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Article 1 - Objects

The purpose of the Alliance for Audited Media (AAM) is to issue standardized media data and to verify those data by independent audit; and to disseminate the data via our own database and through other organizations for the benefit of advertisers, advertising agencies and others in the media industry. AAM audits report both the quantity and quality of the data allowing us to report facts without opinion.

Article 2 - Membership Qualifications and Obligations

2.1 Classes and Obligations of Membership

(a) There shall be eight classes of membership as follows:
   - Advertisers.
   - Advertising Agencies.
   - Associates.
   - Alternative Delivery Organizations.
   - Farm Media Publishers.
   - Magazine Media Publishers.

(b) Members shall abide by all published bylaws, rules, policies and practices of AAM. Associate members do not have voting rights.

2.2 Eligibility for Membership

(a) Advertisers: Any individual or entity that advertises shall be eligible for membership.

(b) Advertising Agencies: Any individual or entity that conducts an advertising agency or media buying service shall be eligible for membership.

(c) Associates: A parent company of an AAM publisher member, digital publisher, out of home publisher, or any individual or entity that utilizes or reports information or other AAM data or utilizes services from AAM or its subsidiaries may apply for associate membership.

(d) Publisher Classes: Any individual or entity that publishes a publication eligible for membership in one of the publisher classes under subparagraphs (1) through (5) of this subsection shall be eligible for membership. Except in the case of publications admitted to associate membership by the board of directors, a publication otherwise eligible to membership shall not be admitted to membership except as a publisher member, and a publication ineligible for a membership as a publisher shall not be eligible to membership in any other class. All reference to a publisher member or membership for a publication in these bylaws shall mean the legal entity holding membership. Except as otherwise provided in these bylaws, a separate membership shall be taken out by a publisher member for each publication.
   - B2B Media Publishers - Any individual or entity that publishes B2B media shall be eligible for membership.
   - Farm Media Publishers — Any individual or entity that publishes farm media shall be eligible for membership.
   - Magazine Media Publishers — Any individual or entity that publishes magazine media shall be eligible for membership.
   - News Media Publishers — Any individual or entity that publishes newspaper media shall be eligible for membership.
(5) Alternative Delivery Organizations — Any individual or entity that distributes publications or other products on behalf of publishers or other third parties shall be eligible for membership.

(e) Transfer of membership: Membership shall be nontransferable.

(f) Revision of membership eligibility requirements:

(1) Membership eligibility requirements may be determined only by the board of directors.

(2) Prior to any revision of the membership eligibility requirements of a publisher division, the board of directors shall submit the proposed revision in writing (print and/or digital) to the members of the division affected for an advisory vote.

(3) If an advisory vote does not favor the proposed revision, the proposed revision will be scheduled for discussion at the next annual meeting.

2.3 Forced Combinations

A newspaper, selling national advertising or subscriptions in forced combination with another newspaper or newspapers in the same city of publication or city zone, shall not be admitted to or continued in membership in AAM unless a membership is taken out and maintained for each of said newspapers regardless of frequency of publication.

2.4 Periodicals Selling Advertising as a Unit

When all advertising in two or more periodicals owned by the same person or entity is sold as a unit, such periodicals may be admitted under one membership. When all advertising in two or more periodicals owned by different persons or entities is sold as a unit, separate memberships will be required. In the case of separate memberships, each of said members shall be jointly and severally liable to discharge the combined obligations incident to the membership of each of them in AAM. In both cases a combined publisher’s statement and a combined audit report shall be issued and the dues shall be computed upon the combined distribution.

2.5 Member Representative, Vote Representation

(a) Any individual or entity admitted to membership in AAM shall, at the time of admission, designate in writing and file with AAM on forms to be furnished by AAM the name of a member representative, who shall, at the time of appointment and so long as being the member representative, is employed by, and actively engaged in the operation of the member. The member representative shall be authorized and empowered to act in all dealings with AAM as well as to vote at all annual or special meetings of AAM on matters presented to the AAM membership as a whole or division specific. A member may change the member representative at any time by notifying AAM and designating another person to act as member representative.

(b) Nothing contained in this bylaw shall limit the right of a member to execute a proxy to any person other than the member representative to vote on any AAM ballot, but in the absence of such proxy such member representative, or an officer of the member company/publication, shall be deemed to have full voting rights.

(c) AAM shall make available to its members upon request for review at AAM or an agreed upon location, only the name, title, company, and USPS mailing addresses of the individuals designated as member representatives.

2.6 Application for Membership - All

Application for membership shall be made on forms provided by AAM and all applicants shall therein agree to abide by the published bylaws, rules, policies and practices of AAM and all amendments and additions that may in due form be made thereto.
2.7 Application for Publisher Membership

(a) Each applicant for publisher membership shall, with the application, deposit with AAM a sum of money equivalent to the estimated cost of the initial audit. The estimated cost shall be determined by the managing director. The release of an initial audit shall constitute qualification and acceptance of membership of the applicant. A publication applicant, upon acknowledgment by AAM of the receipt of both the application and the initial audit deposit, may publicize the fact of application only. If, within one year from date of application an initial audit has not been completed and released, the managing director may cancel the application, and communicate the cancellation to AAM’s membership.

(b) The cost of preliminary examinations shall be included in the cost of the initial audit.

(c) If books and records are inadequate at time of the preliminary examination, the applicant shall agree to immediately install and maintain records adequate in accordance with AAM’s requirements. If the applicant refuses to make such agreement or the agreement has not been carried out at the time of the next attempt at audit, the application shall be rejected and deposit made with the application shall be forfeited.

2.8 Publisher Duty to Install and Maintain Records

It shall be the duty of each publisher member to install, maintain and make available to AAM auditors at all times, true and correct records, capable of being audited in accordance with the established auditing practices of AAM.

Publisher members may sell copies in quantities through agents, distributors and wholesalers, independent contractors or other third parties, however, the publisher shall remain responsible for the accuracy, completeness and accessibility of the records maintained by such organizations as though the records were maintained by the publisher.

Circulation data reported by publishers in AAM reports that cannot be substantiated because of the absence or unavailability of adequate records shall be subject to deduction in the audit report.

2.9 Transfer Between Divisions

(a) Any member publication seeking transfer to another publisher division shall submit a written request for transfer to the managing director. The request shall include special reasons for the transfer, such as (but not limited to): change of format; change of nature or type of publication; change in editorial or advertising policy.

2.10 Notice of Changes

Where a change occurs in a publication for which a publisher holds a membership, such as (but without limitation to the following): change of name; change of format; change of the nature or type of publication, and similar changes which result from merger with another publication, acquisition of one or more other publications, being acquired by one or more other publications; or otherwise, the managing director shall be notified thereof in writing by the publisher member. If, after investigation, the managing director determines that the changes are not substantial, it shall be so reported, and AAM reports of the publication shall continue without interruption or change in the membership. If the managing director determines that the change or changes are substantial, he/she shall so report to the publisher of the publication involved. Thereupon the procedure for application for membership in Bylaws 2.6 and 2.7 shall be followed. No AAM reports shall be released; no claim of membership shall be made by the publication, until the release of the initial audit.

2.11 Member Data Submission and Certification

Publisher members shall file with AAM for prompt release by AAM true statements of circulation and other relevant metrics in accordance with the AAM bylaws and rules for semi-annual or such other periods as may be determined by AAM.

These submissions must be approved and certified by the senior circulation executive and/or other authorized individual as follows, “We certify
that to the best of our knowledge all data set forth in this submission are true and report data in accordance with Alliance for Audited Media bylaws and rules." The data submitted shall be audited by AAM in accordance with its rules.

When conditions warrant, the board may waive such requirements and the audit shall contain the following disclosure: “Name of Newspaper was not required to submit quarterly data by special permission of the board of directors.”

2.12 Access to Records

For the purpose of accomplishing the objects of AAM, AAM and its subsidiaries shall have the right of access to all books and records of members deemed necessary by AAM. This right of access may be exercised at any time not only for making an audit but also for verifying a detail or details of any data submitted to AAM, whether that data has been released or not; or for investigating the accuracy of an audit report already released; or for obtaining information which, in the opinion of the managing director, may be pertinent to a future AAM report.

Publisher members shall also be responsible for maintaining AAM's right of access to records required for the purposes listed above that are maintained by other organizations used by the member to sell and distribute their publications.

All such information so obtained, together with transcripts of any such books and records, work sheets, memoranda, communications to AAM and its subsidiaries, and other information in the possession of AAM and its subsidiaries pertaining to an AAM report, shall be confidential and used solely for the above purposes, and shall not be available or used for any other purpose except by authority of the board of directors.

2.13 Suspension of Report Service

(a) When it has been determined by the auditors of AAM that the necessary records/data to complete an audit in accordance with established practice are not available or are incomplete, release of data may be temporarily suspended.

(b) When it is determined that the release of data or “AAM Audited” status of a publisher member should be temporarily suspended, the publisher shall be required to accept an agreement substantially as follows:

Owing to the condition of the circulation records or data of ..... making an audit (or circulation data submission) for the ..... months ended ..... impossible, we, the undersigned, agree to install and maintain records/data according to AAM requirement.

We further agree to continue the payment of our membership fees during the period of suspension of service. It is our understanding that AAM will make an audit (provided proper records/data have been maintained for a period of at least ..... months).

It is understood that, because an audit cannot be made at this time (or records/data are not available to permit the submission of data), AAM release of data or “AAM Audited” status will be suspended until the reinstatement audit or the necessary remediation has been made or released. (Signed).................................Publisher

Should the publisher refuse to accept this agreement, the publisher shall be subject to such penalty as may be determined by the board of directors.

(c) When service for a publisher is suspended under the provisions of paragraph (b) of this section, an audit shall be attempted at the earliest date practicable under the terms of the agreement made by the publisher. If, at that time, an audit is again impossible, the board shall be advised of AAM management's intended action including possible termination of membership.

2.15 Waiver of Damages and Indemnification

(a) Purpose and Scope. To maintain the economic well-being of AAM for the benefit of the membership as a whole, the following provisions shall constitute a condition of membership, shall bind each member (and successor) and shall be for the direct protection of AAM (including its directors, officers, employees and agents).
(b) Limited Damage Waiver. Each member waives any right to assert claims for money damages against AAM or its subsidiaries for any action, negligence or breach relating to its performance or nonperformance of its activities or services, except that this waiver shall not apply to damages that are determined by final adjudication to have arisen from intentional misconduct on the part of AAM or its subsidiaries in verifying and disseminating erroneous circulation data or other data. In no event, without limiting the foregoing waiver, shall AAM or its subsidiaries be liable for damages which are punitive or multiplied. This provision shall be without prejudice to members seeking damages against other individual members or third parties, but members are expected to act with diligence to assert any grievances promptly as to avoid incurring any substantial losses.

(c) Member Suits. Members may assert claims or actions for nonmonetary relief against AAM or its subsidiaries, but each member shall exercise the rights and remedies provided in the bylaws and rules. A member shall not make or bring any claim, suit, or proceeding against AAM or its subsidiaries until after the member has exhausted all rights and remedies provided under the bylaws and rules. Any member who brings an action against AAM or its subsidiaries or whose actions cause action to be taken against AAM or its subsidiaries shall fully reimburse AAM and its subsidiaries for all costs and expenses (including reasonable attorneys’ fees) that AAM or its subsidiaries incurs, unless the member’s action is successful in establishing a right to the relief sought.

(d) Indemnification. A member shall fully reimburse and indemnify AAM and its subsidiaries for all costs and expenses AAM and its subsidiaries incurs, including, without limitation, reasonable attorneys’ fees and all sums paid by way of settlement, judgment, or other disposition, if AAM or its subsidiaries are named as a defendant, are required to respond to discovery, or are otherwise required to participate in litigation, disputes, investigations, regulatory actions, regulatory compliance, or any other proceedings relating to such member or relating to any publications or any media reported on behalf of a member in any AAM report.

(e) Enforcement. Any costs and expenses (including reasonable attorneys' fees) incurred by AAM or its subsidiaries to successfully enforce these provisions against any member shall be reimbursed by the member of AAM.

(f) Existing legal rights. The provisions of this bylaw shall supplement whatever rights and protections, including common law rights to contribution or indemnification, that AAM and its subsidiaries may otherwise have by separate agreement or operation of law, but in no event shall AAM and its subsidiaries be entitled to more than a full recovery in any claim for reimbursement for a loss, cost or expense.

Article 3 – Membership Fees

3.1 Membership Fees Obligation

Members of each class shall pay as part of their membership fees: dues, audit and service fees, computed on an annual basis hereinafter specified in this article.

3.2 Membership Fees by Classification

(a) Membership fees, inclusive of dues, audit and service fees, for each class of members shall be set by the board of directors, subject to the following provisions:

(1) Advertisers
Separate annual membership fees may be set for national and regional advertiser members.

(2) Advertising Agencies
Separate annual membership fees may be set for advertising agency members.

(3) Publishers and Alternate Delivery Organizations
Annual membership fees for publishers and alternate delivery organizations shall be payable quarterly, semi-annually or annually.
(4) Newspapers Audited Every Other Year
For newspapers that qualified for every other year audits based on average daily circulation size, the yearly membership fees of newspapers audited every other year shall be one-half of the yearly membership fees for newspapers audited every year.

(5) Weekly Newspaper Group Audit Plan
The yearly membership fees for urban weekly newspaper members of a group audit plan shall be one-half of the yearly membership fees for weekly newspapers audited every year. Yearly membership fees of nonurban newspaper members of a group audit plan shall be one-quarter of the yearly membership fees for weekly newspapers audited every year.

(6) Associate Members
The annual membership fees of associate members may be set at different amounts, depending upon the nature of the activities of such members.

(b) A schedule of membership fees shall be on file at the offices of AAM.

3.3 Data Access and Audit Fees

(a) Standard Data Access. Members shall receive access to AAM data and services, as follows:
(1) Advertiser, advertising agency and associate members shall receive full access to AAM's Media Intelligence Center as part of membership fees.

(2) Publisher members shall receive full access to AAM's Media Intelligence Center as part of membership fees, and report service provided for in B 4.10 of the rules.

(3) Newspaper Supplement
Publications qualifying for associate membership as newspaper supplements shall receive quarterly Newspaper Supplement Statements which shall report only a summary of the average total circulation and the average unpaid distribution of member newspapers of AAM with which the supplement is distributed and as reported in the distributing newspapers' quarterly data reports. The records of newspaper supplement associate members shall be subject to audit at any time and to the extent determined necessary by AAM's management or the board of directors. In addition, newspaper supplements shall receive full access to AAM's Media Intelligence Center as part of membership fees.

(4) Consolidated newspaper groups for which consolidated newspaper statements are issued under C 6.1, shall receive the same service as that of publisher members under B 4.10.

(b) Additional Report Services. In addition to the annual membership fees paid, each member of AAM may purchase custom reports at rates that may be established by AAM from time to time.

(c) Audits. As part of annual membership fees, each publisher member shall pay the cost of the audit and such other costs as may be required by the rules and standards of AAM. The rate used to establish this fee shall be set by the board of directors, or in the case of a digital publisher and out-of-home media publisher, outlined in the letter of agreement (LOA) signed by each member.

3.4 International Publications
Publications outside the United States and Canada shall pay the extra cost involved over the amount of the standard membership fees applicable to auditing service, prorated among the publications in the respective localities.

3.5 Publications Indebted to AAM
No AAM report shall be released or audit made of a publication delinquent in membership fees or otherwise indebted to AAM.
3.6 Adjustment of Membership Fees

When, in the judgment of the board of directors, the regular membership fees from the members for any fiscal period are in excess of, or less than, the amount necessary for the operation of AAM, the board of directors may, for the succeeding fiscal period, revise the membership fees to meet more nearly the actual cost of the operation of AAM, taking into account the excess or deficiency, as the case may be, of membership fees previously paid.

3.7 Ownership of Copyright and Indemnification

(a) The members agree that title to all data which the members supply to AAM is assigned to and becomes the property of AAM. AAM shall obtain and retain ownership of its copyright and its copyrighted materials in whatever form disseminated, or from whatever source the copyrighted data was originally acquired.

(b) Any member furnishing data to AAM, as is periodically required under the terms of being a member, or, to AAM’s Media Intelligence Center, or any member being furnished, supplied or sold, with or without compensation, any data from AAM’s Media Intelligence Center, is subject to the following provisions:

(1) AAM obtains legal title to all data supplied by members by an automatic assignment of title to the data from each member to AAM. AAM shall retain legal title to all data furnished to members.

(2) Members are granted the nonexclusive legal right to use any data or other publication protected or owned by AAM only in accordance with the terms set forth specifically in the publicity rules and only in accordance with all other bylaws, rules and policies. AAM shall retain the exclusive copyright to such data. Any report furnished to a member or members that is published by AAM incorporating data from any source shall bear at least the first sentence of the following inscription:

Copyright, Year (of publication) Alliance for Audited Media. All rights reserved. No part of this report, whether in written form or transmitted electronically, may be reproduced, used or transmitted in any form or by any means, without express written permission of the publisher, Alliance for Audited Media, 48 W. Seegers Road, Arlington Heights, Illinois 60005-3913.

(3) Members either supplying or receiving data agree to indemnify AAM against all loss, liability, damage and expense arising out of any claim of inaccuracy or error in such information, including but not limited to a claim by any other member reported in any form or by any other user of data from AAM’s Media Intelligence Center.

Article 4 - Board of Directors

4.1 Responsibility, Vacancies

The control and management of AAM shall be vested in a board of directors consisting of 30 members who shall be individuals employed by and actively engaged in the operations of a member. These directors shall serve without salary and shall be elected for a term of two years and until the election and qualification of their successors. Any vacancy occurring relating to the 30 board members elected by AAM’s members may be filled by a majority vote of the directors present at any regular or special meeting of the board of directors. The director so elected or chosen to fill the vacancy shall serve until AAM’s next annual meeting and for an initial two-year term thereafter.

4.2 Board of Director Representation

(a) Directors Elected by AAM’s Members

For carrying out the objects of AAM, the 30 directors elected by AAM’s voting members will be divided into the following divisions:
Advertiser Division; Advertising Agency Division; News Media Division; Magazine Media Division; Farm Media Division; and B2B Media Division.

The 30 members of the board of directors elected by AAM’s members shall consist of representatives from each division as follows:

Advertiser and Advertising Agency Divisions: 16 members with no more than two representatives of the 16 based in Canada and representing Canadian Advertiser or Canadian Advertising Agency members.

- Advertiser Division — (U.S. only) at least six U.S.-based members.
- Advertising Agency Division — (U.S. only) at least six U.S.-based members.

There shall be a combined total of 14 U.S.-based Advertiser and Advertising Agency member representatives.

Publisher Divisions: 14 members

- News Media Division — seven members (five U.S.-based and two Canada-based).
- Magazine Media Division — four U.S.-based members.
- B2B Media and Farm Media Division jointly — two U.S.-based members.
- Magazine Media Division, Farm Media Division, and B2B Media Division, jointly — one member identified as the Canadian Periodical Publisher Director (who shall be a Canadian member of one of these three divisions).

4.3 Nomination and Election

(a) Nominations Generally. At or prior to the annual meeting, the voting members shall nominate and elect candidates to succeed the directors whose terms have expired as described in Bylaw 4.2.

(1) All nominations shall be made by the members of the respective divisions in writing (hard copy or email bearing the member company name) addressed to the secretary at AAM headquarters and received not later than 60 days prior to the annual meeting, stipulating the name of the nominee, the directorship for which the nomination is made, and bearing the names of the nominator and a seconder, both eligible to vote.

The secretary shall notify all members eligible to vote in each division's annual election as required by Bylaw 6.1 of the name of each nominee so nominated, along with biographical data of each nominee.

(2) All of the members of each respective membership division eligible to vote, shall be eligible to nominate and vote on the election of all of the directors to be elected to represent their respective division, except:

(b) Exceptions.

(1) Canadian Advertiser, Advertising Agency, and News Media Directors. Only the Canadian members of the advertiser, advertising agency and news media divisions, respectively, who shall constitute separate nominating groups within each of their respective divisions, shall be eligible to nominate and vote on the nomination of the Canadian directors representing their respective divisions. Canadian advertiser, advertising agency and news media members shall not be eligible to nominate or vote on the nomination of the other directors representing their respective divisions.

