LIBRARY REFERENCE MC2006-5/1

AUDIT BUREAU MATERIALS
FILED IN RESPONSE TO ORDER NO. 1470

PREFACE

This Category 4 library reference, filed in response to Order No. 1470, contains documentation related to the definition change adopted by the national audit bureaus, as discussed by witness Yeh in her testimony (USPS-T-1 at 2-3). Order No. 1470 at 5.

The following pages present the requested documentation for the two Periodicals audit bureaus.

Business Publications Audit of Circulations International (BPA)

Pages 1 through 3 contain the news release from BPA noting the change from the old rule that a subscription could only be reported as paid if it sold for at least half of the basic subscription price.

Also attached are excerpts from the BPA rules, issued on October 12, 2000, in which BPA illustrates these rule changes. Specifically, BPA marked references to the old 50% rule by strikethrough, indicating their removal. Two pages relate to consumer publications, and two pages relate to business publications. See pages 4 through 7, with the relevant portions marked with an asterisk.

Audit Bureau of Circulations (ABC)

The next three pages (pages 8 through 10) are from a Media Alert issued by the Audit Bureau of Circulations (ABC) on July 20, 2001, announcing ABC's new definitions of paid circulation for periodicals.

The last four pages (pages 11 to 14) are the first page of each of four chapters in ABC's Bylaws and Rules document, as they appear on the ABC website on July 12, 2006 (pages 11 to 14). There are chapters for newspapers (Chapter C), business publications (Chapter D), farm publications (Chapter E), and consumer magazines (Chapter F) denoting the current definition of paid circulation, without the old 50% requirement.

THE MEASURE OF SUCCESS

news release

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FOR IMMEDIATE RELEASE

BPA International Officially Adopts New Rules and Reporting Format

The Media Auditing Experts Replace the 50% of Basic Rule with New Comprehensive Format

NEW YORK, October 26, 2000 – BPA International formally announced today it has amended the 50% of basic rule and will no longer use the century-old standard of reporting paid circulation. BPA president and CEO Glenn J. Hansen made the announcement at a press conference stating BPA's board of directors officially adopted a new reporting format and rules for consumer magazines and business publications at a special meeting held on October 18. The announcement also marks a nearly yearlong process that was set in motion with an amendment to the rule at BPA's December 1999 board meeting.

The old rule, which has been part of the postal code since the 1880's and was adopted by the circulation audit organizations, states no subscription can be reported as paid unless it is sold for at least half of the basic subscription price set by the publisher. The new rule will become effective January 1, 2001, with the June 2001 cycle being the first to showcase the new reporting format in circulation statements.

"This declaration is the result of nearly eighteen months of intensive committee and taskforce meetings which began in July 1999," Hansen said. "There have been several changes in consumer marketing with respect to consumer magazines in particular. Publishers can no longer rely upon sweepstakes, clearinghouses, and other traditional marketing sources to expand their circulation. BPA

- more -

believed that we needed to respond to these issues and help our membership keep pace with what was happening in the marketplace."

According to Richard Murphy, BPA's senior vice president, auditing, the catalyst for the rule change came from a Canadian newspaper member, the Toronto Star, which suggested BPA consider eliminating the American standard of reporting circulation and adopt a global criterion. "Our Canadian members were instrumental in the amendment and adoption of the new rule change," Murphy said. "Responding to requests from Canadian newspaper publishers and media buyers, BPA's board of directors expanded the definition of paid circulation for newspapers to include multiple price points. As a result of this change, our board issued a directive at its May 6, 1999 meeting instructing BPA to study the issue of expanding and enhancing the definition of paid circulation for print properties. We diligently pursued the issue with our U.S., Canadian and European advisory boards. All were unanimously in favor of new rules and reporting format."

Hansen stated the new report provides essential circulation data in a simple yet comprehensive format. "We held meetings with media buyers and found they weren't using all the data on the BPA report. These meetings were enlightening. It was important for us to know what information media buyers found pertinent for their buying and planning purposes. Once we acquired their input, we embarked upon a redesign of our report format to compliment our new rules, without compromising the data media buyers found necessary to make an educated buy."

Circulation professionals also benefit from the new rules because it allows them to fully disclose subscription sales at all price points. "For years, we have had to say 'no' to many marketing opportunities because of the old rule," said Susan Allyn, associate circulation director for EMAP Petersen and a member of BPA's circulation managers advisory committee. "Now, we have the freedom to extend our print brand to include other products and services without be penalized as long as we disclose all the information requested by BPA."

