(224-366-6585)**

**[diane.szubrych@accessabc.com](mailto:diane.szubrych@accessabc.com)**