(2) Canadian Periodical Publisher Director. Only the Canadian members of the magazine media division, farm media division and B2B media division, who shall collectively constitute a separate nominating group, shall be eligible to nominate and vote on the nomination of the Canadian director to represent those divisions jointly who shall be referred to as the Canadian periodical publisher director. The Canadian members of the magazine media division, farm media division and B2B media division shall not be eligible to nominate or vote on the nomination of any other directors.
(c) **Election Standard.** The candidate or candidates nominated as hereinabove provided receiving the highest number of votes from the members eligible to vote, shall be declared the elected representative of each respective division or separate nominating group.

4.4 **Powers**

The board of directors shall have the power to make, publish and enforce such rules and standards as they may deem necessary for the proper conduct of the business of AAM. Such rules and standards shall be in full force and effect until repealed, modified, altered or amended by the board of directors. Any such rule or standard may also be repealed, modified, altered or amended by a majority of the members present in person or by proxy, by written ballot, at any regular meeting of the members of AAM or at any special meeting called for that purpose, provided that the proposed repeal, modification, alteration or amendment is set forth in the notice of the meeting, sent to all members as required by Bylaws 6.1 and 6.7.

4.5 **Meetings, Quorum, Attendance**

Regular and special meetings of the board shall be held upon the call of the chairman of the board or of any five members of the board of directors. Ten days’ notice of the time and place shall be given in writing by the secretary to all directors of the holding of any board meeting. A majority of all members of the board shall constitute a quorum. A majority of all members of designated committees of the board shall constitute a quorum of said committee.

The act of the majority of the directors present at a meeting at which a quorum is present shall be the act of the board of directors or a committee, unless the act of a greater number is required by the Illinois General Not For Profit Corporation Act of 1986 or these bylaws.

Any director who shall cease to be employed by and actively engaged in the operations of a member company, shall no longer be eligible to serve as a director. Such director shall have the option to continue to serve for up to a maximum of six months while seeking to be employed and actively engaged in the operations of a member company within the constituency originally elected to represent. If the director is unable to reengage in the operations of a member company within the allotted time period, such director shall resign from the board or in the absence of a resignation, shall be removed by board action.

The board of directors may also vote to remove a director. The board’s considerations will include regular occurrences of absenteeism from either in-person and/or telephonically held board meetings, whether such director has provided the board with regular contributions for the betterment of AAM, and the level of engagement in representing the membership constituency such director was elected to serve. The director may petition the board for an exception to the application of this bylaw, and only if such petition for an exception is approved by the board would such director be eligible to continue to serve.

Directors’ meetings, either regular or special, may be held within or without the state of Illinois.

4.6 **Committees**

The board of directors shall create such committees as may be necessary for carrying on the work and accomplishing the objects of AAM, the members of such committees and chairman thereof to be appointed by the chairman of the board subject to the approval of the board of directors. The members of any special investigation committee, as referred to in Bylaw 4.7, shall be appointed and the chair thereof designated by the chairman of the board.

4.7 **Special Investigation**

(a) When and as a special investigation of the circulation covered by any AAM report is requested by a member or when the managing director is of the opinion a special investigation of the circulation covered by any AAM report is advisable or necessary, then and in either of such events it shall be the duty of the managing director to advise the chairman of the board that such request has been made or that such special investigation is advisable or necessary. The chairman of the board shall forthwith appoint a committee to be designated as a special investigation committee consisting of three members. The chairman of the committee shall be a member of the board of directors and the other two may be selected from either the board of directors or from the membership outside the board of directors. It shall be the duty of such
committee to consult with and advise the managing director as to whether or not in any particular case a special investigation shall be made and to fix and determine the terms and conditions under which it shall be made.

(b) Each publication which requests an investigation shall make an advance deposit against the cost of the special investigation, in the amount determined by the special investigation committee.

(c) The direct and indirect costs of the special investigation shall be allocated as follows:

1. If the deductions made are less than 2 percent of the publication(s) on which the investigation is being requested, the publication(s) that requested the investigation shall bear the entire cost.

2. If the deductions made are more than 2 percent but less than 5 percent on this publication(s) on which the investigation is being requested, the publication(s) that requested the investigation shall bear 50 percent of the audit cost of the other publication(s) plus the entire cost of their own audit.

3. If the deductions made are 5 percent or more on the publication(s) on which the investigation is being requested and 5 percent or more on the publication(s) that made the request, each publication will be charged for the audit hours required on the investigation of their respective publication(s).

4. If the deductions made are 5 percent or more on the publication(s) on which the investigation is being requested and less than 2 percent on the publication(s) that made the request, the publication(s) on which the investigation was first requested shall bear the entire cost.

5. If the deductions made are 5 percent or more on the publication(s) on which the investigation is being requested and between 2 percent and 5 percent on the publication(s) that made the request, the publication(s) on which the investigation was first requested shall bear 50 percent of the audit cost of the other publication(s) plus the entire cost of their own audit.

(d) No publicity shall be given to a special investigation either by the publication(s) being investigated or AAM until the special investigation is completed and the results issued either in the form of an audit report and/or other standard report at which time the provisions of Chapter A, Publicity Rules shall apply.

(e) Upon completion of the special investigation, the managing director shall make a report thereon to the board of directors.

4.8 Indemnification

(a) AAM shall indemnify any person who was or is a party, or is threatened to be made a party to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative (other than an action by or in the right of AAM) by reason of the fact that such person is or was a director, officer, employee or agent of AAM, or who is or was serving at the request of AAM as a director, officer, employee or agent of another audit bureau, partnership, joint venture, trust or other enterprise, against expenses (including attorneys’ fees), judgments, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding, if such person acted in good faith and in a manner reasonably believed to be in, or not opposed to, the best interests of AAM, and, with respect to any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that a person did not act in good faith and in a manner which reasonably believed to be in or not opposed to the best interests of AAM, and, with respect to any criminal action or proceeding, such person had no reasonable cause to believe the subject conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that a person did not act in good faith and in a manner which reasonably believed to be in or not opposed to the best interests of AAM, and, with respect to any criminal action or proceeding, had reasonable cause to believe that the subject conduct was unlawful.

(b) AAM shall indemnify any person who was or is a party, or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of AAM to procure a judgment in its favor by reason of the fact that such person is or was a director, officer, employee or agent of AAM, or is or was serving at the request of AAM as a director, officer, employee or agent of another audit bureau, partnership, joint venture, trust or other enterprise, against expenses (including attorneys’ fees) actually and reasonably incurred by such person in connection with the defense or settlement of such action or suit, if such person acted in good faith and in a manner reasonably believed to be in, or not
opposed to, the best interests of AAM, and except that no indemnification shall be made with respect to any claim, issue or matter as to which such person has been adjudged to have been liable for negligence or misconduct in the performance of duty to AAM, unless, and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability, but in view of all the circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses as the court shall deem proper.

(c) To the extent that a present or former director, officer, employee or agent of AAM has been successful, on the merits or otherwise, in the defense of any action, suit or proceeding referred to in Bylaw 4.8(a) and (b), or in defense of any claim, issue or matter therein, such person shall be indemnified against expenses (including attorneys' fees) actually and reasonably incurred in connection therewith if that person acted in good faith and in a manner he or she reasonably believed to be in, or not opposed to, the best interest of AAM.

(d) Any indemnification under Bylaw 4.8(a) and (b) (unless ordered by a court) shall be made by AAM only as authorized in the specific case, upon a determination that indemnification of the director, officer, employee or agent is proper in the circumstances because such person has met the applicable standard of conduct set forth in Bylaw 4.8(a) and (b). Such determination shall be made: a) by the board of directors by a majority vote of a quorum consisting of directors who were not parties to such action, suit or proceeding, or; b) if such a quorum is not obtainable, or, even if obtainable, if a quorum of disinterested directors so directs, by independent legal counsel in a written opinion.

(e) Expenses (including attorney's fees) incurred in defending a civil or criminal action, suit or proceeding may be paid by AAM in advance of the final disposition of such action, suit or proceeding, as authorized by the board of directors in the specific case, upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount, unless it shall ultimately be determined that such person is entitled to be indemnified by AAM as authorized by this Bylaw 4.8. Such expenses (including attorney's fees) incurred by former directors and officers or other employees and agents may be so paid on such terms and conditions, if any, that the board of directors deems appropriate.

(f) The indemnification and advancement of expenses provided by or granted under the other sections of this Bylaw 4.8 shall not be deemed exclusive of any other rights to which those seeking indemnification or advancement of expenses may be entitled under any bylaw, agreement, vote of disinterested directors, or otherwise, both as to action in such person's official capacity and as to action in another capacity while holding such office and shall continue as to a person who ceased to be a director, officer, employee or agent, and shall inure to the benefit of the heirs, executors and administrators of such a person.

(g) AAM shall have the power to purchase and maintain insurance on behalf of any person who is or was a director, officer, employee or agent of AAM, or who is or was serving at the request of AAM as a director, officer, employee or agent of another audit bureau, partnership, joint venture, trust or other enterprise, against any liability asserted against such person and incurred in any such capacity, or arising out of such person's status as such, whether or not AAM would have the power to indemnify against such liability under the provisions of this Bylaw 4.8.

(h) If AAM has paid indemnity or has advanced expenses to a director, officer, employee or agent, AAM shall report the indemnification or advance in writing to the board of directors with or before the notice of the next board of directors' meeting.

Article 5 - Officers

5.1 Board Officers

(a) The officers of AAM shall consist of a chairman of the board, four vice chairmen (who may at the option of the board be designated first, second, third and fourth vice chairman respectively), a secretary and a treasurer. One of the vice chairmen shall be a representative of a publisher media division. Two vice chairmen shall be representatives of either the advertiser or advertising agency divisions. One of the vice chairmen shall be a representative of the Canadian membership. These officers shall be elected by the board of directors and shall hold office for a period of one year and until the election and qualification of their successors.
(b) The chairman of the board of directors must be employed by or actively engaged in the operation of an advertiser or advertising agency member. The chairman shall not serve for more than two consecutive terms.

(c) The board of directors shall elect a president who shall serve as chief executive and managing director of AAM; and also, at the discretion of the board of directors, one or more vice presidents whose function shall be determined by the board of directors. The president and vice presidents shall not be members of the board of directors. The president shall be responsible to the board of directors. The election of the president and the vice presidents, if any, shall be for a term of not more than 3 years or such shorter term as may be fixed for a nonprofit corporation by the laws of the state of Illinois from time to time in effect.

5.2 Chairman of the Board

(a) The chairman of the board shall be the presiding officer at all meetings of AAM and of the board of directors. The chairman shall appoint the members and chairmen of such committees, as may be created by the board of directors for carrying on the work and accomplishing the objects of AAM, subject to the approval of the board of directors, and shall also be an ex officio member without vote, of all committees. The chairman of the board shall also have the responsibility for calling regular and special meetings of the board of directors.

(b) In the absence or incapacity of the chairman of the board, the vice chairmen, in their successive order, shall perform the chairman's duties, and shall also perform such other special duties as may from time to time be delegated to them by the board of directors.

5.3 Secretary

The secretary shall keep a record of all meetings of AAM and of the board of directors and of any of the committees having authority of the board of directors. On behalf of the secretary and under his/her supervision the managing director, or such individual on his/her staff as may be designated by him/her, shall perform the duties as assistant secretary to complete the work of AAM.

5.4 Treasurer

The treasurer shall supervise the accounts of AAM, receive all monies, pay bills when properly approved and preserve vouchers for all payments. The treasurer shall present an annual report of AAM and such other reports as may be required from time to time by the board of directors. On behalf of the treasurer and under his/her supervision the managing director, or such individual on his/her staff as may be designated by him/her, shall perform the duties as assistant treasurer to complete the work of AAM.

5.5 CEO, President and Managing Director

(a) The CEO, president and managing director, hereinafter referred to in this section and in the rules as the "managing director," shall, subject only to the general supervision of the board of directors, be charged with the responsibility for directing all operations of AAM required for carrying on the work and accomplishing the objects of AAM as authorized by the board of directors.

(b) It shall be the duty and responsibility of the managing director to interpret and enforce the rules and standards fixed from time to time by the board of directors for the members of AAM, to investigate charges or accusations against members under Article 7 of the bylaws, and to conduct the special investigations and make reports and recommendations thereon as provided in Bylaw 6.7. He/she shall make all necessary contracts on behalf of AAM subject to the approval of the board of directors.

(c) He/she shall have the authority to employ, discharge, and fix the compensation of such employees as may be reasonably required for carrying on the general operations of AAM. He/she may appoint and employ such assistants under such designations as he/she may deem advisable and fix their compensation. He/she shall attend all regular and special meetings of the board of directors, and make a report annually to the board of directors, or more frequently if required by them, setting forth the progress and results of the operations under his/her charge, together with suggestions tending to improve the work of AAM.

(d) On behalf of the secretary and under his/her supervision the managing director shall keep and maintain at the registered office of AAM a
record giving the names and addresses of the members entitled to vote.

(e) The managing director shall also perform such other duties as the board of directors may require and he/she shall be responsible to the board of directors for all matters that may be necessary for the proper operation of AAM.

5.6 Bonding Officers or Employees

Such officers or employees as may be designated by the board of directors may be bonded for such sums as may be determined by the board of directors, the premiums on such bonds to be paid by AAM.

5.7 Removal from Office

Any officer may be removed from office by affirmative vote of at least two-thirds of the members of the board of directors whenever in their judgment the best interests of the corporation will be served thereby. The removal of an officer shall be without prejudice to the contract rights, if any, of the officer so removed.

Article 6 - Membership Meetings

6.1 Time and Date of Annual Meeting

An annual meeting of the members of AAM shall be held at a time and date as determined by the board of directors. Notice in writing (print or electronic) shall be given by the secretary to all members not less than 10 days nor more than 40 days prior to the date of such meeting.

6.2 Votes, Proxies

(a) Each member (excluding Associate Members) shall be entitled to one vote on each matter submitted for a vote at a meeting or through informal action as permitted by Section 6.8; provided, however, votes to elect directors shall be conducted by Divisions as provided in Section 4.3. There shall be no cumulative voting. Associate Members do not have voting rights.

(b) Each member entitled to vote at a meeting of members or to vote by informal action pursuant to Section 6.8 may authorize another person or persons to act for him or her by proxy executed in writing by the member or by that member’s duly authorized attorney-in-fact, but no such proxy shall be voted or acted on after 11 months from the date of its execution.

(c) Members entitled to vote may participate in and act at any meeting through the use of a conference telephone or interactive technology, including but not limited to electronic transmission, Internet usage, or remote communication, by means of which all persons participating in the meeting can communicate with each other, and such participation in a meeting shall constitute presence in person at the meeting of the person or persons so participating.

6.3 Quorum

At any meeting of AAM members holding one-tenth of the full votes entitled to be cast, represented in person or by proxy, shall constitute a quorum for the transaction of business, and a majority vote shall decide all questions, unless otherwise provided by the bylaws.

6.4 Resolutions

All resolutions must be submitted in writing to the chairman before being put to vote.
6.5 Reports

Annually the chairman of the board shall report upon the activities of AAM and the treasurer shall submit a financial report. These reports can be presented in person, in writing, via web conference or posted on AAM's website.

6.6 Special Meetings

Special meetings of AAM may be called by the chairman of the board or by the board of directors. A special meeting may also be called by members having one-twentieth of the full votes entitled to be cast at such meeting. Special meetings shall be held at a place to be designated by the board of directors. Notice of the date and purpose of such meeting shall be sent (print or electronic) by the secretary to all members at least 10 days prior to the date of such meeting.

6.7 Procedures

Except as expressly provided herein, the procedure at all meetings of AAM, divisional meetings and committee meetings, shall be governed by “Robert's Rules of Order.”

6.8 Informal Action by Members Entitled to Vote

Any action which may be taken at a meeting of the members entitled to vote, may be taken by ballot without a meeting in writing by mail, email, or any other electronic means pursuant to which the members entitled to vote thereon are given the opportunity to vote for or against the proposed action, and the action receives approval by a majority of the members casting votes, or such larger number as may be required by the Illinois General Not For Profit Corporation Act of 1986, the articles of incorporation, or the bylaws, provided that the number of members casting votes would constitute a quorum if such action had been taken at a meeting. Voting must remain open for not less than 5 days from the date the ballot is delivered; provided, however, in the case of a removal of one or more directors, a merger, consolidation, dissolution or sale, lease or exchange of assets, the voting must remain open for not less than 20 days from the date the ballot is delivered. Such informal action by members shall become effective only if, at least 5 days prior to the effective date of such informal action, a notice in writing of the proposed action is delivered to all of the members entitled to vote with respect to the subject matter thereof.

Article 7 - Offenses and Punishment

7.1 Vote Required for Probation, Sanctions, Censure, or Expulsion

The penalties of probation, sanction, censure, or expulsion may be imposed by the affirmative vote of a majority of all members of the board of directors.

7.2 Offenses

Should any member be found by the board of directors to have committed any of the following offenses, the board must consider whether to invoke any of the provisions of this bylaw with regard to the imposition of probation, sanctions, censure, or expulsion:

(a) failing to submit data as required by the rules;

(b) filing false or fraudulent data with AAM;

(c) refusing to allow an auditor of AAM full access at any time to all records as provided by the bylaws;

(d) failing to pay membership fees or other indebtedness as required by the bylaws;
(e) violating any bylaw or rule of AAM;

(f) violating any agreement made with AAM or its subsidiaries;

(g) dishonest, fraudulent or dishonorable conduct in dealings with AAM or its subsidiaries;

(h) any act deemed by the board of directors to be detrimental to the interests or welfare of AAM or its subsidiaries; such member may be censured, placed on probation or expelled by the board of directors;

(i) the release of two consecutive audits wherein the auditor adjusted the circulation data claims by 5 percent or more.

7.3 Charges by a Member

(a) Any member may file with the board of directors charges against any other member. Charges so filed shall be in writing; they shall specify the offense with reasonable detail and shall be signed by the person or persons making the charge or charges. A copy of such charge or charges shall be served by the managing director upon the accused member, either personally or by leaving the same at the member's business address as registered with AAM, during business hours or by mailing it to said members at said registered business address.

(b) Said member shall have 10 days from the date of such service to answer the same or such further time as the board in its discretion may deem proper. The answer shall be in writing, signed by the accused member, and filed with the managing director. A copy of said letter shall be sent to the member making the charges.

(c) Upon the answers being filed, or if the accused shall refuse or neglect to make answer as hereinbefore required, the board shall, at a regular or special meeting subsequent to the close of the 10-day period in which the answer is due, proceed to consider the charge or charges. Reasonable notice of such meeting shall be sent to the accused member; who shall be entitled to be personally present thereat and shall be permitted to examine and cross-examine all the witnesses produced before the board and also to present such testimony defense or explanation as the member may deem proper. After hearing all the witnesses and the member accused, if the member desires to be heard, the board shall determine whether or not the accused member has committed the offense or offenses charged. If it determines that the accused has committed the offense or offenses charged, the board may censure, place on probation or expel such member.

7.4 Charges by the Managing Director

If at any time the managing director shall have reason to suspect that any member has committed an offense, as defined in Bylaw 7.2, and no action has been taken by any member in accordance with Bylaw 7.3, the managing director shall investigate whether or not there is just ground for such suspicion. If there is just ground for such suspicion, the managing director is authorized to file with the board a written accusation against the suspected member stating specifically the acts or omissions charged. A copy of said accusation shall be served upon such member, who shall be required to answer and a hearing shall be held as provided in Bylaw 7.3.