"The impact of the rules changes should be minimal for business publishers," Hansen said. "However, the option to exclude paid circulation in Paragraph 3B, which has always been optional for consumer titles, will now be optional for b-to-b titles."

Hansen also stated that fulfillment systems should be up to speed by next year's audit cycle. "Our fulfillment members say that adapting systems to conform to our new rules in time for the June 2001 cycle will be possible."

About BPA

A not-for-profit organization since 1931, BPA International is the measure of success — the preferred global provider of audited data for the marketing and media/information industries. Media owners, advertisers, and advertising agencies govern the tripartite organization. Our international membership consists of more than 2,500 media properties (print, electronic, face-to-face, wireless, databases) and 2,800 media buyers in over 20 countries. Visit www.bpai.com for the latest audit reports, membership information and news.

Where the recipient has not been specifically notified via the solicitation that back copies will be part of their subscription/service (paid and controlled), such copies may be counted as either qualified paid or non-paid circulation only for one issue immediately preceding the issue current at the time the recipient is mailed the back copy for magazines other than weeklies or for two issues for weekly magazines.

When the recipient has specifically requested back copies of a magazine such copies may be counted as qualified circulation up to three issues preceding the date of the subscription order for all magazines.

To illustrate, XYZ monthly magazine mailing analysis ***for the May issue*** (stated date of mailing the ***seventh*** ~~first~~ of ***the previous*** ~~each~~ month):

Issue	***1st Copy Placed On-Sale***	1st Copy Mailed	Subsequent Mail Dates
May	***April 1***	***April*** 7	May 9*, June 11**, July 20**
June	***May 11***	***May*** 12	NA
July	***June 1***	***June*** 16	NA

* late mailing ***(See Section C9.20 of these Rules)***

** late mailing and ineligible back copy distribution; back copies of the May issue mailed after the July issue ***was placed on-sale and*** are ***therefore*** non-qualified, regardless if copies are for paid or non-paid, new or renewed circulation.

C7.6 *Base* ~~Basic~~ Prices

Subscription Sales - The established prices for each subscription term as defined in the masthead of a magazine. Only one ***base*** ~~basic~~ price per country may be established for each subscription term. ~~Basic prices, other than one year in duration, must be paid for at 50% or more of the prorated basic annual price.~~

~~Other subscription offers, even if announced in a magazine's masthead, shall not be acceptable when sold for less than 50% of the prorated basic annual price.~~

Single Copy Sales - The ~~established~~ ***suggested retail*** cover price shall be the ***base*** ~~basic~~ price.

~~**C3.9 Cash Discount**~~

~~A reasonable discount not exceeding 5% for cash received with a subscription order at the *base* basic price. Such subscription sales shall not be deemed a reduced price. (See Section C5.12.1 of these Rules).~~

C7.7 *Benefit of Membership* ~~Association~~ Subscriptions

Deductible ***benefit of membership*** ~~*association*~~ *subscriptions* - Individual subscriptions paid for out of ~~association~~ membership dues where the recipient has the option of deducting the subscription price from their dues if they do not wish to receive the magazine.

Non-deductible ***benefit of membership*** ~~*association*~~ *subscriptions* - Individual subscriptions paid for out of ~~association~~ membership dues, where the recipient does not have the option of deducting the subscription price from their dues, and automatically receives the magazine. ***If you are reporting paragraph 5 for source and age, deductible subscriptions are sourced as request circulation—non-deductible are sourced as "Benefit of Membership circulation.***

~~Association~~ ***An annual*** ~~*M*~~*m*embership ~~dues invoices~~ ***communication, e.g. dues invoice, membership packet, promotional letter*** (deductible and non-deductible) ***offers*** shall clearly state the amount of dues allocated for payment of the subscription.

C7.25 Qualified Paid *Subscription* Circulation

That circulation which is not for resale, meets the above definition ***for qualification*** and the requirements listed below.

Subscription payment orders must conform to the following conditions:

It ~~must~~ ***may*** be paid for at ~~not less than 50% of the magazine's basic annual~~ ***any*** price, ***and must not be free of charge.***

~~A subscription for more than one year must be paid for at not less than 50% of the prorated basic annual price.~~

~~A subscription for less than one year must be paid for at not less than 50% of the prorated basic annual price.~~

A subscription for less than one year, the price of which was less than 50% of the ***base*** ~~basic~~ annual price, cannot be served copies after the expiration date.