7.5 Probation

When any member shall have been found by the board of directors to have committed an offense as defined in Bylaw 7.2, and placed on probation, the term of probation shall be fixed by the board of directors. All reports released after the date such member is placed on probation and during the term of probation shall contain in a prominent place thereon a statement that said member is on probation. The statement and the form in which it is made is to be determined by management and shall set forth the designated sections of the bylaws or rules against which offense has been committed and the term for which probation has been fixed. During any period of probation, any use of the AAM insigne must be accompanied by a statement that the publisher is on probation.
7.6 Sanctions

When any member shall have been found by the board of directors to have committed an offense, as defined by Bylaw 7.2, the board of directors may impose any one or more of the following sanctions:

(a) A notice of application of sanctions may be issued to the membership, indicating the sanctions imposed by the board of directors.
(b) Circulation data may be excluded from the AAM Snapshot report for a period of one year.
(c) The publication may be required to undergo six-month audits for a period of two years following the imposition of sanctions.
(d) The first audit to be released following the imposition of sanctions may be accompanied by a resumption of report services notice, and, if applicable, such notice may make reference to the status of previously released AAM reports.
(e) A cash fine may be levied against the member.
(f) The member may be required to submit a plan for corrective action to be reviewed by AAM staff and approved by the board of directors.

7.7 Censure

When any member shall have been found by the board of directors to have committed an offense, as defined by Bylaw 7.2, and is censured the following will occur:

(a) A notice of suspension of report services will be issued to the membership, indicating that the member is censured.
(b) Circulation data for a censured member will be excluded from the AAM Snapshot report for a period of one year immediately following the vote to censure.
(c) All censured publications must undergo six-month audits for a period of two years following the vote to censure.
(d) The first audit to be released following the vote to censure will be accompanied by a resumption of report services notice, and, if applicable, such notice may make reference to the status of previously released AAM reports.
(e) A cash fine may be levied against the member.
(f) The member will be required to submit a plan for corrective action to be reviewed by AAM staff and approved by the board of directors.

7.8 Expulsion

When any member shall have been found by the board of directors to have committed an offense, as defined in Bylaw 7.2, and expelled, a favorable vote of a majority of all members of the board of directors shall be required to readmit an expelled member. An expelled member shall not be readmitted to membership until all indebtedness to AAM existing at the time of the expulsion is paid; a readmission fee, to be fixed by the board of directors in each case, shall be required.

7.9 Appeal of Board Decisions

Any member who has been censured, placed on probation or expelled by the board of directors may appeal the board’s decision at the next meeting thereof. The decision of the board of directors shall remain in full force and effect until the appeal process with the board has been completed.

Article 8 - Appeals

8.1 Appeal to Board of Directors

Any member shall have the right to appeal to the board of directors any decision of the managing director interpreting or enforcing the rules and standards fixed from time to time by the board of directors for the members of AAM and the bylaws or from any action by the management affecting such member.
8.2 Procedure

An appeal from a decision by the managing director or from any action by the management must be filed in writing at the headquarters office of AAM not less than 10 days before the meeting of the board of directors at which the appeal is to be considered and the facts in support of the appeal must be embodied in the communication submitted by the member.

Article 9 - Resignations

9.1 Publisher

A publisher member may tender resignation from AAM by giving notice of such intention to AAM. Such resignation shall be accepted, provided all indebtedness to AAM is paid in full for membership fees up to receipt of resignation notice; and an audit of all released publisher’s statements or quarterly data reports subsequent to the last released audit report is completed.

If a publisher does not comply with the resignation requirements of this section, the board shall be advised of staff’s intended action including termination of membership.

Any quarterly filing or statement not covered by the last audit of a resigning member shall be removed from the AAM Media Intelligence Center upon processing of the resignation of membership.

9.2 Advertiser, Advertising Agency and Associate Memberships

A member, other than a publication member, may resign by giving AAM notice of such intention and the resignation shall be accepted. Memberships of this class may also be terminated by AAM management for nonpayment of membership fees and services.

9.3 Release of Right to Assets

Termination of membership, for any cause whatsoever, shall operate as a release of all right or title to or interest in the property and assets of AAM.

9.4 Reinstatement of Membership

A member whose membership is terminated for any reason or by client-initiated resignation, may be reinstated upon satisfying such conditions that resulted in the action taken.

Article 10 - Exceptions

10.1 To Bylaws and Rules

The board of directors or its designated committee may grant a member an exception to the rules, standards or bylaws of AAM. Such exceptions may be granted when in the opinion of the board it would be equitable considering the circumstances of the requesting member and other members who are similarly situated or when, in the opinion of the board, the circumstances peculiar to the requesting member are
such that enforcing the rule, standard or bylaw will not accomplish the intended purpose or will work a substantial hardship on the requesting member.

10.2 Procedure

A request for an exception to the rules, standards or bylaws of AAM must be filed in writing by the requesting member at the headquarters of AAM not less than 14 business days before the meeting of the board of directors at which the request is to be considered, and shall include facts and circumstances supporting the request. The request must be signed by the publisher or an individual in executive management (e.g., president, CEO, etc.) other than the circulation executive.

10.3 Vote Required

An affirmative vote of two-thirds of all the directors then present at the board meeting or a unanimous vote by its designated committee at which it is presented shall be required to grant any requested exception to the bylaws, rules or standards of the corporation.

Article 11 - Amendments

11.1 Bylaws in Force

These bylaws shall be and remain in full force and effect unless repealed or amended by the board of directors.

11.2 Change in Bylaws and Rules

Any amendment to the bylaws and chapters A and B of the rules shall require the approval of the board of directors by an affirmative vote of a majority of all of the directors then present.

Any changes to chapters C through F of the rules or report formats may be adopted by the board of directors by an affirmative vote of a majority of all of the directors then present or by the designated committee of the board by the unanimous vote of the members of the committee then present.

Any board member may request that an item considered by a designated committee of the board also be reviewed by the full board of directors.

From time-to-time technical corrections or other edits to bylaws or rules may become necessary to correct a printing error, amplify, clarify, or otherwise bring rules in conformance with current industry terms and vernacular. In these cases, AAM staff is authorized to amend AAM rules provided that the spirit or intent of the rule is not altered and the AAM board of directors is given 30-days’ notice of such changes.

Article 12 - Applicable Law

12.1 Choice of Law

The laws of the state of Illinois shall govern the validity, interpretation, construction and effect of any and all bylaws and rules of AAM. Any litigation between AAM and its members shall be governed by the laws of the state of Illinois.
12.2 Choice of Forum

Any and all claims or suits involving AAM shall be adjudicated in the Circuit Court of Cook County, Illinois, or the United States District Court for the Northern District of Illinois. Each member consents to and submits to the jurisdiction of these courts for this purpose.

12.3 Severability

If any term or provision of these bylaws is held to be void or unenforceable, such term or provision, at the option of AAM, shall be deemed omitted and these bylaws with such terms or provision omitted shall remain in full force and effect.

12.4 Compliance with Law

All members shall have exclusive responsibility to abide by all national, federal, state, provincial and any other governing law. No AAM bylaw, rule, policy, or practice shall be construed as requiring a member to take any action that conflicts with any governing law. AAM shall have no obligation to issue statements of circulation data or other data that do not comply with both the governing laws and AAM's bylaws, rules, policies and practices.
CHAPTER A: PUBLICITY

(Also see AAM Policy Regarding the Copyrighting of Reports, and AAM’s Publicity Policy)

A 1.1 General Publicity Rule

No member shall publish or cause to be published, or advertise or cause to be advertised, excerpts from the audit reports of AAM; or publish or cause to be published, or advertise or cause to be advertised, excerpts from AAM standard reports, if the excerpts mention in any way, directly or by implication, the name or authority of AAM, except as is permitted under the rules which follow.

A 1.2 Permissions and Prohibitions

(a) AAM authority may be claimed or implied only for data or statements exactly as they appear in AAM reports and only if these data or statements are identified as to the standard AAM report from which they are taken and the period covered; and only if the data or statements are presented in such a manner as to give the reader the same sense or interpretation as though the report or reports quoted from were before him.

(b) Magazines analyzing nonpaid circulation must clearly differentiate between the paid and nonpaid components but will report a total of these components on AAM reports. Comparisons of AAM data must also clearly identify the components being reported.

(c) In any advertisement or publicity where AAM authority or membership is stated or implied, any figures, data or statements that do not appear in standard AAM reports must be clearly identified as being presented by the author of the advertisement or publicity and AAM authority must neither be claimed nor implied for them.

(d) In any situation where a publisher elects to make an announcement regarding the results of an AAM audit report in advance of the actual publication and release of the audit by AAM, the publisher member must identify any/all adjustments to circulation that are to be reported in the audit as having been calculated based on AAM auditors’ findings.

(e) Any AAM data used in making comparisons must be from comparable types of reports, comparable circulation classifications, and for identical periods. Data from current publisher’s statements or Consolidated Media Reports/quarterly data reports may be compared with audited circulation for the preceding corresponding period. In any comparison between publications, data must be compiled from like reports and circulation classifications, sourced as required by A 1.2(a) and (c) of the rules.

(1) Business publication members may use AAM data to make comparisons for different publisher’s statement periods under the following conditions:

(a) The data must be sourced to the most recently released publisher’s statement for all publications involved in the comparison.

(b) The publisher’s statement for the member making the analysis must be current.

(c) All documents must clearly identify the time periods covered by the publisher’s statements being referenced in the comparison.

(d) All other aspects of Rule A 1.2 are applicable.

(2) When comparisons between newspapers are made, comparable data elements must be used. Circulation reported by day-of-week can only be compared across same identical days (Monday to Monday, Tuesday to Tuesday, five-day average to five-day average, etc.).
(a) However, for newspapers published in the United States, representative daily circulation figures (Monday – Saturday) as extracted from AAM's Media Intelligence Center, which may represent differing days of the week, or a combined average, may be used for comparison purposes. If used, such comparisons shall be sourced to the Media Intelligence Center and the reporting period identified and made in accordance with section (f) of this rule.

(f) When a U.S. newspaper compares its circulation to that of other newspapers, the comparison must clearly identify the individually paid, business/traveler, qualified and verified circulation components of the member newspaper, or must make comparisons of the total average circulation only, inclusive of any affiliated publications. If a comparison is made of total circulation only, it should identify that the figures include individually paid, business/traveler, qualified, verified and affiliated publication circulation. Total circulation may not be compared to paid circulation only. In addition, whenever one newspaper makes a comparison to another newspaper that does not report like data elements (e.g., one paper reports affiliated publications and the other paper does not), the analysis must be presented in a fashion so that common data elements can be compared. For example, newspaper A reports affiliated publications, newspaper B does not:

<table>
<thead>
<tr>
<th>Newspaper A</th>
<th>Newspaper B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Average Circulation (Member)</td>
<td>xx,xxx</td>
</tr>
<tr>
<td>Affiliated Publication Circulation</td>
<td>x,xxx</td>
</tr>
<tr>
<td>Total Average Circulation</td>
<td>xx,xxx</td>
</tr>
</tbody>
</table>

(g) If data from out-of-date standard AAM reports are shown, comparable data from the latest similar reports must be shown.

(h) Members of AAM shall not reproduce in any way any communications issued by or from AAM or excerpts there from unless direct permission has been given by the management or board of directors.

(i) Publisher members under suspension of service may publish claim of membership only if in connection with each such claim the words "under suspension of service" are added.

(j) The membership insignia, designed for members and authorized by the board of directors, may be used by any member in good standing on letterheads, advertising matter or any other place where the phrase, “Member of the Alliance for Audited Media” is legitimate.

(k) AAM members are permitted to reproduce AAM reports for their own publication. However, no modification of the AAM report is allowed; the reproduction must be completely faithful to the original both in terms of the information presented and the report format (including the color of the report). No AAM member shall distribute information concerning other AAM members in a form substantially similar to the appearance of a standard AAM report. With the exception of the parameters set forth above, no member shall distribute information in a form imitative of the appearance of a standard AAM report.

(l) Except with prior written approval of AAM, members or applicants may not refer to AAM bylaws and rules or procedures with respect to reports, which are not prepared by AAM.

(m) After a publisher has submitted circulation data, and its receipt has been acknowledged by AAM, the publisher may publicize the figures from the statement provided the figures, wherever used prior to the release by AAM of the figures in the Snapshot report or in the statement are accompanied by the following qualification: "As filed with the Alliance for Audited Media, subject to audit."

(n) A publisher applicant, upon acknowledgement by AAM of receipt of both application and initial audit deposit, may publicize the fact of application only for a period of one year from the date the application was received. In the case of newly launched publications, where application has been received prior to the publishing of its initial issue, the fact of application may be publicized for a period of one year following the cover date of the first issue.

(o) The conditions and provisions contained in all references to publishers and all other conditions and provisions in these publicity rules shall be applicable to associate publisher members.

(p) While nothing contained in this article should be construed as prior restraint as it pertains to news stories claiming AAM authority for information excerpted from its reports, this provision does not exempt the member from compliance with all other provisions of this article.
Participants in AAM's Reader Profile and Subscriber Profile services may publicize results of their studies prior to the release of the final audit document provided final researcher tabulations and/or reader information has been submitted to AAM for verification, and provided all such publicity notes that the findings are subject to final audit results.

A 1.3 Violation of Publicity Rules

(a) In the case of a breach of observance of any of the publicity rules, the managing director may call upon the offending member to abandon the act or practice which is a breach. In addition, a bulletin may be issued, said bulletin to be so worded that members may have proper knowledge of the offense (the details of the offense shall not be given if the injury supposed to have been done would be aggravated thereby). The provisions of this paragraph shall not be mandatory upon the managing director. Distribution of bulletins announcing publicity violations shall be limited to members only for internal use and shall not be supplied to members for redistribution.

(b) If, in the opinion of the managing director, the seriousness of the breach of observance of any of the publicity rules of this Chapter A so warrants, the managing director may immediately prefer charges against the offending member or such charges may be filed by any member who feels injured thereby as provided in Article 7 of the bylaws.
CHAPTER B: ALL PUBLICATIONS

Article 1 - General

B 1.1 File Copies, Subscription Promotion Offers

Publishers shall maintain on file for the use of the auditors copies of all subscription offers, either as advertised in their own or other publications, or sent out in the form of circulars, or presented on radio and television, or any other electronic medium; copies of the scripts and visual presentations should be available; also copies of all contracts made with solicitors, canvassers, subscription agencies, or any other parties through whom subscriptions are obtained for their own publications.

B 1.2 International Editions

Copies of international editions served may be included in the circulation data, provided the international editions carry all advertising scheduled for and appearing in the United States and/or Canadian editions, but the average number of copies sent by mail or sold through dealers to international countries shall be stated and explained in the paragraph of the AAM reports devoted to general explanations.

Copies of international editions of consumer magazines, business publications and farm publications served that do not contain all advertising copy appearing in the United States and/or Canadian editions (except by special arrangement) shall not be included in the circulation figures, but may be shown and explained in the paragraph of AAM reports devoted to general explanations.

Copies of international editions of newspapers served that do not contain all advertising copy appearing in the United States and/or Canadian editions may be included in the figures with reporting governed by the affiliated publication provisions of Rule C 2.3 Separate Editions and Affiliated Publications.

B 1.3 Advertising Omitted

If some copies of a publication credited as circulation differ from the rest of the copies in that some national advertising appearing in the publication has been omitted from a certain edition or a certain portion of the copies distributed, it shall be noted in paragraph 1 and explained in the paragraph devoted to general explanations. The provisions of this rule shall not be interpreted as applying to occasional, emergency or authorized omissions of advertisements or to the omission of advertising it is unlawful to print in certain states and provinces.

B 1.4 Congregation-Wide Subscriptions of a Religious Publication

A religious publication shall be judged to be one primarily concerned with religion in purpose and/or content. It must be recognized by fellow religionists as a religious publication. It must be recognized as religious by some official or standard published list.

Congregation-wide subscriptions are those subscriptions of a religious publication obtained under a plan whereby members of a religious congregation receive the publication, the subscriptions are paid with church funds, special or regular collections, assessments or contributions.

These subscriptions shall be set forth in paragraph 1 as "Subscriptions: Congregation-wide." Subscriptions so reported shall qualify as paid subscriptions, provided they conform to AAM rules defining paid circulation in all other respects.

A complete explanation of such subscriptions and the plan or plans under which the subscriptions are paid shall be shown in the paragraph devoted to general explanations in publisher’s statements and audit reports.
Article 2 - Audits

B 2.1 Member Obligations

An AAM audit is designed to provide a high degree of assurance that an AAM member-publication's circulation, as well as all other information contained in its AAM audit report, is fairly stated in all respects material to average paid, qualified, verified and analyzed nonpaid circulation.

AAM publisher members are responsible for all information disclosed in their circulation data submissions and audit reports, and are obligated to comply with Bylaws 2.8 Publisher Duty to Install and Maintain Records and Bylaw 2.15 Access to Records. These bylaws state that the publisher is also responsible for the accuracy, completeness and accessibility of records maintained by agents, their subagents, distributors and other third-party suppliers.

Publishers must cooperate fully and in a timely fashion with AAM auditors in providing accurate records and information in connection with inquiries that arise during the audit process.

All AAM report services will be suspended when the AAM auditor cannot present final audit findings within six months of the audit period, if the delay is caused by the failure of the publisher (or its agent, their subagents, distributor or other third-party supplier) to respond in a timely fashion to requests for records. Report services will be resumed once the necessary documentation has been provided.

B 2.2 Continuous Assurance Program

Publishers may on an optional basis participate in the Continuous Assurance Program (CAP). To qualify for participation, publishers must:

(a) Maintain AAM Digital Publisher Audit status
(b) Maintain current data submission status
(c) Maintain current audit status

Adhere to all other applicable bylaws and rules.

B 2.3 Audit Report Contents and Differences

(a) If, in the judgment of the managing director, there are any material differences between the total average circulation as shown in the audit report and that shown in publisher's reports, the differences shall be explained in the audit report.

(b) Advertising statistics and information shall not be included in audit reports.

Nothing in this paragraph shall be interpreted as conflicting with the rule requiring that variations in the advertising content be explained, or any other rule requiring specific explanation.

B 2.4 Request Change of Auditors

In case a publisher objects to the auditor assigned by AAM to audit the publication, the publisher shall state fully the objections. If such objections are deemed by AAM to be sufficient another auditor shall be substituted.

B 2.5 Time of Making Audits

See also C 4.1 for newspapers.

(a) Publisher's circulation claims shall be subject to audit once a year, except in such cases as otherwise specified under the rules.
(b) Publisher’s circulation claims for those participating in the Continuous Assurance Program (CAP), shall be subject to audit once every 24 months.

B 2.6 Initial Audit

See also C 4.2 for newspapers;
D 3.1 for business publications;
E 3.1 for farm publications; and
F 3.1 for magazines.

For the purpose of initial audit there shall be filed with AAM:

1. Copy of the current issue of the publication.
2. AAM's circulation record analysis blank filled out and signed.
3. Certification that the basic subscription price has been printed regularly in the applicant's publication during the period to be audited. See B 2.11.
4. Complete list of all prices, besides the basic subscription price, offered during the period to be audited. In case no record is available to indicate a public announcement of such established prices, the price reported in the initial audit report as the basic price shall be the highest price at which subscriptions were found to have been taken for the class of business designated.

B 2.7 Audit Report Submitted to Publisher

A proof copy of the audit report shall be submitted to the publisher at least 10 days prior to its publication and distribution to members, unless the publisher elects not to receive proofs. The publisher shall make no use of any part of such report until it has been released by AAM to its members.

B 2.8 Costs

The entire cost to AAM of any audit, together with the cost of any necessary investigation or any other additional expense or cost incurred by AAM at the request of or pertaining to the obligations of a publisher member shall be charged to the publication or publications involved. The cost of a special investigation made under the provisions of 4.7 of the bylaws shall be paid by the publisher members involved as determined by the Special Investigation Committee created under the provision of said bylaw. In case of costs other than the audit and necessary investigation, the publisher shall be notified that a separate charge will be made for the additional work, prior to AAM taking action in that regard.

B 2.9 Variations from Publisher's Reports

When an audit shows variations from the data contained in the publisher’s reports for the period audited, AAM shall:

(a) Make available to publisher all data (specific facts and not simply the general nature and type of facts) upon which the adjustments were made.

(b) Instruct auditors to take the initiative in informing the publisher as to the specific facts that have led to the deduction.

(c) If the publisher believes that the data so furnished is inadequate to justify the proposed deductions, an appeal may be made to the managing director and in the event of dissatisfaction with the managing director's decision, the publisher may appeal to the board of directors.

(d) If an audit report shows discrepancies of more than 3 percent between the auditor's findings and the publisher's reports for the period audited, the subsequent two publisher's reports released after the audit shall repeat from the last preceding audit report the paragraph that sets forth the facts concerning said discrepancies.

(e) When an audit has shown adjustments in publisher’s reports exceeding 5 percent, the facts and circumstances shall be reported to the
board of directors for such action as the board may determine.

(f) When two consecutive audits have shown adjustments exceeding 5 percent, the audit report will contain a prominent notice on its front page reporting this condition, as will the subsequent two publisher’s reports released after the audit.

B 2.10 Prices Incorrectly Reported

Any discrepancy between prices reported in a publisher’s report and prices published in the publication during the period for which the publisher’s report was made shall be noted in the audit report.

B 2.11 Publication of Basic Annual Price

The auditor shall satisfy him/herself that the basic annual subscription price (publisher's suggested annual subscription price), or in the absence of a basic annual subscription price, the basic price for the next longer term for which a basic price has been established, has been published in the publication regularly during the period being audited or audit shall not be made. Where no basic annual subscription price has been established by a publication a pro rata of the basic price for the next longer term shall be used by AAM in determining the validity of all subscription offers.

B 2.12 Recalling Audit Report

If an audit report, subsequent to its release by AAM, is found to be incorrect in any material degree, or if the managing director has reason to believe that such audit report is incorrect in any material degree, the managing director, in either event, may recall such audit report. In the event that an audit report is recalled a bulletin to that effect shall be sent to the members and to directories using such audit report.

B 2.13 Reaudit Requests

If a publisher member questions the accuracy of the publication’s audit report or that of any other publication in the same class, the publisher shall have the right to a reaudit, provided request for such reaudit is made within 10 days of receipt of proof copy of the audit report or within 15 days of issuance in the case of another publication and provided, further, such publisher member furnishes satisfactory evidence that such request is warranted. Such reaudit shall be made by another auditor selected by AAM.

B 2.14 Reaudit Costs

(a) Publishers requesting a reaudit shall deposit with AAM at the time such request is made an amount equivalent to the estimated cost of the reaudit as determined by the managing director.

(b) In the event the reaudit shows a total average circulation within 3 percent of that shown by the original audit, the petitioner shall pay the cost of the reaudit; otherwise the sum deposited shall be returned to the petitioner.

(c) In the event such re-examination proves that the publication has misstated its circulation to AAM, either through false or incorrect statements or by employing a method of keeping its records tending to mislead the auditor, or both, the expense of reaudit shall be borne by the publication reaudited.

B 2.15 Variation Report

AAM may issue a periodic report showing the variations in circulation, if there is a 3 percent negative variance, as reported in audit reports released during a calendar quarter and the publisher's statements or semi-annual data reports for the period audited. The contents of the report may include but not be limited to: the audit period; total average circulation as reported in publisher’s statements or semi-annual data reports; total average circulation in audit report; difference in number of copies; percentage difference; rate base; difference in number of
Article 3 - Publisher’s Reports

B 3.1 Publisher’s Reports

(a) Publisher members shall not in any manner make public their publisher’s reports previous to release by AAM except as provided for in Article 1.2(m).

(b) When a current released publisher’s report is shown by audit, or, otherwise, to have been incorrect in any material degree, the managing director may recall such publisher’s reports. In the event that a publisher’s report is recalled, a notification to the effect shall be sent to the members and to directories using such publisher’s statement.

(c) Publisher members who desire to comply with the request of an advertiser or advertising agency member may furnish AAM forms supplied by AAM, subject to audit by AAM, sworn interim statements of circulation. These statements shall be released to members in the same manner as regular publisher’s reports.

B 3.2 Time Limit for Filing Publisher’s Reports

Publisher’s reports shall be submitted to AAM after the close of the period covered as follows:

<table>
<thead>
<tr>
<th>Type of Publication</th>
<th>Time Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily newspapers</td>
<td>15 days</td>
</tr>
<tr>
<td>Weekly newspapers and community newspapers</td>
<td>20 days</td>
</tr>
<tr>
<td>Farm publications</td>
<td>One month</td>
</tr>
<tr>
<td>Magazines</td>
<td>One month</td>
</tr>
<tr>
<td>Business publications</td>
<td>One month</td>
</tr>
</tbody>
</table>

(a) Except for magazines, if the data is not filed within the period indicated above and no valid reason is given for noncompliance, the procedure shall be as follows:

  1. A bulletin shall be issued by AAM informing the membership that the statement is due but not received and that previous statements are out of date.

(b) Except for magazines, if the data has not been filed by the tenth day of the fourth month following the close of the period, the matter may be brought to the attention of the board of directors and a bulletin may be issued by AAM informing the membership that the outstanding data is due but not received and that the previous data released is out of date.

(c) For magazines, if the required data is not received within the period indicated above and no valid reason is given for noncompliance, the procedure shall be as follows:

  1. In conjunction with the release of the Snapshot report, a bulletin shall be issued to all members, informing them that the data is due but not received.

  2. In conjunction with the release of the supplement to Snapshot report, a subsequent bulletin shall be issued to all members, informing them that the data has still not been received and that the previous data released is out of date.

  3. If the required data or valid reason for not submitting it has not been received prior to the end of the third month following the close of the period, a membership notice shall appear on the electronic posted statements noting no data has been received. If the outstanding publisher’s statement has not been received by the seventh month following the close of the publisher’s statement period, the membership may be terminated by AAM management.
B 3.3 Publisher’s Data Submissions - Conform to Audit

(a) If at the time a publisher's data submission is ready for release the auditor's findings for the period covered by the reports are available, the auditor's findings shall be placed at the publisher's disposal and the publisher's data submission shall be made to agree with those findings before being released.

In addition, the adjustments proposed by the auditor and made by the publisher shall be reported in the explanatory paragraph of the reports.

(b) If the publisher declines to sign such report, either because the publisher questions the accuracy of the findings of the auditor, or for any other reason, AAM shall issue a special report for that period, in agreement with the findings of the auditor. This statement shall be in all respects in the same form as the regular publisher’s reports except that instead of "Publisher's Statement" it shall be headed "Special Six-Month Statement" or "Special Report" and instead of the words "Subject to audit by the Alliance for Audited Media" shall be substituted the words "This statement has been verified by the Alliance for Audited Media. For audit report of the entire period, of which this verified statement covers a part, see white paper form."

(c) The publisher may appeal to the board of directors in protest against the issuance of the special six-month statement and such appeal, if filed within one month from the close of the period involved, shall serve to arrest issuance of the special six-month statement and of the audit report until the board shall have made its decision. In case of such appeal a bulletin shall be issued saying: "Release of publisher’s reports for the period ended (date) and of audit report for the period ended (date) has been automatically postponed by appeal of the publisher to the board of directors."

(d) A publisher’s report for a period subsequent to a period for which an audit has already been made must take into consideration, and be in agreement with, facts which have been established by the auditor as to conditions during the subsequent publisher’s report. If the managing director has reason to believe that such publisher’s report is not in agreement with the facts thus established, the statement shall not be released until it has been corrected. In the case of a publisher's refusal to submit a corrected statement, all the facts shall be submitted to the board of directors for review.

(e) When, as a result of the making of an audit or a special investigation, AAM shall be unable to complete an audit report of a publication and to release the same for publication and distribution to members within four months after close of the period to be covered by such audit report, the publisher’s reports of such publication for the period following that to be covered by the audit report shall be released only after being reviewed and authorized by the managing director.

B 3.4 Purpose and Content of General Explanatory Paragraph

(a) The paragraph in AAM reports reserved for general explanations is designed for the sole purpose of amplifying or explaining the data given in the specific paragraph on a given subject when such specific paragraph is too limited in space to allow adequate covering of the subject.

Nothing shall be allowed in the general explanatory paragraph in way of data, facts or statements pertaining to advertising nor any competitive, comparative or advertising propaganda. AAM shall have the right to edit and censor without recourse.

(b) No analysis or breakdown of unpaid distribution shall be allowed in the paragraph reserved for general explanations except for publisher’s statements and audit reports issued for members analyzing nonpaid circulation, more fully described in Chapters D, E, F and/or reporting "Other Distribution, Back Copies" as described in Rule F 7.2. In addition, unpaid circulation for newspaper members may be reported in the general explanatory paragraph. No reference shall be made in said paragraph to anything happening after the period covered by the publisher’s statement.

(c) Nothing in this paragraph shall be interpreted as conflicting with the rule requiring that variations in the advertising content be explained, or any other rule requiring specific explanation.

(d) In cases where a publisher does not answer the questions contained on the statement form requiring specific and actual data, the
publisher shall not be permitted to give approximate or partial data in answer to such questions in the paragraph of AAM reports devoted to general explanations.

B 3.5 Snapshot Reports

(a) Except for newspapers, AAM may issue reports summarizing selected data from publisher’s statements filed with AAM. The contents of the reports may include but are not be limited to paid, qualified, and verified circulation averages, occupied household data, ratio of circulation to occupied households and other data subject to the approval of the board of directors.

(b) Except for newspapers, average circulation figures filed in semi-annual publisher’s statements shall be reported in Snapshot reports.

B 3.6 Amended Publisher’s Reports

Until the deadline (see Rule B 3.2) for filing the next publisher’s data submission, a publisher may request that AAM issue an amended publisher’s report, if revisions are necessary, and there are no findings related to an audit.

B 3.7 Publisher Circulation Accounting Methodology

Circulation accounting methodology used by publishers in the calculation of circulation claims must be consistent through the reporting period unless approved in advance by AAM. As examples: the methodology employed to determine subscriptions cancelled for nonpayment (average or actual) must be consistent over the entire audit period; the methodology employed for applying returns for day-of-week reporting (weighted or actual) must be consistent over the entire audit period.

Chapter B: Article 4 - Miscellaneous

B 4.1 Subscriptions

Subscriptions more than three months in arrears shall not be included in paid circulation but shall be included in nonpaid distribution.

B 4.2 International Subscriptions

Subscriptions from countries outside of U.S. and Canada and the West Indies may be included in paid circulation provided they are not more than six months in arrears and provided that in all other respects they meet AAM’s definition of a paid circulation subscriber.

B 4.3 Dealer Accounts

That portion of a retail dealer, agent or distributor account that is over three months in arrears does not meet AAM’s definition of paid circulation and is ineligible for inclusion in paid circulation. The publisher must include this circulation in nonpaid distribution along with a brief description in the explanatory paragraph of AAM publisher’s statements and audit reports.

B 4.4 Checking Copies

One copy sent to an advertiser for checking purposes and all copies sent to advertising agencies for checking purposes shall be considered as checking copies to advertisers and advertising agencies. (See Bylaw 2.12)

B 4.5 Net Cash Received for Subscriptions

Information showing the net total cash which is received for subscriptions shall not be shown in AAM reports.
B 4.6 Lost, Missing, Damaged, and Unsold

Lost, missing, damaged or other unsold copies shall be classed as returns and deducted as returns.

B 4.7 Bonuses, Allowances, and Limitations of Returns

When a publisher provides bonuses, allowances, salaries, rebates or price differentials to or through agents, distributors, wholesalers, independent contractors or other third parties, or when a publisher limits the number of returns it will accept, the publisher must maintain and provide AAM auditors with auditable records so that the auditors can determine whether or not the circulation was generated in compliance with the rules defining paid circulation. Auditable records include, but are not limited to, periodic surveys (quarterly or more frequently) of nonreturn or limited-return accounts, and documentation that credits were not intended to reimburse carriers for copies that were either not sold or that did not meet the AAM definition of paid circulation.

B 4.8 Employment of AAM Auditors

If, within 12 months after the release of its audit, a publisher member employs or contracts to employ one of AAM’s auditors, or any other employee of AAM who directly participated in or reviewed that member's audit, AAM shall conduct a reaudit or review of the audit, for the same period as covered by the prior audit. The publisher hiring or contracting to hire such person shall pay for such reaudit or review.

B 4.9 Field Served

The "Field Served" statement in AAM reports shall be a description of the field and shall exclude statements of a promotional nature. It shall be subject to edit by the managing director.

B 4.10 Reports Furnished to Publisher Members

A publisher member shall receive without charge a digital copy of their own reports.

B 4.11 Notifications on Violations

All notifications issued by AAM involving the breach or violation by a member of the rules, standards and bylaws, are for information and internal use only of members.
CHAPTER C: NEWSPAPERS

Article 1 - Paid Circulation

C 1.1 Paid Circulation Defined

Paid circulation is hereby defined to be subscriptions and single-copy sales of newspapers which have been individually paid for by the purchasers, not for resale, at not less than one cent per copy or per subscription, net of all other considerations, wherein the primary objective of the transaction was the purchase of the newspaper. Subscription enhancements such access to newspaper archives and other benefits originating from the same editorial home and consistent with the newspaper’s primary business objectives shall not be considered when determining qualification status.

For purposes of defining paid circulation, the phrase ‘net of all considerations’ means that the purchaser has paid a qualifying price for the single copy or subscription in addition to the value of any other product or service bundled with the subscription or single-copy offer. For example, an offer of a subscription that includes an inducement of free movie tickets valued at $6.00 would require the consumer to pay $6.00 plus a qualifying amount for the subscription in order for the sale to qualify as paid circulation.

(a) Subscriptions may be served for no longer than three consecutive months, immediately following the expiration date and such arrears may be included in paid circulation.

(b) Only the copies specifically included in the contractual agreement will qualify for inclusion in paid circulation.

(c) A gift subscription shall be considered one, which is given as a normal expression of friendship and which does not promote the business or professional interests of the donor. To qualify, gift subscriptions must be sold at qualifying prices and a single donor may not be responsible for more than 50 subscriptions.

(d) Subscriptions acquired through the redemption of accrued award credits or loyalty points associated with bone fide programs (e.g., frequent flyer miles, credit card member points) may qualify as paid circulation if the publisher presents satisfactory evidence that the cash value of the redeemed product or service is equivalent to one cent, the program clearly defines how points may be earned, the purchaser is provided with alternative purchase options and is required to take an overt action to redeem the points.

(e) In all other scenarios wherein the recipient does not pay for the subscription or single copy, or the purchase of the subscription or single copy is not the primary objective of the transaction, the copies shall be reported as Qualified Circulation except as specifically outlined in other AAM rules.

C 1.2 Prices

(a) Basic price is defined as the price at which the print and/or digital edition of the publication may be purchased by anyone at any time. For AAM reporting purposes, publisher members must establish a single-copy basic price and an annual basic price for each frequency of delivery available to consumers. These basic prices must be regularly published within the publication (at least quarterly) and the publisher must be able to demonstrate current and ongoing sales at these prices.

C 1.3 Combination Sales

When two or more different publications (newspapers, magazines, business publications, farm publications) are offered for an amount less than the total of the basic prices of all the publications, these sales are defined as “forced” combinations and are subject to the following conditions.
(a) Single-Copy Sales

When each of the publications offered in the combination sale intends to qualify the distribution as paid circulation it must be made known clearly to the purchaser that each of the publications can be purchased individually at the same price as if purchased as part of the group.

The combination package must be priced so that both of the following guidelines are observed:

(1) Newspapers sold in combination may be included in paid circulation provided that the minimum qualifying price of each publication is collected.

(2) When a combination package is offered on a single-copy basis, three purchase options (“stacks” of publications) must be made available at all retail locations, including vending machines: the combination package itself plus each publication included in the combination package separately. A qualifying purchase price for the combination would be at least the selling price of the highest priced publication plus one cent for the second publication.

Example: The selling price for Publication A is $1.00 and for Publication B is $1.00, the combination price must be at least $1.01.

(b) Subscriptions

(1) An affirmative act on the part of the subscriber is required and an option must exist to pay an incremental amount for the additional subscription or to take a reduction in the amount paid if the additional subscription offer is declined.

When an option to opt-in/opt-out does not exist, any promotional materials cannot imply or suggest that the add on publication is “free,” “at no additional cost,” or use of similar language.

(2) In situations where a digital edition of a newspaper is offered in combination with another newspaper’s print and/or digital edition at no incremental charge, the copies of that digital edition may be reported as qualified digital under the following conditions:

(a) The copies reported meet the qualification criteria as defined in Rule C 5.1 (b) Subscriptions Involving Digital Editions.

(3) Multiple Subscriptions to One Newspaper

Any offer of two or more subscriptions to the same newspaper must include an option to receive only one subscription for less than the multiple subscription price. For example, an offer of two subscriptions for 10 cents must also make one subscription available for nine cents or less.

The rule is not applicable to situations where digital edition issues are provided to print subscribers and only the print edition subscription is to be reported as paid circulation. (See also C 5.1 Subscriptions Involving Digital Editions)

(c) Newspapers Distributed Together

A newspaper with less than seven-day frequency can distribute copies of another newspaper on no more than two days per week when the host paper does not publish by establishing a basic price for this service, provided copies are paid for in accord with C 1.1 and subscribers are given the opportunity to opt-out. If a digital edition is to be utilized as the publication distributed on nonpublishing days of the host newspaper, subscribing households must register and activate the digital edition service.
Article 2 - Circulation Reporting

C 2.1 Circulation Averages

All AAM reports shall include a calculation of average circulation for the Sunday or Weekend issue, a weekday average chosen at the publisher’s discretion and optional “Power Day”. Newspapers may also report circulation averages by Day of Week on an optional basis. These averages will be presented in the following manner, and as applicable:

- Paid for by individual recipients (individual subscriptions and single copy)
- Paid business/traveler circulation (group subscriptions plus guest refund based and purchased by hotel copies)
- Qualified circulation

In those instances where a newspaper is required to report separate data for either digital or affiliated publications (see Rules C 2.3 Separate Editions and Affiliated Publications and C 5.1 Subscriptions Involving Digital Editions), an executive summary of the circulation will be reported as applicable:

- Average for member newspaper
  - Print
  - Digital
- Average for affiliated publications

As applicable, averages will be presented in subsidiary paragraph(s) for each category—print, digital, and affiliated publications—in the following manner:

- Paid for by individual recipients (individual subscriptions and single copy)
- Paid business/traveler circulation (group subscriptions plus guest refund based and purchased by hotel copies)
- Qualified circulation

Newspapers reporting on the Community Newspaper format may omit the inclusion of an executive summary and instead include digital edition circulation as a separate line item within paragraph 1A of AAM reports labeled as digital editions.

C 2.2 National Newspapers

Newspapers of national distribution may be designated as a "national newspaper" provided it has distribution in at least 30 states, and with at least 20 percent of its distribution outside of its home state. It shall include an analysis of distribution by state in AAM semi-annual reports and audit reports.

C 2.3 Separate Editions and Affiliated Publications

(a) The circulation of a separate edition of a member newspaper or affiliated publication may be included in the total average paid and qualified circulation of the member in AAM reports and databases, subject to the following conditions:

1) The member newspaper must identify the same city or cities of publication in the front page logotype or running date line of all editions.

2) Print affiliated publications are any other print publications containing editorial and/or advertising content, excluding newsletters, which are published at least weekly.

If an affiliated publication is published less than weekly, the circulation may be shown on AAM reports, but not included in any circulation averages associated with the member newspaper.
Newspapers reporting on the Community Newspaper Audit format may not report affiliated publication circulation separately.

(3) All digital editions and affiliated publications will be reported separately in appropriate paragraphs of AAM reports and databases:

- Digital editions must be consistent in character and content and editorially homogenous with the member newspaper. The advertising content of digital editions may differ from the print newspaper.
  - Replica editions must contain the ROP advertising schedule for the primary print edition for the day and may include undated editorial content.
  - Nonreplica editions must contain a clear and concise reference, such as an “edition of,” “produced by,” etc. to the host print newspaper. The explanatory paragraph of AAM reports and databases will carry a description of any qualified digital edition service.
- Affiliated publication digital editions must be consistent in character and content and editorially homogenous with the member newspaper. The advertising content of affiliated publication digital editions may differ from the print newspaper.
- The explanatory paragraph of AAM reports and databases will carry a description of any qualified affiliated publication digital edition service.