Payment shall not be delinquent for more than six months after the beginning of the subscription service.

A subscription that is ordered for which no payment had been received is considered a credit subscription. A credit subscription shall be counted as paid circulation up to six months from the date of the first issue served. If payment for such subscriptions has not been received within six months from the date of the first issue served, such copies must be deducted from the qualified paid circulation for all copies served during this period.

A subscription sold on a "renew until forbid" basis may be reported as paid circulation until the subscriber cancels. All copies served from the moment the consumer cancels the subscription until the publisher receives notification of the cancellation, shall be reported as paid circulation as long as the publisher receives payment for the issues served (either from the consumer or agent). If the publisher is debited for unpaid copies served, then only the copies served which meets the arrears criteria may be reported in paid circulation. (See Arrears, Section C7.3).

No ***promotional incentive*** ~~premium~~ or other inducement may be offered which has an advertised value, or cost to the publisher, of more than 50% of the ***subscription offer price.*** ~~magazine's basic annual price. For subscriptions longer than one year, the value of the premium can be no greater than 50% of the prorated basic annual price.~~

Subscriptions sold with an advertising contract ~~must be paid for at not less than 50% of the magazine's basic annual price;~~ must be paid in addition to the regular advertising contract; and must give the advertiser the option of deducting the subscription price from the contract if they do not wish to receive the magazine.

Subscriptions sold via the redemption of ***affinity program points, e.g.*** frequent flyer miles, must adhere to the following guidelines:

The redeemable ***units of measure, e.g.*** miles, must have a recognizable and accepted monetary value.

~~All subscriptions sold must be sold at no less than fifty percent of the prorated basic annual subscription rate based on the monetary value of the frequent flyer miles.~~

To illustrate, XYZ monthly publication mailing analysis ***for the May issue*** (stated date of mailing the ***seventh*** ~~first~~ of ***the previous*** ~~each~~ month):

Issue	***1st Copy Placed On-Sale***	1st Copy Mailed	Subsequent Mail Dates
May	***April 1***	***April*** 7	May 9*, June 11**, July 20**
June	***May 11***	***May*** 12	NA
July	***June 1***	***June*** 16	NA

* late mailing

** late mailing and ineligible back copy distribution; back copies of the May issue mailed after the July issue ***was placed on-sale and*** are ***therefore*** non-qualified, regardless if copies are for paid or non-paid, new or renewed circulation.

B7.8 *Base* ~~Basic~~ Prices

Subscription Sales - The established prices for each subscription term as defined in the masthead of a publication. Only one ***base*** ~~basic~~ price per country may be established for each subscription term. ~~Basic prices, other than one year in duration, must be paid for at 50% or more of the prorated basic annual price.~~

~~Other subscription offers, even if announced in a publication's masthead, shall not be acceptable when sold for less than 50% of the prorated basic annual price.~~

Single Copy Sales - The ~~established~~ ***suggested retail*** cover price shall be the ***base*** ~~basic~~ price.

~~**C3.9 Cash Discount**~~

~~A reasonable discount not exceeding 5% for cash received with a subscription order at the *base* basic price. Such subscription sales shall not be deemed a reduced price.~~

B7.9 *Benefit of Membership* ~~Association~~ Subscriptions

Deductible ***benefit of membership*** ~~*association*~~ *subscriptions* - Individual subscriptions paid for out of ~~association~~ membership dues where the recipient has the option of deducting the subscription price from their dues if they do not wish to receive the publication.

Non-deductible ***benefit of membership*** ~~*association*~~ *subscriptions* - Individual subscriptions paid for out of ~~association~~ membership dues, where the recipient does not have the option of deducting the subscription price from their dues, and automatically receives the publication. ***If you are reporting paragraph 3b for source and age, deductible subscriptions are sourced as request circulation—non-deductible are sourced as "Benefit of Membership circulation.***

~~Association~~ ***An annual*** ~~*M*~~*m*embership ~~dues invoices~~ ***communication, e.g. dues invoice, membership packet, promotional letter*** (deductible and non-deductible) ***offers*** shall clearly state the amount of dues allocated for payment of the subscription.