Digital edition circulation eligible for paid or qualified reporting is limited to restricted access digital editions and do not include public access websites.

(b) Newspapers that sell regional advertising separately may report the average distribution for each regional portion in the explanatory paragraph of AAM reports.

(c) Any edition issued in addition to the regular editions as the result of unanticipated activity and which is published more than an hour before or an hour after the normal press schedule shall be considered an "extra." The last regular press schedule of the day in a previous week corresponding to the day on which the extra is run shall be considered the normal press schedule.

(1) To qualify as paid circulation an extra of a daily newspaper must be sold at qualifying prices and comply with paragraph (a) of this rule.

(2) The sales of extra editions shall be included in the circulation of the day for which they are dated. Extra editions of weekday newspapers issued under Sunday date lines shall be included in the circulation for the following Monday.

(3) A complete explanation shall then be included stating the occasion for the extra editions, the number of sales made for each extra edition, the average for the period affected, whether all advertising was carried, and if not, the extent to which it was.

C 2.4 Days Omitted from Averages

(a) Newspapers may omit certain days from the calculation of their average net paid print and digital circulation when net paid circulation on those days differs from the previous corresponding day by at least 5 percent.

Example: A newspaper wants to eliminate Thursday, August 11. The net paid circulation for that day was 100,000. The net paid circulation for the previous corresponding day (Thursday, Aug. 4) was 107,000. Because the difference between the two days’ circulation exceeds 5 percent (7,000/107,000 = 6.54%), Aug. 11 is eligible for omission from AAM’s circulation averages.

A newspaper reporting paid affiliated publication circulation may elect to omit certain days of only the member newspaper or any paid affiliated publication separately using the above criteria (circulation of an affiliated publication compared to the corresponding day of the same affiliated publication, etc.)
A newspaper reporting qualified affiliated publication circulation may elect to omit certain days of only qualified affiliated publication circulation at their discretion. The omitting of qualified affiliated publication circulation shall have no impact on the ability to omit days from their calculation of net paid circulation.

(b) Requirements

(1) A maximum of 10 omitted days is allowed within a 12-month period. The omission of any day(s) for an affiliated publication, whether paid or qualified will each be considered as one of the maximum of 10 days allowed.

(c) AAM Reports

When there are days that are omitted from the average reported, the circulation for omission will be reported separately for each day in the explanatory paragraph.

C 2.5 Distribution Area Maps

(a) All newspaper members may, at the option of the publisher, include a map showing the current designated distribution area in their Brand View.

C 2.6 Weekly Newspaper Group Audit Plan

In order to qualify for the group audit plan, the weekly newspapers involved must meet the following criteria:

(a) Each newspaper in the group shall qualify for AAM membership in accord with the bylaws defining regular membership.

(b) Advertising shall be sold in combination for all newspapers.

(c) The initial audit of a weekly, semiweekly or triweekly newspaper shall cover a period of at least three months ending with any calendar quarter. Audits thereafter shall be scheduled at least once each two years for urban weekly newspapers and at least once every four years for nonurban weeklies. The managing director shall determine after consultation with the publishers in the group the period to be covered by each regular audit.

(d) Group reports showing circulation data for individual newspapers as well as total circulation for all newspapers in the group shall be issued for the semi-annual reporting periods.

Article 3 – Qualified Circulation

C 3.1 Qualified Circulation

(a) Home Delivery – Address Specific

Copies delivered to households may be reported as: Qualified Home Delivery – Address Specific under the following conditions:

1. Households targeted for delivery are notified on the first day of delivery.
2. Notification includes anticipated dates of delivery.
3. Notification must include options for household members to contact the publisher to opt-out of delivery.

Publishers must maintain route lists of all address specific programs and, if requested by the auditor, provide copies to AAM at least two weeks prior to the commencement of a program. Failure to provide requested audit documents will result in the exclusion of the copies from qualified circulation claims.
(b) Home Delivery – Market Coverage

Copies delivered to households may be reported as: Qualified Home Delivery – Market Coverage under the following conditions:

1. Distribution area is defined by maps or other means.
2. The quantity of households within defined delivery area must be defined and available for the auditor's review.
3. Carrier/distributor delivery manifests/proof of payment reconcile to copies reported.

(c) Public Access

In addition to employee (print or digital service) and educational program (print or digital service) copies, distribution to the following venues may be included in qualified circulation provided the publisher maintains specific records regarding the location’s address and volume of copies distributed for each issue:

- Hospitals and nursing homes
- Restaurants
- Doctor/dentist offices
- Other public place locations (e.g., barber shops, salons, retail locations, honor boxes, etc.)
- Airlines

(1) Multiple copies distributed to public places, which are not controlled by the publisher nor supported by detailed publisher records, for redistribution to consumers shall be analyzed as Public Access distribution. Examples of such distribution might include, but are not limited to: common entryways of apartment complexes, street racks, and retail establishments where distributors control the venue and volume of copies distributed.

(2) AAM reports shall show copies distributed to designated areas but make no inference as to their final disposition.

No other single-copy distribution, advertising checking copies, service copies etc. are eligible to be reported as qualified circulation.

C 3.2 Other Qualified

A newspaper may include copies served to (or made readily available for pick up in the normal work environment by employees, retired employees, correspondents and agents) under the following parameters:

(a) To be classified as an employee, individuals must be, or have been, on the regular payroll during the reporting period of either the newspaper or a wholly-owned subsidiary of the newspaper that is actively engaged in the production or distribution of the newspaper. Employees of subsidiary organizations, such as radio and television stations, job printing plants and so forth, that are not actively engaged in the production or distribution of the newspaper, are not eligible.

(b) To be classified as a correspondent, individuals must contribute at least one article per month that is printed in the newspaper.

(c) To be classified as an agent, individuals must be currently involved in delivering the newspaper to subscribers.

An individual classified as an employee, correspondent or agent for more than one newspaper may be included in the average qualified circulation of only one newspaper.

(d) Print and or digital copies served to schools in conjunction with structured classroom settings may be reported as Other Qualified circulation. Only those copies that have supporting documentation confirming usage (i.e., affidavits from schools, verification of delivery and receipt, etc.) available for auditor review may be reported as qualified distribution.

(e) Distribution of print and or digital copies outside of structured classroom settings may also qualify as qualified circulation provided the following conditions are met:
The copies are served in conjunction with a formal program designed to encourage literacy and continuing education of the participating student by assisting the student family to improve their life and job skills.

The program in question establishes minimum participation standards for the student family, and the student family achieves those minimum standards.

Auditable records demonstrating the student's enrollment in school, the program in question, completion of minimum participation standards are maintained.

Only one copy per participating student family household may be claimed.

Schools and classrooms offering home-delivered copies must also participate in NIE programs requiring classroom usage of the newspaper.

Copies provided to registered college students in a campus setting in lieu of a classroom setting may be classified as Other Qualified circulation under the following conditions:

Only copies provided to registered students will be eligible under this policy.

All copies made available to registered college students must be placed in limited access areas where only registered students are permitted, such as dormitories or resident halls, cafeterias restricted for use by registered students, etc. or by ‘smart vending machines’ operated by student identification. Copies are to be available for individual pickup and should not be delivered to individual rooms/mailboxes.

Only copies picked up by registered students may be claimed as qualified circulation.

The publisher must maintain daily records to show the number of copies placed at each individual pickup location, the copies picked up, and the number of copies remaining at the end of the day. Such records are subject to field auditor verification.

C 3.3 Business/Traveler Copies

(a) Business Copies

All copies or subscriptions purchased in quantities of two or more by corporations, institutions or individuals for employees, subsidiary companies or branches may be included in paid circulation as an element of Paid Business/Traveler Circulation, Group Subscriptions provided either:

The newspaper has records indicating names or titles of the employees, or

Subscriber records are available for AAM verification indicating the names or titles of those receiving the newspaper.

(b) Traveler (Hotel) Copies

All copies purchased by hotel guests as described in this rule and/or purchased by hotels for distribution to guest rooms may be included in paid circulation as an element of Paid Business/Traveler Circulation, Hotel Distribution. Copies allocated to this category shall be further classified as follows:

“Guest refund” – copies distributed to guest rooms wherein the guest is notified upon check-in that a specified amount is included in the price of the room for the newspaper and that amount will be refunded should the guest elect not to receive the newspaper.

“Room/lobby copies” – copies intended for distribution to guests.
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Article 4 - Time of Making Audits

C 4.1 Timing of Audit

(a) All audits for newspapers in the same city shall be for periods ending at the same date.

Newspapers with average daily circulation less than 25,000 copies per issue utilizing the 24-month period ending with a calendar quarter may continue to do so. All other audits will be on a continuous audit program wherein annual audit statements will be issued.

(b) AAM will make best efforts to initiate and complete all newspaper audits within three months of the end of the audit period. In situations such as the following:

- Publication defers or is unresponsive to requests to initiate the audit.
- Subscriber level testing rebuttal is not completed within 45 calendar days of the date preliminary test results were provided.
- Publication is delinquent in providing audit documentation and/or information as requested by the auditor.

Wherein AAM has extended reasonable effort to schedule and complete, but has been unable to do so as the result of publisher delays in providing requested documentation and/or responses, the following actions may occur:

(1) Publisher will be notified of all requested outstanding documentation and/or information.

(a) If requested documentation and/or information is not provided within 10 business days, the initial filter page of the Media Intelligence Center will identify the newspaper as being “not current.”

(b) If requested documentation and/or information is not provided within 30 calendar days, an information notification highlighting the newspaper’s delinquent status may be released to the membership.

If requested documentation and/or information is not provided in a manner that would allow the audit to be closed within six months of the end of the audit period, the situation may be brought to the attention of the board of directors so that citation, sanction, censure or termination of the newspaper’s membership may be considered.

C 4.2 Initial Audit

See also B 2.6.

(a) The initial audit of a newspaper applicant for membership in a city where there is already a newspaper member or members shall cover a period of at least six months ending with the same date as the audit of the present member or members, except as provided in paragraph (c) of this section.

(b) The initial audit of a weekly, semiweekly or triweekly newspaper, or a participant in the Community Newspaper Audit service applying for membership shall cover a period of at least three months ending with any calendar quarter, except, in a city where there is already a newspaper member on the plan of being audited every other year, the initial audit period of three months shall end with same date as audit of member.

(c) In the case of a newly established newspaper the initial audit may be made of all issues distributed within a regular period ending any calendar quarter provided there has been regular issuance for not less than three months and provided further said newspaper is not published in a city in which there already is a member or members. If there is a newspaper member in the city the initial audit may be made for all issues distributed within the audit period already established provided there has been regular issuance for not less than three months. If there has not been regular issuance for at least three months, the initial audit of the applicant shall be deferred until the following regular audit period.
C 4.3 Reinstatement Audit

Reinstatement audits of newspapers under suspension of service shall coincide with the audit period of the other newspapers in the same city.

Article 5 - Other Qualification Standards

C 5.1 Subscriptions Involving Digital Editions

The following rule language represents additional qualification standards unique to the utilization of digital editions (platforms). Unless otherwise indicated, these rules are intended to augment, not replace, other core qualification rules governing paid and qualified circulation for newspapers.

(a) Paid Circulation:

(1) Print Plus Digital Publishing Plan – This rule is intended to govern situations where a subscriber receives delivery of a print edition and has the ability to access a digital edition for the same publishing day. In all such cases, provided all other qualification rules and policies are followed, one digital circulation unit may be claimed as paid each day the consumer accesses the digital edition platform.

(2) Print and Digital Publishing Plan – This rule is intended to govern situations where individual subscriptions of a print edition are not available every publishing day and where a digital edition is included as part of the subscription package for those days where printed editions are not available. In all such cases, one print or digital circulation unit may be claimed as paid for the specified frequency of delivery as defined in the subscription offer provided all other qualification rules and policies are followed. Similar to the preceding section, on days the print edition is published and made available via a subscription model, one digital circulation unit may be claimed as paid each day the consumer accesses the digital edition platform.

- The subscriber must demonstrate ability to access digital platform (i.e., provide email address during subscription ordering process, etc.)

(b) Qualified Circulation:

(1) Subscriptions - Digital subscriptions served to individuals qualify if the recipient registers and activates or downloads, the edition. One circulation unit may be claimed as qualified each day the consumer accesses the edition.

C 5.2 Vacation Paks

Copies held by the publisher or independent carrier for distribution to a subscriber during the period the subscriber is on vacation may be included in paid circulation subject to the following provisions:

(a) The subscriber specifically orders in advance the copies.

(b) The term of the vacation pak plan is limited to four calendar weeks.

(c) Digital editions are not eligible to be used in vacation pak programs.
C 5.3 Single-Issue Sales of Back Copies

A newspaper of any frequency is considered a back copy once the subsequent corresponding day's newspaper is made available for sale. Single-issue sales of back copies of daily newspapers shall not be recognized as paid circulation in AAM reports and should therefore be included in unpaid distribution.

C 5.4 Subscription Offer Based on Acceptance Unless Declined

Publishers may modify existing subscriber contracts to add additional days of service without an incremental charge under one of the following circumstances:

(a) Frequency Conversion (“forced”) – Publishers may eliminate an existing frequency and convert all of these subscribers to a new delivery schedule that is universally available to the public. The additional service in such a forced conversion can qualify as paid circulation provided the discontinued frequency is not reinstated with six months and no inference is made that the change is temporary.

Examples of forced frequency conversions include the addition of Saturday delivery to Sunday-only customers; weekend subscribers to receive Monday copies during football season; Monday through Friday subscribers to receive Saturday and Sunday copies; the addition of Thanksgiving Day copies to Sunday-only subscribers, etc.

Digital editions may be included as part of frequency conversion provided registration and activation has been made.

(b) Frequency Upgrades (“opt-out”) – Publishers may upgrade an existing subscriber to a greater frequency, with the option to opt-out, even while the original frequency remains available in the marketplace. For example, publishers may add Saturday delivery to some current Sunday-only subscribers while continuing to sell Sunday-only subscriptions.

To qualify for inclusion in paid circulation, copies served under this provision of the rule must adhere to the following criteria:

1. The initial notification must advise of the specific delivery change that is to occur; the term of added delivery (12 week minimum); instructions on how to decline the incremental delivery. This notification must be presented in a clear and conspicuous manner.

2. The addition of a single day or other irregular (nonrecurring) delivery day (such as the addition of Thanksgiving to Sunday-only subscribers) is not permitted within this provision of the rule. Should a subscribing household opt-out of the incremental service, all added copies served that were incremental to the original subscription frequency are to be excluded from paid circulation claims.

Digital editions may not be included as part of a frequency conversion unless the offer is an opt-in upgrade. In this instance, the converted subscriber must register and activate the digital subscription.

C 5.5 Transfers and or Purchase of Subscription Lists

When two or more newspapers consolidate subscriber files, copies of the surviving newspaper may be included in AAM reports as paid circulation under the following conditions and with the following qualifications:

(a) The newspapers involved in the transaction must be homogeneous.

(b) A consolidation of subscriber files of daily newspapers or other publications with a predominantly local appeal will be recognized under this rule only when the merged publications have been published in the same general area (100-mile radius).

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.
(1) By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued newspaper by the price per copy of the surviving newspaper, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

(2) By counting the number of copies of the discontinued newspaper still due the subscriber and crediting the same number of copies of the substituted newspaper as paid, providing the basic annual subscription price of the discontinued newspaper is at least 50 percent of the basic annual subscription price of the substituted publication or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the discontinued newspaper is at least 50 percent of the pro rata single-copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the newspaper subscribed for and the beginning of service by the newspaper substituted therefore.

(e) When a merger of newspapers is affected, the first semi-annual data reports thereafter shall contain an explanation of the activity.

(f) If the transfer of the subscriber file is due to the suspension or cessation of a newspaper and If the option is given to the subscriber of receiving in cash what is due on the old subscription, but the subscriber chooses to be served instead with copies of the surviving newspaper, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing newspaper in the first place, subject to provisions of paragraph (c) of this rule.

(g) If the transfer of the subscriber file is due from one ongoing newspaper to another, the subscriber must be given the opportunity to remain with the newspaper subscribed to, or a cash refund of what is due on the old subscription. Subscribers choosing to be served with copies of the surviving newspaper shall be counted the same as if the subscriber had subscribed to the purchasing newspaper in the first place, subject to provisions of paragraph (c) of this rule.

(h) In all cases where reported circulation for the merged newspapers includes digital editions served to subscribers, the subscribing household must reaffirm by executing a new registration and activation.

Article 6 - Other Reports

C 6.1 Brand View and Data Filing

(a) All newspapers may post editorial and/or audience overviews, audience and circulation statistics to the newspaper’s designated Brand View page and are required to submit circulation data for the member newspaper and all affiliated publications, if applicable, on a semiannual basis for the 6-month periods ended March and September. Newspapers are also required to submit an analysis of the newspaper’s total circulation, inclusive of affiliated publications, if applicable, in accord with Rule C 7.1 List of ZIP Codes Receiving 25 or More Copies, for a representative daily and Sunday issue each quarter. The issues selected for analysis must be for dates within the quarter being reported. These ZIP code analyses may be projected for all but one quarter per audit cycle.

(b) Data must be submitted via AAM’s online filing application by the 15th of the month subsequent to the end of the reporting period for all daily newspapers and the 20th of the month for all weekly and community newspapers (i.e., data for the six months ended December 31, 2019, must be submitted no later than January 15, 2020).

Rule C 7.1 (a)(2) shall not apply for the quarterly ZIP code analysis.

National newspapers, as defined by Rule C 2.2 National Newspapers, are not required to provide the analysis of circulation by ZIP code.

Newspapers granted exceptions to submitting semiannual data in accord with Bylaw 2.11 Member Data Submission and Certification are not required to submit data.
Affiliated publications with publishing frequencies of less than weekly shall not be required to submit a ZIP code analysis.

Failure to comply with the data submission requirements may result in a disclosure on the primary filter page of the Media Intelligence Center that identifies the publication as not being current.

(c) Semiannual circulation data may be updated through the filing deadline for the subsequent reporting period. When data is updated, the data report will be annotated as “revised.” In addition, when the revised figures show a material difference when compared to the original data submission a bulletin communicating the variance may be posted to the publication’s reports library. Filing data revisions of magnitude may need to be verified by AAM auditors at the member’s expense.

No modifications to ZIP code data may be made once it has been released. However, publishers may submit an analysis of circulation by ZIP code for additional dates within the reporting period, if so desired.

(d) The applicable audit statement shall contain a reconciliation of all data, including digital metrics and other publications, etc. claimed.

Article 7 - Analysis by Reporting Areas and Delivery Methods

C 7.1 List of ZIP Codes Receiving 25 or More Copies

(a) All publishers of newspapers shall furnish a complete analysis of distribution by U.S. ZIP codes receiving 25 or more copies in numerical order, to be included as paragraph 3 in AAM’s data and audit reports for newspapers with daily circulation of less than 25,000 copies per issue.

This data must be submitted to AAM within 30 days of the member's assigned audit period end date. Failure to submit the data on time may result in the member being identified as “not current” on the primary filter page of AAM’s Media Intelligence Center.

1. The list shall include a breakdown of the total distribution for one Monday to Friday day and Sunday/weekend issue published. The date or dates selected for the listing in paragraph 3 of audit reports shall show circulation which is representative, subject to approval of AAM. In all cases where affiliated publication distribution is reported in paragraph 1, each such edition must be reported separately in the list of ZIP codes.

2. The audit reports of newspapers published in the same city shall use the same date or dates for the listing. If the newspapers cannot agree on the date(s) to be used, AAM shall select the date(s).

(b) Circulation totals for each county may be shown and shall be listed in alphabetical order by state. Average projected paid circulation shall be shown for each county in the column adjacent to the total circulation figure for each county. AAM will compute the county figures based on the ZIP code data and average projected circulation.

(c) The list by ZIP code shall include the following:

1. Circulation shall be shown for each ZIP code receiving 25 or more copies. The predominant town as defined by the United States Postal Service will be identified.

2. All newspapers shall report the distribution for each ZIP code in one of the following formats: Total; Total Paid, Total Qualified, Total.

3. AAM will add occupied household figures based on data established by AAM of the census for all counties, and for all ZIP codes with 2,500 or more occupied households.
C 7.2 Seasonally Occupied Households

U.S. newspaper members may, at their option, include an analysis of total households by county in AAM reports, based on the latest census. The analysis is to include occupied units plus vacant units broken down as follows: seasonal and migratory; held for occasional use; for sale or rent; other. Data will be reported for only those counties comprising the city zone and retail trading zone or newspaper designated market, whichever applies, plus any other county in which the newspaper has 5 percent or more coverage.
CHAPTER D: BUSINESS PUBLICATIONS

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:

(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-expiration copies (*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-expiration (*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 AAM reports.

(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 presented 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.

D 1.2 Prices

(a) Basic prices (subscriptions and/or single copy) are the prices at which the publication may be purchased by anyone, at any time, for a definite duration. No special, reduced or higher price, no matter how often or how regularly repeated, even though established through announcement in the masthead or by any other means, shall be considered a bona fide basic price.

(b) Basic prices must be reported in the semi-annual publisher’s statements. Only those prices appropriately established as basic prices in the judgment of the managing director will be recognized by AAM as basic prices.
(c) When any change in basic prices occurs, a period of six months following the date of the price increase is allowed to process subscriptions sold before the date of the price increase at previous basic and lower than basic prices.

(d) Business publications may opt to report average per-copy prices and average annualized prices in publisher’s statements and audit reports.

The calculation of average annualized subscription price will be as follows: Total gross production revenue minus revenue from credit cancelled orders, minus premium values from paid orders only, divided by gross production copies minus credit cancel production copies. The yield of an average copy price shall also be extended by the one-year frequency (copies served in one-year period) to yield an average annualized subscription price. The base period of any publisher’s statement shall be the 12 months ending with the prior publisher’s statement period (e.g., December-ending statements calculation will be based on production revenue and dollars, premium values and credit cancel information for the 12 months ended with the prior June 30.)

In addition, any publisher opting to include an average price calculation per the above requirements may also include a calculation which includes premium values in the gross production revenue number.

D 1.3 Subscription Offer Based on Acceptance Unless Declined

Subscription resulting from offers based upon the assumption that the offer has been accepted unless specifically declined shall qualify as paid only upon satisfactory evidence that money has been collected to qualify the subscription.

Article 2

D 2.1 Multicopy Sales

(a) All copies or subscriptions purchased in quantities of two or more, which in the opinion of the managing director promote the professional or business interests of the purchaser, shall be designated as multicopy sales, except as otherwise permitted or prohibited by paragraphs (b) through (l). Multicopy sales, either term subscription or single issue, wherein the copies are shipped in bulk to the purchaser who controls the final distribution shall be reported as "Multicopy - Same Addressee" in AAM reports.

Multicopy sales, either term subscription or single issue, wherein the copies are individually addressed and mailed, shall be reported as "Sponsored Individually Addressed" in AAM reports. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to designated recipients by name and/or title.

(b) If the number of subscriptions involved in a single multicopy sale exceeds 5 percent of the total average paid term subscriptions of all other types and/or nonpaid direct request, as reported in paragraph 1 of the publisher’s statement for the period immediately preceding that in which the transaction takes place, the subscriptions involved in that sale which are in excess of 5 percent shall be fully explained, including whether copies were individually addressed or purchased for redistribution, in the notes paragraph.

(c) If the number of copies of a single issue involved in a multicopy sale exceeds 1 percent of the total average paid circulation and/or nonpaid direct request, exclusive of "Multicopy - Same Addressee and Sponsored Individually Addressed," as reported in paragraph 1 of the publisher’s statement for the period immediately preceding that in which the transaction takes place, the copies involved in that sale which are in excess of said 1 percent may be included in single-copy sales as "Multicopy - Same Addressee or Sponsored Individually Addressed." A full explanation of the sale, including whether copies were individually addressed or purchased for redistribution, shall be made in the notes paragraph.

(d) In the case of initial audits or where there is no publisher’s statement for the period immediately preceding that in which the transaction takes place, calculations shall be made on the basis of conditions existing during the period in which the sale is made.
(e) "Multicopy - Same Addressee or Sponsored Individually Addressed" sales shall be included in publisher’s statements and audit reports in paragraph 1. Single-issue "Multicopy - Same Addressee or Sponsored Individually Addressed" sales shall be included in single-copy sales and shall be included in total average paid circulation. Analysis of "Multicopy - Same Addressee and/or Sponsored Individually Addressed" sales shall be made in the notes paragraph in such manner as to show the type or character of the sales.

(f) Copies served in post-expires to multicopy term subscriptions shall be excluded from paid circulation and included in nonpaid distribution.

(g) Multicopy sales, if included in paid, shall be fully explained in the body of the audit report and the publisher’s statement, giving details of their character and nature, showing price received, how distributed and any other amplification necessary to make possible a clear analysis of their value including the range of sales as follows: "sold in quantities of ________ to ________.”

(h) The subscriptions involved in a quantity sale made to an individual, group of individuals or corporation, which individual, group of individuals or corporation has a financial interest in the publication, shall not be included in multicopy sales but shall be included in nonpaid distribution, unless it can be proved to the satisfaction of the managing director that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

(i) Subscriptions purchased in quantities by corporations, institutions or individuals for their own employees, subsidiary companies or branches are not subject to the provisions of paragraph (a) but shall be reported as "individual” in AAM reports provided the records show that copies are addressed and mailed to individuals in the employ of the subscriber or singularly to branch offices or subsidiary companies. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher’s office showing that such copies are for distribution to employees, subsidiary companies or branch offices of such purchasers.

(j) Quantity sales shall be reported as multicopy sales only when the price paid is in accordance with D 1.1.

D 2.2 Sponsored Educational Multicopy Sales

Business publications may solicit funds from corporations or other businesses to be used to sponsor the purchase of subscriptions to be distributed to college/university students enrolled in studies within the field served of the publication. Such distribution may qualify as paid circulation and reported as multicopy sales provided:

(a) Funding is solicited for the purchase of subscriptions to a specific program.

(b) If the sponsoring business is also an advertiser to the publication, the sponsorship amount must be incremental to the advertising purchased by the sponsor.

(c) Publishers allocate at least one cent per subscription (or single copy) for the sponsorship funding for each sale.

(d) Recipients be advised that the subscription/single copy are being provided from sponsorship funding.

D 2.3 Association, Organization and Society Subscriptions

(a) A member of an association, organization or society who receives a publication because of membership in such association, organization or society, whether the subscription to the publication is paid for as part of the dues or by assessment or paid by the member in addition to the dues as a requirement of membership, shall be designated as an association and such subscriptions shall be designated as association, provided that their records are made available to AAM for audit.

Subscriptions to a privately-owned publication purchased by an association, organization or society, which does not submit its records to audit by AAM, shall be included in multicopy, provided such subscriptions meet the general qualifications of multicopy subscriptions.

(b) There are two classifications of memberships as explained in the following paragraphs. Full explanation of the type of membership shall be carried in AAM reports.
The first class shall be known as (association, organization or society (whichever applies)), subscriptions deductible from dues. In this class shall be included subscriptions of members which gives its members the option of accepting the publication or rejecting it and of reducing their dues by a definite named sum if they reject the publication, such sum to be not less than one cent. This option must be made known to the member at the time of joining the association, organization or society, and be clearly stated on each bill for dues or invoice in such manner as to make remittance cover a voluntary subscription to the publication as well as membership payments.

The second class shall be known as (association, organization or society (whichever applies)), subscriptions nondeductible from dues. In this class shall be included subscriptions of members of an association, organization or society whose dues remain the same whether they elect to accept or to reject the publication.

Each person on becoming a member of the association, organization or society must be notified that the dues include a subscription to the publication and the amount of the dues allocated for payment of the subscription. On every bill for dues the amount of the dues allocated for payment of the subscription must be stated.

(c) The foregoing provisions of the above paragraph (b) shall not apply to an applicant provided that the bylaws of the association, organization or society provide that a subscription is part of the association, organization or society dues of each member and the publisher agrees at the time of making application that the stipulations as set forth will be complied with not later than the beginning of the second membership year following the period covered by the initial audit. If compliance is not accomplished within the established time limit, the publication shall be automatically dropped from membership in AAM.

(d) Association, organization or society subscriptions shall not be credited as paid circulation unless at least one cent is paid for same.

D 2.4 Gift Subscriptions

(a) A gift subscription shall be considered one which is given as a normal expression of friendship and which does not promote the business or professional interests of the donor.

(b) To qualify, gift subscriptions must be paid for in accordance with D 1.1.

(c) Subscriptions which are given to promote the professional or business interests of the donor shall be judged by the rule governing term subscriptions in multicopy or mail subscriptions special whichever applies.

(d) In no case where an order (or orders) from a single donor covers more than 50 subscriptions shall the subscriptions be regarded as gift subscriptions but shall instead be classified as term subscriptions in multicopy, provided they conform to the rules governing multicopy sales.

D 2.5 Gift Subscriptions Not Recognized as Paid Circulation

(a) Gift subscriptions paid for by subscription salespersons or others who are compensated by merchandise or other rewards in lieu of cash commission.

(b) Gift subscriptions which have been paid for by one who has been offered a premium and the amount received is less than the full value of the premium plus one cent.

(c) Gift subscriptions paid for by a participant in a contest conducted by the publisher or agent.

D 2.6 Nondeductible Trade Show Subscriptions

(a) Individual subscriptions received as a result of paying a registration fee at a trade show, business seminar, or similar type of business meeting, where the recipient does not have the option of deducting the subscription price from the registration fee, shall qualify as paid circulation, and be reported as “Subscriptions - Individual” under the following conditions:
(b) The amount of the registration fee allocated for the subscription must be clearly stated on the registration form.

(c) The amount allocated for the subscription must not be less than one cent.

(d) Such subscriptions reported in paragraph 1(a) shall be footnoted to provide a complete explanation in the paragraph devoted to general explanations in AAM reports.

D 2.7 Definition of Recipient Qualification

The definition of recipient qualification in AAM reports shall be a statement describing specific businesses, industries, titles, occupations and/or functions, with clearly defined limits, to whom the publication is directed. It shall exclude statements of a promotional nature and be subject to editing by the managing director. Publishers shall maintain auditable documentation, not more than three years of age, to substantiate that all nonpaid circulation to the field served and all qualified paid circulation meets the recipient qualification definition. Paid circulation pending qualification to field served and/or recipient qualification shall be included in AAM reports.

D 2.8 Partnership Sales

(Also see Policies and Practices, Regarding Newspapers, Farm Publications, and Farm Publications Sold with the Sale of Other Services.)

All copies purchased by individuals and tied to a partnership agreement (e.g., subscription/single copy of a business publication partnered with a purchase, a product, or other service) shall be classified as partnership subscriptions or single-copy sales and shall be reported in Publisher's statements and audit reports per the provision of paragraph (g) below, except as otherwise permitted or prohibited by the following provisions:

(a) The purchaser is notified of the inclusion of the business publication subscription at the point of purchase.

(b) The amount to be allocated to the subscription is presented in a clear and reasonable manner in all written information.

(c) The amount to be allocated to the subscription is identified in a clear and reasonable manner as being deductible from the purchase price.

(d) The value of other benefits may be calculated as the total cost of purchasing the partnership element without the business publication subscription, provided these benefits are identical to the benefits offered for the purchase which includes a business publication subscription.

(e) The total price paid must be at least one cent plus the cost of the purchase without the business publication subscription and shall be the same as the amount identified as deductible for the subscription value. For publications making an average price claim, this amount identified as deductible shall be used in the calculation as the value of the publication.

(f) In the case of single-copy sales, the purchase price of the business publication (single-copy price) must be deductible at the point of purchase.

(g) Publications that sell partnership subscriptions and single copies, shall list the average number of copies served as "Partnership Subscriptions" and/or "Partnership Single Copy" and a full description of the sale in the notes paragraph.

Article 3

D 3.1 Initial Audit

(Also see B 2.6 Initial Audit).

(a) The initial audit of a business publication may be made for periods shown below and to end with any calendar month:
Monthly or greater frequency - for at least three months provided there has been consecutive issuance for not less than three months.

Bimonthly through semiannual frequency - for six months or at least two consecutive issues.

Semiannual or less - for all issues published in any six-month period.

(b) Publications shall have the option to analyze any issue within the initial audit period.

(c) Any publication having its initial audit for a period ended other than March 31, June 30, September 30 or December 31 shall have its next audit conducted for a period ended March 31, June 30, September 30 or December 31 to align with standard audit periods.

D 3.2 Transfer Audit

Business publications which apply for membership in AAM from other recognized audit bureaus are eligible to receive a transfer audit, provided the following criteria are met:

(a) A business publication, previously audited by a recognized audit bureau and subject to management approval, shall have the option with its first audit to consider the audit report as a transfer audit rather than an initial audit, provided no break in service from the previous audit bureau has occurred.

(b) The transfer audit of a business publication may be made for periods shown below and to end with any calendar month:

Monthly or greater frequency - for at least three months provided there has been consecutive issuance for not less than three months.

Bimonthly through semiannual frequency - for six months or at least two consecutive issues.

Semiannual or less - for all issues published in any six-month period.

(c) Any publication having its transfer audit for a period ended other than March 31, June 30, September 30 or December 31 shall have its next audit conducted for a period ended March 31, June 30, September 30 or December 31 to align with standard audit periods.

(d) Exceptions to the reporting for newly admitted members as provided in D 5.2(k), D 5.3(e), and D 5.4(d) will not apply if the publication currently reported data under the previous audit bureau.

Article 4

D 4.1 Publisher’s Statements

(a) The semi-annual statements shall cover the period from January 1 to June 30 and July 1 to December 31 or October 1 to March 31 and April 1 to September 30.

(b) On an optional basis, statements may also be filed for periods from January 1 to March 31, April 1 to June 30, July 1 to September 30, and October 1 to December 31. To exercise the option the publisher must notify the managing director at least 15 days prior to the beginning of the applicable audit period. Once a publisher has exercised the option, they may continue for successive audit periods.

(c) For all publications using the semi-annual June/December report cycles, Publisher’s Interim Statements may be filed for quarterly period January 1 through March 31 and/or July 1 through September 30 only. For publications utilizing the semi-annual March/September report cycles, interim statements may be filed for quarterly period April 1 through June 30 and/or October 1 through December 31 only.
(d) When two or more publications offer to sell advertising in combination, the publications may elect to publish a group/network publisher’s statement which shall combine circulation statistics. In such cases, the group/network publisher’s statement may include a calculation of unduplicated circulation on an optional basis.

If a business publication makes any claim as to the unduplicated circulation, either by oral or written communication direct to advertisers or through advertising matter or as a public comparative statement concerning its unduplicated distribution, the publication shall, in the first publisher’s statement to AAM subsequent to the advertised claim make a formal statement of its unduplicated distribution in the paragraph devoted to explanations. Before releasing the publisher’s statement, AAM shall inspect the publication’s records and satisfy itself that the publication has the necessary records to substantiate the claim. If inspection reveals that records are not available to substantiate the claim according to standard practice of AAM, the statement of unduplicated distribution shall be eliminated from the publisher’s statement before release and the following declaration shall be substituted: “Records required by AAM are not available to substantiate any claim of unduplicated distribution and any such claim which may have been made by or in behalf of this publication is to be disregarded.”

The next audit report shall repeat the same declaration.

If, before records have been established for a sufficient period of time to meet the requirements of AAM’s standard practice, the publication should again claim a certain amount of unduplicated circulation, either by oral or written communication direct to advertisers or through advertising matter, the managing director shall cite the publisher to appear before the board of directors in accordance with the procedure prescribed in 7.4 of the bylaws.

Article 5

D 5.1 Geographic Analysis

(a) Circulation (except that distributed through newsdealers shall be analyzed by states for any issue in the statement period except as provided in D 3.1(b). Paid and nonpaid circulation shall be reported in separate columns.

(b) A count and analysis shall be made in connection with an issue in each audit period. This mail list and summary of the count is to be preserved for examination by AAM’s auditor. The figures to be used in connection with the following publisher’s statement shall be based on the percentages for each state as determined from the issue analyzed, and these percentages shall be projected against the total of the issue to be reported in the geographic analysis.

Any publisher has the option to make a count and analysis of an issue for each publisher’s statement if so desired.

(c) Every United States publication with paid circulation of 35,000 or more in Canada shall be required to analyze its Canadian circulation by provinces in the paragraph devoted to general explanations.

(d) Unclassified circulation in the breakdown by states shall be limited to 5 percent in publisher’s statements, but audit reports may show the actual conditions as found by the auditor, regardless of the quantity of the unclassified circulation.

(e) International circulation in the geographic analysis of audit reports and publisher’s statements, may be analyzed by countries in a format to be approved by the managing director. When the circulation of any country (other than the U.S., Canada and Mexico) equals or exceeds 5 percent of the total circulation of the issue analyzed, that country and the circulation shall be reported in the notes paragraph.

(f) Subscription copies directed to members of the armed forces or to affiliated civilian personnel where the ultimate destination is unknown shall be reported in the geographical analysis in the subscriptions column and opposite the classification "Military or Civilian Personnel Overseas."
Subscription copies addressed to those in the armed forces or to affiliated civilian personnel which are directed to known destinations within the United States and territories shall be reported in the geographical analysis in the states or territories to which the copies are addressed.

Similarly, copies shipped by a publisher to the armed services or to other distributing organizations purchasing such copies for resale to members of the armed forces or affiliated civilian personnel who are located outside of the United States and territories shall be reported in the geographical analysis in the single-copy sales column and opposite the classification “Military or Civilian Personnel Overseas.”

Single-copy sales of the same type within the United States and territories shall be classified in the states or territories in which the sales are made. If the facts do not support specific classification, these copies shall be reported in the unclassified category.

D 5.2 Business Analysis

(a) Publisher's statements and audit reports of business publications shall contain a business analysis of subscription circulation. This requirement is mandatory for United States and Canadian subscriptions but optional for international subscriptions. In addition, publishers may analyze and report circulation separately by country or countries subject to AAM's standard procedure for establishing a business analysis of subscription circulation.

(b) It shall be optional for all business publication publisher's statements and audit reports to include in the business analysis separate subtotals for Canadian and international subscription circulation, whether or not such circulation is analyzed.

(c) The business analysis shall be a breakdown by business and industry and/or by title, occupation or function. The analysis shall include subtotals for total qualified paid and nonpaid circulation. Paid and nonpaid circulation shall be reported in separate columns when paid circulation equals or exceeds 50 percent of total circulation. All publications serving the same field may employ a mutually agreed-upon schedule of classifications subject to the approval of the managing director.

(d) When the nature of a publication is such that a business analysis would be inordinately burdensome or impossible, the board of directors may waive such requirements, in which event the publisher shall substitute for the analysis the following: "Figures are omitted by special permission of the board of directors."

(e) Figures analyzed in the paragraph relating to the business analysis shall include individual subscriptions, association subscriptions, group (mail subscriptions special) and multicopy (term subscriptions in multicopy) but exclude newsdealer and single-copy sales. If association subscriptions, subscriptions limited to special feature issues (intermittent subscriptions), sponsored educational multicopy sales, or subscriptions sold on a nondeductible basis to registrants at trade shows or business seminars equal or exceed 2 percent of the issues analyzed, they shall be shown separately in the analysis. The issue analyzed must be the same as used in the geographic analysis. At the option of the publisher, the percentage for each classification, including those not analyzed, may be shown in total column only. United States and Canadian paid subscriptions for which demographic conformance to the field served and definition of recipient qualification is not available shall be reported as other paid circulation. The compilation made by the publisher shall be properly identified by date and retained until after the audit has been made.

(f) The classifications assigned by the publishers must be based on information obtained from business cards, letterheads, recognized directories, questionnaires, telephone interviews or other acceptable evidence.

When questionnaires are used to obtain specific information concerning a subscriber's job function, the questionnaire shall be written so as to determine the most important or primary interest in the field served by the publication.