B7.10 Combined Sales

Subscriptions to ***multiple*** ~~two or more different~~ publications ***or publications and products or services*** sold at a special ~~combination~~ rate. ~~Subscriptions sold at a combination rate must be paid for at not less than 50% of the prorated basic annual price of all the subscriptions offered and cannot be sold at less than the basic price of the highest publication plus a minimum of 30% of the basic prices of all the other subscriptions offered.~~

B7.30 Qualified Paid *Subscription* Circulation

That circulation which is not for resale, meets the above definition ***for qualification*** and the requirements listed below.

Subscription payment orders must conform to the following conditions:

It ~~must~~ ***may*** be paid for at ~~not less than 50% of the publication's basic annual~~ ***any*** price, ***and must not be free of charge.***

~~A subscription for more than one year must be paid for at not less than 50% of the prorated basic annual price.~~

~~A subscription for less than one year must be paid for at not less than 50% of the prorated basic annual price.~~

A subscription for less than one year, the price of which was less than 50% of the ***base*** ~~basic~~ annual price, cannot be served copies after the expiration date.

Payment shall not be delinquent for more than six months after the beginning of the subscription service.

A subscription that is ordered for which no payment had been received is considered a credit subscription. A credit subscription shall be counted as paid circulation up to six months from the date of the first issue served. If payment for such subscriptions has not been received within six months from the date of the first issue served, such copies must be deducted from the qualified paid circulation for all copies served during this period.

A subscription sold on a "renew until forbid" basis may be reported as paid circulation until the subscriber cancels. All copies served from the moment the consumer cancels the subscription until the publisher receives notification of the cancellation, shall be reported as paid circulation as long as the publisher receives payment for the issues served (either from the consumer or agent). If the publisher is debited for unpaid copies served, then only the copies served which meets the arrears criteria may be reported in paid circulation. (See Arrears).

No ***promotional incentive*** ~~premium~~ or other inducement may be offered which has an advertised value, or cost to the publisher, of more than 50% of the ***subscription offer price.*** ~~publication's basic annual price. For subscriptions longer than one year, the value of the premium can be no greater than 50% of the prorated basic annual price.~~

Subscriptions sold with an advertising contract ~~must be paid for at not less than 50% of the publication's basic annual price;~~ must be paid in addition to the regular advertising contract; and must give the advertiser the option of deducting the subscription price from the contract if they do not wish to receive the publication.

Subscriptions sold via the redemption of ***affinity program points, e.g.*** frequent flyer miles, must adhere to the following guidelines:

The redeemable ***units of measure, e.g.*** miles, must have a recognizable and accepted monetary value.

~~All subscriptions sold must be sold at no less than fifty percent of the prorated basic annual subscription rate based on the monetary value of the frequent flyer miles.~~

ABC BOARD ACTIONS MEDIA ALERT

For more information contact:
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ABC FINALIZES NEW DEFINITIONS OF PAID CIRCULATION FOR PERIODICALS

SCHAUMBURG, Ill. (July 20, 2001) – At its July 11 – 14 meeting, following extensive committee collaboration and industry input, the Board of Directors of the Audit Bureau of Circulations (ABC) granted final passage to modify the definition and reporting qualifications of paid circulation for consumer magazines and business publications. Following are the highlights of each new rules package.

Business Publications

The ABC Board voted to update rule language concerning the qualification and reporting of paid circulation for business publications. As a result, Chapter B rules impacting business publications will be moved to Chapter D. New paid circulation rules for business publications:

- Retain the concept of "basic price."
- Define "paid" circulation as copies/subscriptions sold at any price.
- Modify ABC reports to update the price production paragraph (Paragraph 5, with appropriate price points detailed in Paragraph 11).
- Permit optional reporting of "average price" data.
- Retain current reporting formats so that publications reporting only paid circulation will continue to use the "paid" form (blue) and those reporting qualified non-paid and/or paid circulation will continue to use the "optional paid and non-paid" form (ivory).

These changes will become effective July 1, 2001.

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ABC Board Actions Media Alert

Business Publication Report Formats

ABC's Board voted to revise both the paid (blue) and paid/qualified non-paid (ivory) report formats for business publications to reflect modifications to rules concerning the definition and qualification of paid circulation. Updated report formats are designed to accomplish the following:

- Give publishers the option to feature their publication's cover image on page 1 for an issue distributed within the Publisher's Statement period.
- Revise Paragraph 3(a) – Business/Occupational Analysis to:
  - Re-label "Qualification Not Determined" as "Other Paid Circulation."
  - Eliminate the subtotal line.
  - Add a new total line entitled "Total Qualified Circulation."
- Modify Paragraph 5 to:
  - Include a five-tier (quintile) structure that reports production or circulation sold as a percentage of the established basic price.
  - Permit the optional reporting of net average annual subscription price and — so long as the publisher chooses to exercise that option — gross average annual subscription price.
  - Add language clarifying that sales are reported as "Net of Premium Values."