All such data must be carefully preserved for the auditor's examination. AAM reserves the right to subject the assigned classification to verification letter and/or telephone call tests if for any reason the evidence produced is not considered to be sufficiently conclusive.

No information may be used for classification purposes that was obtained more than three years prior to the date of the issue analyzed. No information may be used for classification purposes that was obtained after the filing deadline for the publisher's statement.
(g) When government defined Standard Industrial Classifications (SIC) are used for the business and industry portion of the business analysis, publisher members have the option of classifying all subscribers either according to the primary business activity of the subscriber’s business establishment or, where distinct and separate activities are performed at a single physical location, according to primary business activity of the subscriber. The classification method employed shall be noted in the analysis reported in the business analysis of publisher’s statements and audit reports.

(h) Where information is available as to the occupation of commissioned officers or enlisted personnel of the armed forces the subscription may be included in a classification for which the duty of the subscriber qualifies. If information is not available or if there is no classification for which the duty of the subscriber qualifies, the subscription must be included in a government classification or “Other” or “Others Allied to the Field” classification.

(i) If there is an international government or government classification, Russian and satellite government subscriptions shall be included therein.

If there are classifications for both domestic government and international government, Russian and satellite government subscriptions shall be included in the latter.

If there is neither an international government or government classification, Russian and satellite government subscriptions may be classified in the same manner as subscriptions purchased by governments of other countries provided the necessary documentary evidence is available to enable the allocation of said subscriptions to the classification applying. If such evidence is not available the subscriptions shall be included in “Other” or “Others Allied to the Field.”

(j) In case a newly admitted business publication member is unable to supply records adequate to comply with AAM’s standard procedure for establishing a business analysis of subscription circulation as described in subsections (e) and (f) above, the following declaration shall be made in the notes paragraph of publisher’s statements and audit reports:

“Owing to the fact that a sufficient period of time has not elapsed since initiating records needed for AAM membership to establish the information required by the standard procedure for reporting a business analysis, the requirement to declare a business analysis for this publication has been temporarily waived.”

The above declaration shall not be used after a maximum period of 18 months following the period covered by the initial audit. After this time limit has expired, if adequate records are still unavailable, the situation shall be reported to the board of directors.

D 5.3 Age of Source

(a) Age of source data must be reported for that portion of the publication’s circulation qualifying as nonpaid circulation to the field served and may be reported for that portion of the publication's circulation qualifying as paid.

(b) The issue analyzed must be the same as used in the business analysis and the geographic analysis. No information may be used for classification purposes that was obtained after the end of the publisher’s statement period.

(c) Separate analyses by age of the source document (one, two, and three years) must be made for each nonpaid circulation to field served category for which circulation averages are reported.

If paid circulation is analyzed, publishers shall allocate paid circulation to nonpaid source categories according to the following criteria:

Individual subscriptions to direct request;
Association subscriptions (if deductible from dues) to direct request;
Association subscriptions (if nondeductible from dues) to communication other than request;
Multicopy subscriptions to communication other than request.
(d) A count and analysis shall be made of one issue in each audit period. The figures to be used in connection with the following publisher's statement may be based on the percentages for each category as determined from the analyzed issue, and these percentages shall be projected against the total circulation of the issue reported.

When the analysis is based on percentage projections, the fact is to be noted in the analysis. An analysis based on percentage projections may not be reported if the total average paid circulation and nonpaid circulation to field served for the period of the publisher's statement is 10 percent greater or less than the total average paid and nonpaid circulation reported in the previous publisher's statement.

(e) If a newly admitted member is unable to supply records adequate to comply with AAM's standard procedure for reporting the age of source data, the following declaration shall be made in paragraph 3(b) of the publisher's statements and audit reports:

"Owing to the fact that a sufficient period of time has not elapsed since initiating records needed for AAM membership to establish the information required by the standard procedure for reporting age of source data, the requirement to declare age of source data for this publication has been temporarily waived."

This declaration shall not be used after the maximum period of 18 months following the period covered by the initial audit. After this time limit has expired, if adequate records are still unavailable, the situation shall be reported to the board of directors.

D 5.4 Mailing Address Analysis

(a) Publisher's statements and audit reports of business publications may contain an analysis by recipient mailing address of qualified paid and nonpaid circulation. If reported, the issue analyzed must be the same as used for the business and the geographic analyses. No information may be used for classification purposes that was obtained after the filing deadline for the publisher's statement. Paid and nonpaid circulation shall be reported in separate columns.

(b) Subscription circulation shall be analyzed according to the manner in which copies are addressed, using the following categories: individuals by name and title and/or occupation; individuals by name only; titles or occupations only; company names only; and multicopy subscriptions.

Copies addressed to individuals without title may be reported as "Individuals by name and title and/or occupation" if supported by auditable documentation of the individual's title. Copies addressed to "Library" or "Librarian" shall be reported in "Company names only."

Publications not reporting a title analysis in the business/occupation analysis may, at their option, report "Individuals by name and title" in the "Individuals by name only" category.

(c) If reported, a count and analysis shall be made of one issue in each audit period. The figures used in connection with the following publisher's statement may be based on the percentages for each category as determined from the analyzed issue, and the percentages shall be projected against the total circulation of the issue.

Any publisher has the option to make a count and analysis of an issue for each publisher's statement if so desired. When the analysis is based on percentage projections, the fact is to be noted in the analysis. An analysis based on percentage projections may not be reported if the total average paid and nonpaid circulation for the period of the publisher's statement is 10 percent greater or less than the total average paid and nonpaid circulation reported in the previous publisher's statement.
Article 6

D 6.1 Renewals

(a) A statement of percentage of renewals is optional for business publications reporting paid subscription circulation. The analysis shall be made on paid subscription circulation only.

(b) A subscription shall be considered a renewal if received within six months after its expiration and paid for within six months following receipt.

(c) To obtain the percentage of renewals the total number of expirations during a 12-month period shall be divided into the total number of renewals of these specific expirations. (By "expirations" is meant the date the subscription expired and not the date it was discontinued or stopped.)

(d) The renewal percentages of association subscriptions, subscriptions limited to special feature issues only (regularly scheduled special edition circulation), and individual subscriptions shall be shown separately. Publishers shall have the option of reporting a total renewal percentage in addition to the individual and association renewal percentage.

(e) Subscriptions sent to international, F.P.O. and A.P.O. addresses may be omitted in compiling renewal percentages in which case the phrase, "excluding international, F.P.O. and A.P.O." should be used in the renewal paragraph.

(f) If a business publication makes any renewal claim either by oral or written communication direct to advertisers or through advertising matter or has made public a comparative statement concerning its renewal percentage, the publication shall in the first publisher’s statement to AAM subsequent to the advertising claim make a formal statement of its renewal claim in the paragraph devoted to explanations. Before releasing the publisher’s statement, AAM shall inspect the publication's records and satisfy itself that the publication has the necessary records to substantiate the claim. If inspection reveals that records are not available to substantiate the claim according to the standard practice of AAM, the statement of renewal percentage shall be eliminated from the publisher’s statement before release and the following declaration shall be substituted:

"Records required by the AAM are not available to substantiate any claim of percentage of renewals and any such claim which may have been made by or in behalf of this publication is to be disregarded."

The next audit report shall repeat the same declaration.

If, before records have been established for a sufficient period of time to meet the requirements of AAM’s standard practice, the publication should again claim a certain number of renewals or percentage of renewals, either by oral or written communication direct to advertisers or through advertising matter, the managing director shall cite the publisher to appear before the board of directors in accordance with the procedure prescribed in 7.4 of the bylaws.

Article 7

D 7.1 Deferred Subscriptions

The deferred subscription plan is that by which subscribers receive the publication late by a month or more, being served from returns. If at least one cent is paid for such subscriptions, they shall be classed as paid but shown as a separate classification.
D 7.2 Back Copies

(a) An issue of a publication shall be considered a back copy immediately upon the appearance for sale of the next succeeding issue.

(b) Back copies served in connection with a term subscription offer shall be recognized as paid up to three months preceding the date of the order, provided the subscription offer has specifically included the offer of back copies, or the subscriber has requested a back dating of the subscription, and provided consecutive copies are served and are paid for in accordance with rules governing a paid subscriber.

The number of subscriptions resulting from specific offers involving the distribution of back copies shall be reported in the paragraph of the Publisher's statements and audit reports devoted to general explanations.

(c) Only copies that have been distributed in connection with orders dated during and 30 days after the regular publisher's statement period may be included in paid.

(d) In cases where the subscriber has not been specifically notified at or before the date of the order that back copies will be served as part of the subscription, credit shall be allowed only for copies served which do not date back beyond one issue previous to the issue current on the date of the order for publications other than weeklies, or beyond two issues previous to the issue current on the date of the order for weekly publications.

(e) Back copies sold for export to international countries for distribution abroad shall not be included in publisher's statements and audit reports.

(f) Single-issue sales of back copies shall be recognized as paid for a period of three months following the on-sale date of an issue provided the purchaser has specifically ordered the back issues. When back issues are packaged with current on sale issues, only the current issue shall be recognized as paid and only if the amount paid is the full single-copy price of the current issue.

D 7.3 Collection Stimulants

(a) Any inducement offered for prompt payment, or for providing demographic information, in excess of 10 percent discount of the original offer price (and provided the value of the discount does not equal or exceed the offer price) or up to one month of additional subscription service and offered subsequent to the receipt of a subscription order is a collection stimulant. Any inducement offered for prompt payment prior to receipt of a subscription order in excess of a 10 percent discount of the original offer price, or up to one month of additional subscription service is not a collection stimulant but is a reduced price or premium, whichever applies, and must be so reported. A collection stimulant may be extra copies of the publication or a cash discount or anything of an extraneous nature, and shall be described in the notes paragraph of the publisher's statements and audit reports as a collection stimulant.

Article 8

D 8.1 Subscriptions Received in Connection with an Advertising Contract

(a) Subscriptions received in connection with an advertising contract shall be included in individual under the following conditions:
If at least one cent is charged over and above the regular advertising rate for the space covered by the contract and the advertising contract states specifically that if a subscription to the publication is not desired, the amount of the subscription price can be deducted from the amount of the contract and if such subscriptions are mailed individually to branch offices or employees.

(b) When such subscriptions are sent to the purchaser in bulk, they shall be designated as "Multicopy - Same Addressee," unless satisfactory documentary evidence is on file in publisher's office showing that such copies sent in bulk are for distribution to employees, subsidiary companies or branch offices of such purchasers.
These subscriptions shall be fully explained in the paragraph of the publisher’s statements and audit reports devoted to general explanations.

Subscriptions included in an advertising contract where no additional charge is made for such subscriptions over the regular price of the advertising space contracted for shall not be included in paid circulation, but shall be included in the miscellaneous classification under nonqualified circulation.

D 8.2 Premium Defined

(a) Premiums are anything offered to a subscriber at time of solicitation, in addition to regular issues of the publication itself, and shall be reported in AAM reports as a premium, regardless of whether said extraneous thing be given with or without additional payment above the subscription price and whether or not such extraneous thing is given only to new subscribers or to all subscribers. In addition, any presentation to current subscribers which, in the opinion of the managing director, implies future receipt of such extraneous things in conjunction with continued (or future) subscriptions will cause renewal subscriptions to be judged as premium induced. The number of subscriptions, whether new or renewal, involving such premiums taken during any period for which publisher’s statement is filed may be reported in the paragraph designated for that purpose. This reporting is optional for all members.

Premiums are anything except:

1. Complete issues of newspapers or periodicals sent to all subscribers for the period included in the offer.

2. ‘Door openers’ are defined as anything sent free by mail with a subscription offer, or provided by solicitor at the time of solicitation, that has been reprinted from, or is printed material directly related to, the publication making the subscription offer.

3. Offers of sample merchandise to subscribers in connection with offers of subscription(s) in which the ordering and receipt of the sample product is not contingent upon ordering subscription(s).

4. Merchandise offered to current paid subscribers as an inducement to convert payment methodology on future subscriptions. Such offers are to be made separate from subscription renewal efforts and are limited to inducements to subscribers to agree to ongoing (‘til forbid) continuous service which may include automatic billing process and/or debits to authorize credit card accounts.

5. Free or discounted access to archive or back, or expanded content of the publication included as part of the subscription to the publication.

6. Free or discounted access to the publication's website.

7. Programs providing subscribers exclusive access to nonreoccurring functions or activities created by the publisher that are not also available to the general public, but are offered to existing subscribers, subsequent to the purchase of their subscription.

8. Goodwill offerings to current subscribers by the publisher on a limited, random or isolated basis, which in the opinion of the managing director does not imply future receipt of such extraneous things in conjunction with continued (or future) subscriptions.

(b) If a back copy, either whole or part, is included in a subscription offer, the back copy shall be considered a premium, unless the subscription is taken on a retroactive basis in accord with AAM’s back copy rule and the date of the back copy is such that it would have been included in the subscription even though not mentioned specifically in the offer.

D 8.3 Premiums with Subscriptions/Single-Copy Sales

(a) When a premium is used in connection with a subscription or single-copy sales offer or implied to current subscribers in conjunction with continued or future subscriptions, the full value of the premium, whether stated or not, must be collected. The value of the premium is the actual cost to the publisher, or the recognized retail value, or the represented value, whichever is highest.
In those situations where the cost to the publisher is used to calculate the premium value, set-up costs and shipping and handling fees to the publisher from the manufacturer shall not be considered.

In addition to the value of the premium the subscriber must pay at least the amounts required by D 1.1.

(b) Where the premium is a piece of merchandise or a service the value of which to the subscriber is, in the judgment of the managing director, not determinable by the method described above, the value shall be determined by comparison with the price at which other similar merchandise or service is available to the subscriber through commercial channels.

(c) When it has been determined by AAM that premiums have been given with subscriptions without the authority of the publisher, AAM shall take such steps as may be found practicable to ascertain how many subscriptions have been sold with said premiums and to disclose all the facts as to the validity of such subscriptions that are required to be ascertained when premiums are offered or authorized by publishers direct.

(d) In case the premiums have been furnished by a subscription agency or other publisher the entire production of subscriptions for the publication by such subscription agency or publisher shall be included in the audit report as premium subscriptions and if, by verification letter or other tests, it is shown that some of said subscriptions have been taken on such terms as would disqualify them from the paid classification under the premium rules, deductions shall be made from the total number of subscriptions furnished by the subscription agency or other publisher in the same proportion as the number of disqualified subscriptions in the test bears to the total number of replies received in the test.

(e) If the evidence in the test referred to in paragraph (d) of this section reveals that the premiums have not been furnished or authorized by the publisher or the subscription agency, but by individual solicitors (whether employees of the publisher, other publishers, subscription agency, or independent salespeople), all the subscriptions produced by the solicitors involved shall be included as premium subscriptions and the same tests of validity of those subscriptions shall be made and the same ensuing procedure shall be followed concerning them as prescribed in paragraph (d) of this section.

D 8.4 Premiums with Combination Sales

When a premium is used in connection with a combination of business publications the amount paid by the subscriber must not be less than the value of the premium as defined in Rule D 8.3 plus the amount required by Rule D 8.5. When a premium is used in connection with a combination of two or more publications, one of which is a business publication and the other a magazine, farm publication or newspaper, the amount paid by the subscriber must not be less than one cent for the business publication plus at least the qualifying amount as defined by the other publication's division plus the value of the premium, whether stated or not.

D 8.5 Subscription/Single-Copy Sales in Combination

(a) A "forced" combination is defined as two or more publications offered or sold together for an amount less than the total of the basic prices of all the publications (as determined by D 1.1) and wherein all publications intend to qualify the distribution as paid circulation, except when it is clearly made known to the purchaser that each of the publications may be purchased individually at the same price as if purchased as part of the group.

(b) When subscriptions for two or more publications are ordered or sold in combination by mail or through subscription salespeople the amount paid by the subscriber must not be less than one cent per business publication.

(1) When two subscriptions for two or more publications, one of which is a business publication and another a magazine, farm publication or newspaper, the amount paid by the subscriber must not be less than one cent for the business publication plus at least the qualifying amount as defined by the other publication's division.

(c) The amount of money to be allocated to each title in the combination sale offer for purposes of classification of the sales compared to basic prices (see D 1.2) shall be based on the offer presentation itself, if it includes references to the value of each subscription in the combination sale (the sum of which must total to the selling price for the combination sale), or the amount to be charged incrementally or reduced from the existing contract or renewal in the add on offer, or, if no such presentation is made, shall be based on the pro rata of each publication's basic price to the sales price.
(d) Existing and renewing business publication subscribers may qualify as paid under either of the two conditions:

1. The offer to add on the combination publication requires an affirmative act on the part of the subscriber and incremental payment beyond the rate of the existing contract, or an option to reduce the rate of the existing contract if the offer is declined. The amount of incremental payment or reduction of rate from the existing contract must be clearly disclosed, and must be at least a qualifying amount as defined by the publication paid circulation defined rules.

2. The offer to add on the combination publication requires notification to the subscriber and promotion materials shall not imply nor suggest that the add on business publication is free or at no additional cost. The amount being paid for all publications involved in the combination must be at least a qualifying amount as defined by the publication paid circulation defined rules.

D 8.6 Subscriptions Paid for by Contestant

Subscriptions received in a contest and paid for by the contestant and not by the recipient shall not be recognized as conforming to any of the rules defining a paid subscriber but shall be included in the unpaid distribution and explained in the paragraph of publisher’s statements and audit reports devoted to general explanations.

D 8.7 Subscriptions as Prizes

Subscriptions given as prizes through contests shall not be included in paid circulation. This includes subscriptions offered as premiums at county and state fairs.

D 8.8 Subscriptions Involving Charitable Donations

Circulation obtained through cooperation between a publisher and an organized charity, or other organization where the publisher makes a donation in return for and in proportion to the circulation so obtained, shall be described and included in the paragraphs of publisher’s statements and audit reports devoted to such sales.

D 8.9 Subscriptions Paid for by Advertising

Any subscription obtained by one publisher from another and paid for in service by the insertion of an advertisement, may be included as paid circulation, provided proof of the insertion of the advertisement or other documentary evidence is available to establish the validity of such subscription, but in such cases the auditor shall explain in the paragraph of the audit reports devoted to general explanations that this procedure has been followed by the publisher.

D 8.10 Subscriptions Purchased with Award Points

Subscriptions to a publication purchased through the redemption of trading stamps or award points (to include frequent flyer miles) shall qualify as paid only upon satisfactory evidence that the cash value of the trading stamps or award points is equivalent to at least one cent. The transactions must be fully explained in publisher’s statements. Adequate records must be available to verify that the proper payment has been received.

D 8.11 Credit Subscriptions

(a) A subscription which is sold on a promise-to-pay basis shall be regarded as a “credit subscription” and such subscriptions will qualify as paid circulation provided:

1. The term of the obligation to pay is not for more than three months.

2. The subscriber pays the sum billed.

3. That the amount charged is sufficient to meet the requirements of AAM’s rules in all other respects.
(b) If in any case the publisher is obliged to cancel the subscription because of nonpayment, the number of copies served thereon shall be established and deducted from paid circulation and included in unpaid distribution.

(c) To qualify as paid circulation, credit subscriptions must be paid as follows:
   (1) If sold within North America and the West Indies, payment must be made within six months after start of service for business publications.
   (2) If sold outside North America and the West Indies, payment must be made within nine months after start of service.

Copies served on subscriptions which are not paid in accordance with (c) (1) or (c) (2) above and have not been previously cancelled shall automatically be ineligible for inclusion in paid circulation and shall be included in unpaid distribution.

D 8.12 Installment Subscriptions

On a subscription payable in installments, or payable on delivery, only those copies shall be shown in paid circulation that are actually paid for until at least 50 percent of the original order has been paid, when the subscription automatically qualifies as paid for full term of order.

Article 9

D 9.1 Reinstatements

When a subscription is discontinued upon expiration of period paid for, or at any time after such expiration, said subscription cannot be reinstated as a paid subscription without definite request for renewal or new order. When subscriptions have been reinstated after expiration without the receipt of a new or renewal order, copies served on such reinstated subscriptions shall be included in unpaid distribution.