In Paragraph 11, report price point data reflecting at least 5 percent of production in the reporting period

Business Publication Bulk Sales

The Board also voted to modify **Rule D2.1(c), Bulk Sales** so that business publication single issue bulk sales exceeding 1 percent of total average paid circulation and/or non-paid direct request, exclusive of bulk sales reported in Paragraph 1, will qualify as paid circulation. Furthermore, the Explanatory Paragraph must include a full explanation of the sale and indicate whether copies were individually addressed or purchased for redistribution.

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ABC Board Actions Media Alert

Consumer Magazines

The ABC Board finalized a proposal from its Magazine Committee designed to modify the qualification and reporting of consumer magazine circulation. As a result, the concept of basic price will be maintained and paid circulation will be defined as copies sold at any price. Effective July 1, 2001, the following updates go into effect:

- Reporting of net average subscription price will be mandatory on a per copy/annualized basis. This data will now be featured in Paragraph 2(a) of magazine Publisher's Statements and Audit Reports, and will *exclude* premium values, subscriptions cancelled for non-payment, copies sold as public place/sponsored copies and international copies.
- Paragraph 2(a) will also include a new line item specifying the publisher's suggested 1-year subscription price.
- Copies sold at less than 35 percent of net average price paid will be disclosed by price point and unit sales in magazine Publisher's Statements and Audit Reports in Paragraph 2(b). This paragraph will also total subscriptions sold at less than 35 percent of basic price and calculate the percent of total production.
- Paragraph 3 of the Publisher's Statement will now feature Analysis of Total New and Renewal Subscriptions as previously reported in Paragraph 5; and Paragraph 5 will now report Average Circulation of Regional Metro and Demographic Editions as previously reported in Paragraph 3.
- Paragraph 10, Five Year Annual Trends, will include separate line items specifying average annualized subscription price on a net basis and the percent of subscriptions sold at less than 35 percent of average price.

In addition magazines may, at their option, report average price paid as calculated on a gross basis as an additional item in Paragraph 2(a).

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Bylaws & Rules

ARTICLE 1 - Paid Circulation

C 1.1 Paid Circulation Defined

(Also see ABC Policy Regarding the Sale of Carrier Delivery Circulation and Single Copy Sales of Newspapers, Sale of Subscriptions and Single Copy Sales of Magazines and Farm Publications with Other Services.)

Paid circulation is hereby defined to be newspapers which have been paid for by the purchasers, not for resale, under the following conditions, viz.:

(a) If the sale be a single copy sale it shall be paid for at not less than 25 percent of the basic single copy price.

(b) Subscription Sales:

(1) On term order for a year the subscription must be paid for at not less than 25 percent of the basic annual price.
(2) In case of a subscription for more than one year the subscription must be paid for at not less than 25 percent of a pro rata of the basic annual price for the period covered by the order.
(3) If the subscription is for a period of less than one year it must be paid for at not less than 25 percent of the basic price for the period offered. If there is no basic price for the period offered it must be paid for at not less than 25 percent of a pro rata of the basic price for the next shorter period. If there is no basic price for the term offered nor for a shorter term it must be paid for at not less than 25 percent of a pro rata of the basic price for the next longer term.

A price for a period of less than one year that is less than a pro rata of the basic annual price shall not be considered a basic price.

(c) Subscriptions for one year or more, or for less than one year if sold at not less than 25 percent of basic annual price, may be served for no longer than three consecutive months immediately following the expiration date, and such arrears may be included in paid circulation.

Arrears, if served, must be distributed prior to the distribution of the next regularly scheduled issue.

(d) Subscriptions to any newspaper received as a result of an offer by a publisher that stipulates that part of the subscription term is free will qualify for inclusion in paid circulation only when a contractual agreement exists for the full term of the subscription and is in accord with the provisions of

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Bylaws & Rules

ARTICLE 1

D 1.1 Paid Circulation Defined

Paid circulation is hereby defined to be copies of publications that have been paid for by the purchasers, not for resale, under the following conditions, viz.:

(a) If the sale is a single copy sale, it shall be paid for at not less than one cent.

(b) Subscription Sales:

On term order for any period the subscription must be paid for at not less than one cent.

A price for a period of less than one year that is less than a pro rata of the basic annual price shall not be considered a basic price.

(c) Subscriptions may be served for no longer than 25 percent of the original term ordered, with a maximum of three consecutive months immediately following the expiration date and such post-expires may be included in paid circulation. For publications that have a break in service, e.g., published only during the winter months or all months except the three-month period during the summer, the subscriber may receive post-expires service of 25 percent of the original term ordered up to three consecutive months immediately following the expiration date or up to all consecutive issues published between expiration and the break in service plus a maximum of one month following the break in service, with the total number of copies served in post-expires limited to the number of issues published within three months, and said service can be included in paid circulation.

Post-expiration copies, if served, must be distributed prior to the distribution of the next regularly scheduled issue.

(1) For publications that are published on a weekly or bi-weekly frequency, the publisher may opt to use a month end common expire date. For publications using the common expire date, incremental copies served during the month of expire (one to four copies per subscription) shall be considered paid circulation not post-expire copies. If used, the practice shall be disclosed in the explanatory paragraph of ABC reports.

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ARTICLE 1

E 1.1 Paid Circulation Defined

Paid circulation is hereby defined to be copies of publications which have been paid for by the purchasers, not for resale, under the following conditions, viz.:

(a) If the sale be a single copy sale it shall be paid for at not less than one cent.

(b) Subscription Sales:

> **(1)** On term order for any period the subscription must be paid for at not less than once cent.

A price for a period of less than one year that is less than a pro rata of the basic annual price shall not be considered a basic price.

(c) Subscriptions may be served for no longer than 25% of the original term ordered, with a maximum of three consecutive months immediately following the expiration date, and such post expires may be included in paid circulation. For publications that have a break in service, e.g., published only during the winter months or all months except the three-month period during the summer, the subscriber may receive post expires service of 25% of the original term ordered up to three consecutive months immediately following the expiration date or up to all consecutive issues published between expiration and the break in service plus a maximum of one month following the break in service, with the total number of copies served in post expires limited to the number of issues published within three months, and said service can be included in paid circulation.

Post expiration copies, if served, must be distributed prior to the distribution of the next regularly scheduled issue.

(d) Subscriptions to any publication received as a result of an offer by a publisher that stipulates that part of the subscription term is free will qualify for inclusion in paid circulation only when a contractual agreement exists for the full term of the subscription and is in accord with the provisions of Paragraph (b) above. Without such contractual agreement, those copies which a subscriber is informed are free shall be not qualify as paid circulation and instead shall be set up in unpaid circulation.

(e) Unless stated otherwise, the amount paid by the purchaser/subscriber

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Bylaws & Rules

ARTICLE 1

F 1.1 Paid Circulation Defined

Paid circulation is hereby defined to be copies of publications which have been paid for by the purchasers, not for resale, under the following conditions,viz:

(a) If the sale is a single copy sale it shall be paid for at not less than one cent.

(b) Subscription Sales: On term order for any period the subscription must be paid for at not less than one cent.

(c) Subscriptions may be served for no longer than 25% of the original term ordered, with a maximum of three consecutive months, immediately following the expiration date and such "post expire copies" may be included in paid circulation. For publications that have a break in service, e.g., published only during the winter months or all months except the three-month period during the summer, the subscriber may receive post expire service of 25% of the original term ordered, up to three consecutive months, immediately following the expiration date or up to all consecutive issues published between expiration and the break in service plus a maximum of one month following the break in service, with the total number of copies served as post expires limited to the number of issues published within three months, and said service can be included in paid circulation.

Post expiration copies, if served, must be distributed prior to the distribution of the next regularly scheduled issue.

(d) Subscriptions to any publication received as a result of an offer by a publisher that stipulates that part of the subscription term is free will qualify for inclusion in paid circulation only when a contractual agreement exists for the full term of the subscription and is in accord with the provisions of Paragraph (b) above. Without such contractual agreement, those copies which a subscriber is informed are free shall not qualify as paid circulation and instead shall be set up in unpaid circulation.

(e) Unless stated otherwise, the amount paid by the purchaser/subscriber required to qualify circulation as paid, is net of all other considerations.

F 1.2 Prices

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