D 9.2 Extensions Because of Price Reduction

(a) In the event of a reduction in the basic subscription price of a publication the unexpired portion of a subscription which was paid for at the higher price may be extended in the ratio that the value of such unexpired portion at the old price bears to the new subscription price for such unexpired period.

(b) If at a later date the subscription price is increased, credit as paid will be allowed on the service still due on subscriptions which were extended by reason of a previous price reduction only in the ratio that the price on which said extensions were made bears to the increased price. All calculations shall be made from the issue with which the increased price becomes effective.

(c) When the extension of subscriptions is contemplated because of a reduction in the basic subscription price a subscription mail galley shall be run covering the issues immediately preceding that with which the reduced price becomes effective and an affidavit filed with AAM that this has been done. The list must reflect the original expiration dates. The list should also indicate the dates to which each subscription is extended but if this is not done a specific record must be maintained from which the dates to which the expirations have been advanced can be readily determined.

(d) This list and all records pertaining to extensions must be preserved until all subscriptions have reached the expiration dates to which they have been advanced.
D 9.3 Extensions Because of Reduction in Frequency

(a) If a publication reduces its frequency of issuance the expiration dates of all unexpired subscriptions appearing on the list at the time such change becomes effective may be extended to a date which would enable the delivery of the same number of copies originally ordered and promised.

(b) If at a later date the issue frequency is increased, credit as paid will be allowed on the service still due on subscriptions which were extended by reason of a previous reduction in issue frequency only to the extent of the number of copies originally ordered and promised.

(c) When the advancement of expiration dates is contemplated because of a reduction in issue frequency a subscription mail galley shall be run covering the issue immediately preceding that with which the change is to become effective and an affidavit filed with AAM that this has been done. The list must reflect the original expiration dates. This list should also indicate the dates to which each subscription is extended but if that is not done a specific record must be maintained from which the dates to which the expiration dates have been advanced can be readily determined.

(d) This list and all records pertaining to extensions must be preserved until all subscriptions have reached the expiration dates to which they have been advanced.

D 9.4 Transfers on Consolidation

When two or more publications merge, copies of the surviving publication served to the subscribers of the merged publications may be included in AAM reports as paid circulation under the following conditions and with the following qualifications:

(a) The merged publications must be homogeneous.

(b) A merger of publications with a predominantly local appeal will be recognized under this rule only when the merged publications have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

2. By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single-copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) When a merger of publications is effected the first publisher’s statement thereafter shall contain a consolidated statement of the circulation in paragraph 1 but the other analyses in the report shall be made separately on each of the merged publications. Analyses of member publications involved shall be based upon the latest AAM reports. Those not previously members of AAM shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by AAM reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.
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D 9.5 Purchase of Subscription List

When a publication purchases a subscription list of another publication that has ceased or is about to cease publication, the subscribers of the discontinued publication served with copies of the going publication may be included in AAM reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

   (1) By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

   (2) By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication, or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single-copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) Post-expiration copies served to subscribers of the purchased publication shall not be included in paid circulation.

(f) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject to provisions of paragraph (c) of this rule.

(g) The first publisher’s statement after the inclusion of the purchased subscription list shall contain a consolidated statement, of the circulation in paragraph 1 but the other analyses in the report shall be made separately on each of the publications involved. Analyses of member publications involved shall be based upon the latest AAM reports. Those not previously members of AAM shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by AAM reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

D 9.6 Transfers from One Going Publication to Another

When one going publication transfers subscriptions to another going publication, the subscribers so transferred may be included in AAM reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The subscriber proposed to be transferred must have had the option of being transferred or remaining on the list of the publication subscribed to; or the subscriber must have had the option of receiving in cash what is due on the old subscription or of accepting the substitution of the other publication; and authorization by the subscriber in the case of any of these options must be of record.
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(d) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscribers at the basic annual price of the transferring publication by the price per copy of the publication to which the subscription is transferred, said per-copy price in the case of each publication to be a pro rata of the basic annual subscription price.

2. By counting the number of copies of the transferring publication still due the subscriber and crediting the same number of copies of the publication to which the subscription is transferred, provided the basic annual subscription price of the transferring publications, is at least 50 percent of the basic annual subscription price of the publication to which the subscription is transferred or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the transferring publication is at least 50 percent of the pro rata of the publication to which the subscription is transferred.

(e) Post-expiration copies to the transferred subscribers shall not be included in paid circulation.

(f) The first publisher’s statement after the transfer shall contain a consolidated statement of the circulation in paragraph 1 but the other analyses in the report shall be made separately on each of the publications involved. Analyses of member publications involved shall be based upon the latest AAM reports. Those not previously members of AAM shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by AAM reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

D 9.7 Transfers from Suspended Publication to Others

When the subscribers to a publication which has discontinued issuance are offered a choice from a list of two or more other publications, the subscriptions transferred through exercise of such option may be included as paid circulation by the other publications under the following conditions:

(a) Choice of other publications must be offered within six months after last publication date of publication which has discontinued issuance.

(b) The subscriptions of the discontinued publication must conform fully to all other AAM regulations.

(c) At least one of the publications offered as a substitute must be homogeneous in editorial content to that of the suspended publication.

(d) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

2. By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication, or provided that the pro rata single-copy price (basic annual subscription price divided by the number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single-copy price of the continued publication.

(e) Copies served in post expires to subscribers of the suspended publication shall not be included in paid circulation.

(f) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject only to the provisions of paragraph (d) of this rule.
The first publisher’s statement which includes the transferred subscriptions as paid circulation shall contain a statement naming the publication from which the subscriptions were transferred, the number of transferred subscriptions received and the basis on which fulfillment to the subscriber has been made. The publisher may, if desired, report the number of copies served on such subscriptions during the period covered by the statement. This explanation shall continue in subsequent publisher’s statements for such periods in which transferred subscriptions are received. AAM reserves the right to require a more detailed explanation than above specified if in the judgment of the managing director such procedure is necessary to give essential information.

Article 10

D 10.1 Channels of Subscription Sales

Subscription production may be classified by channels in AAM reports designated for business publications in accordance with the following definitions and instructions.

Paragraphs (a) through (d) apply only to paid subscription circulation. Paragraph (f) applies only to nonpaid circulation to field served.

(a) Ordered by mail: Subscriptions produced by a publisher, individually or in behalf of other publishers; department stores; or other media may be classified as "Ordered by Mail and/or Direct Request" if the subscription order is received as the result of a voluntary effort by the subscribers or telephone orders initiated by the subscriber.

Subscriptions sent in by mail as the result of solicitation or obtained by telephone solicitation by a field salesperson shall be classified as "Ordered through Salespeople."

Subscriptions sent by Internet-related mediums, via email, fax and other digital means may be classified as "Ordered by Mail and/or Direct Request" if the subscriptions are a result of a voluntary effort initiated by the subscriber.

(b) Ordered through salespeople:

(1) Catalog agencies and individual agents:

A catalog agency is a concern which publishes in substantial volume a wholesale price list and/or a retail price list, commonly known as a "catalog." Catalog agencies generally accept subscriptions for many and often for all publications. The retail price catalogs are mailed direct to prospective subscribers by catalog agencies. The wholesale catalogs are distributed to subagents such as individual agents, department stores, bookstores, newsdealers, postmasters or others dealing directly with prospective subscribers. Subagents employ various forms of solicitation such as direct mail, telephone, newspaper and periodical advertising and door-to-door canvass. Retail catalogs are usually furnished subagents by catalog agencies for mailing. The subagents or agencies send the subscriptions which they originate to the wholesale catalog agency which in turn clears them to respective publishers. The term "individual agents" is intended to apply to subscription salespeople who are not attached to the staff of a field selling organization such as referred to in (b)(2) below. It also applies to agencies which do not publish a wholesale trade price list and/or a retail price list. Such agents are either part- or full-time workers who are compensated by either cash commission or merchandise reward. They include individuals and concerns variously described as pin-money salespeople, personal effort solicitors, individual salespeople, newsdealers, bookstores, postmasters, etc.

(2) Publisher's own and other publishers' salespeople:

Subscriptions produced by the publisher through:

(a) Full-time field selling employees.

(b) Appointed independent field selling contractors who report directly to the publisher.

(c) A field selling subscription agency jointly owned by two or more publishers shall be shown in AAM reports as having been ordered through "publisher's own and other publishers' salespeople."
(3) Independent agencies' salespeople:
Subscriptions produced by outside field selling organizations which are totally unaffiliated with publisher except as subscription producers shall be shown in AAM reports as having been ordered through "independent agencies' salespeople."

NOTE: The distinguishing characteristics of field selling staffs listed in (b)(2) and (b)(3) above are:
That the personal solicitation involved is conducted by professional salespeople who have chosen subscription selling as their principal means of livelihood. These salespeople are usually, although not necessarily, associated with others in crews. These salespeople usually take subscriptions for publications in accordance with authority specifically granted by the publishers.

(c) Association memberships:
Subscriptions received as the result of membership in an association shall be included in the association membership subdivision.

(d) Subscriptions sold on a nondeductible basis to registrants at trade shows or business seminars or similar types of business meetings shall be included in the all other channels subdivision with the caption "Sold as nondeductible at business seminars or trade shows."

(e) AAM shall prepare a list of subscription selling organizations as defined by this rule and distribute same to publisher members with appropriate instructions as a guide in properly classifying their production.

(f) Analysis of the sources of nonpaid circulation to field served shall be shown in the age of source paragraph of the publisher's statement. Information furnished on sources of nonpaid circulation to field served is to appear in the notes paragraph and shall exclude statements of a promotional nature and shall be subject to editing by the managing director.

D 10.2 Separate Editions

(a) A member business publication, published in either a print or digital format, may include the circulation of a separate edition, either print or digital format, in the qualified circulation of the member in publisher's statements and audit reports, subject to the following condition:

1) The edition may maintain the same publication name and logotype characteristics as the member publication, or editions or portions of the publication's distribution may show on the front page a name other than the name under which AAM membership is held provided the logotype of the member is shown in a manner consistent with the member's basic logotype on all editions, and the term "edition" is consistently shown on each edition and both are clearly legible.

(b) A business publication published in more than one edition in which advertising is sold separately in one or more editions may list the average circulation for each edition and state frequency of publication in paragraph 1(d) under a heading "Average Paid and Nonpaid Circulation of Regional and Demographic Editions" and totals for all editions in separate columns in business analysis and geographic analysis paragraphs of publisher's statements and audit reports.

(c) A publisher member may designate certain portions of the distribution, either print or digital format, of its publication as "editions."

(d) In the absence of specific designations as "edition" or "editions," a publication shall be required to list the average circulation for each portion, in paragraph 1(d) and totals for each in the business analysis of AAM reports, in which advertising is regularly sold separately, except for areas comprised of a complete state, province or country or comprised of complete business or occupational classification.

Also, see Rule D 10.3 Digital Editions and Digital Versions.

D 10.3 Digital Versions and Digital Editions

(a) The labels "digital version" or "digital edition" will be used to describe all copies distributed via electronic or paperless means.

1) Digital version is defined as a publication distributed via electronic/digital means that maintains the basic identity of the host publication by maintaining the same name/logo and wherein the editorial and advertising content is a replica of the core host product. The digital version may contain links to the publisher's website provided the website contains updated or expanded editorial content when compared to the print edition.
(2) Digital edition is defined as a product distributed via electronic/digital means that maintains the basic identity of the host publication either by maintaining the same name/logo or by identifying itself as “an edition of _______,” but contains different editorial and/or advertising content.

Digital edition circulation must be reported separately in publisher’s statements and audit reports in accord with Rule D 10.2.

(b) Average qualified digital version and/or digital edition circulation shall be reported separately in average circulation by issues, business analysis, age of source, mailing address analysis and geographic analysis paragraphs of AAM reports.

(c) Digital versions and editions may not be comprised of a newsletter/e-newsletter or unrestricted website access.

(d) Both “push” and “pull” methods of distribution are acceptable.

For paid subscriptions, either purchased individually or by the subscriber’s employer, served via the pull method, email notification to the subscriber of the product’s availability on the restricted access website is not required. Email notification must be made to designated recipients for subscriptions purchased in bulk by third parties.

For nonpaid subscriptions served via the pull method, email notification to the subscriber of the product’s availability on the restricted access website qualifies as delivery.

(e) Digital version/edition-only subscribers shall be required to provide a land address for reporting purposes in the geographic analysis. Digital version/edition-only subscribers who do not provide a usable land address shall be reported as "email address only" and shall not be subject to the 5 percent limit as articulated in Rule D 5.1(c) Geographic Analysis.

(f) Provided all other qualification criteria are met, nonpaid copies served via the pull method and paid and nonpaid copies served via the push method identified as delivery issue "bounce backs" may be included in qualified circulation for a limited time frame provided the delivery issue associated with the bounce back is rectified, or the subscriber is purged from the subscriber file in accord with the following scale: daily – 10 issues; weekly – four issues; biweekly – two issues; and monthly – one issue.

(g) Midterm conversions from print only to digital version/edition only may be completed at the publisher’s discretion provided the subscriber has the opportunity to opt-out of the conversion and retain the print subscription or terminate the subscription altogether.

(h) Paid multicopy sales and license agreements may be reported as qualified circulation in AAM reports provided the purchaser pays a qualifying price for each subscription.

Also, see Rules D 1.2 Prices, D 5.3 Age of Source, and D 10.2 Separate Editions.

D 10.4 Multi-Title Digital Programs

Sales generated from programs wherein the consumer makes purchase of a subscription to receive multiple-title access to digital issues being offered shall be reported on AAM reports as multi-title digital.

(a) Copies generated as a result of this program shall be classified as paid circulation provided the consumer has made payment for participation.

(b) Proof of access shall be required for the issue to be claimed as circulation.

(c) Standard reporting of analytics shall be made: average quantity of unique opens, average number of times opened and average total copies per board requirements.
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Article 11

D 11.1 Additions and Removals

Publishers reporting qualified nonpaid circulation may include in the average circulation by issues a count by months of the additions and removals from lists of recipients of nonpaid circulation to field served. The reporting of additions and removals is optional.

Article 12

D 12.1 Nonpaid Direct Request Circulation

Nonpaid direct request circulation may be reported in paragraph 1(b) of publisher’s statements and audit reports provided it conforms to the following requirements:

(a) If an initial nonpaid subscription service is requested of a publisher, the letter or order requesting the nonpaid service must be signed by the individual specifically requesting delivery of the publication and retained by the publication for auditor's examination.

If nonpaid subscription service is requested of a publisher for employees, subsidiary companies or branch offices of corporations or institutions, the letter or order requesting the nonpaid service must bear evidence of the date the request was made and carry the signature of the individual specifically requesting delivery of the publication. The request must include the name of each individual for whom the publication is being requested and the data retained by the publication for auditor's examination.

Information pertaining to the business analysis classification of all recipients must be clearly shown on the request or a reference source noted and available for auditor's examination. Telephone orders for nonpaid subscription service initiated by qualified recipients or recipient's company may be reported as direct request.

(b) If an initial nonpaid request subscription service is solicited by the publisher, the order form, questionnaire or reader service card must conform to the following specifications:

(1) It must have specifically asked whether or not the individual, or corporate official in the case of group orders, wished to receive the publication by using a phrase approximating the following:

“I wish to receive (name of publication) magazine __________ Yes __________ No.”

Alternate phrasing approximating the following may also be used:

“Please sign here if you wish to receive (name of publication) magazine.”

Forms using the alternate phrase must be signed.

(2) If the method used to solicit new subscribers is publication specific (does not include offers for other products or services) and is to be completed by the recipient, either verbal or written, the solicitation form shall not be required to contain a phrase asking whether or not the individual, or corporate official in the case of group orders, wished to receive the publication.

(3) Information pertaining to the business analysis classification of the recipient must either be requested or a reference source noted and available for auditor's examination.

Email, fax, and other forms of digital mail orders for nonpaid subscriptions service initiated by qualified recipients or recipient's company may be reported as direct request - written.

Telephone orders for nonpaid subscription service initiated by qualified recipients or recipient's company may be reported as direct request - telecommunications.
(4) The written order form must have either required the individuals to fill in their name and address or requested their signature.

The email and Internet form must require individuals to fill in their name and address and/or demographics.

(c) Direct request circulation is reported in the age of source paragraph of publisher's statements and audit reports as either direct request from recipient or direct request from recipient's company.

(1) To be classified as direct request from recipient the request must come from either the recipient, recipient's supervisor or authorized assistant.

If the request is not from the recipient, the request must contain the relationship to the recipient and a question acknowledging their authorization to make this request on behalf of the recipient.

For example, "Are you authorized to make this request on behalf of this individual? Yes ___ No ___."

(2) A request that is not eligible to be included in direct request from recipient and meets all other aspects of this rule may be classified as direct request from recipient's company.

(d) Nonpaid subscription requests must be renewed at least once each 36 months.

(1) For renewals only, the following subscriber initiated forms of engagement would also qualify as requests for the publication:

(a) Change of address and/or company affiliation.

(b) Accessing the publication's digital version on the following scale:

(i) For business publications that publish 13 to 52 or more issues per year – nine times per publisher's statement period.
(ii) For business publications that publish five to 12 issues per year – two times per publisher's statement period.
(iii) For business publications that publish three to four issues per year – one time per publisher's statement period.
(iv) For business publications that publish one or two issues per year – one time per audit period.

• Publications must maintain proof of initial request and subsequent engagement activity for auditor review.

(e) The recipient must be in the field served by the publication.

(f) When, in the judgment of the managing director, publisher's records are not sufficient to establish the facts, AAM may make a test by verification letters to recipients or to others involved, by personal investigations, or by such other methods as it may deem best. The cost of all such tests shall be paid by the publisher or publishers involved.

D 12.2 Nonpaid Circulation Other Than Direct Request

(a) Nonpaid circulation other than direct request may be reported in paragraph 1(b) in publisher's statements and audit reports provided the recipient is in the field served by the publication and the age of the source documentation does not exceed 36 months.

(b) Communications from recipient and recipient's company which do not meet the direct request criteria in D 12.1 may be reported as communication other than request. Reader service reply cards, surveys, questionnaires, other written documents, digital or telecommunications which do not satisfy direct request specifications may be included.

(c) Recognized business directories may be used as a source of nonpaid circulation to the field served. Directories must be adequately identified and dated and be made available for auditor's examination.
(d) Lists of qualified recipients may be reported as nonpaid to field served. Such lists must be dated and identified and are subject to auditor's examination.

D 12.3 Nonpaid Multicopy Same Addressee Circulation

(a) Nonpaid multicopy same addressee circulation is circulation delivered to designated addressees for redistribution to recipients unknown to the publisher. Records must be kept on an issue-by-issue basis to show gross distribution.

(b) Publisher's statements and audit reports shall show copies distributed to designated areas but make no inference as to their final disposition.

(c) Nonpaid multicopy same addressee circulation may be reported in paragraph 1B in publisher's statements and audit reports provided primary recipient (addressee) is in the field served by the publication and the age of source documentation does not exceed 36 months.

(d) Nonpaid multicopy same addressee circulation shall be reported in a separate column. Circulation may be classified by business and industry based upon the primary recipient's (addressee's) demographic data. In these situations, the primary recipient (addressee) must provide satisfactory evidence to support the classification. Classification by title and occupation shall be "other."

(e) Nonpaid multicopy same addressee circulation initiated by a request from the primary recipient (addressee) shall be reported as "Direct request from recipient's company" in the age of source paragraph. Other acceptable sources are business directories, lists, and other sources.

(f) Nonpaid subscriptions delivered in bulk to corporations, institutions or individuals for their own employees, subsidiary companies or branches are not subject to the provisions of this rule provided the records show that copies are addressed and mailed to individuals in the employ of the subscriber or singularly to branch offices or subsidiary companies. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to employees, subsidiary companies or branch offices of such purchasers.

(g) Nonpaid multicopy same addressee circulation shall be fully explained in the body of the audit report and the publisher's statement, giving details of their character and nature, showing how the copies are distributed and any other amplification necessary to make possible a clear analysis of their value including the range of distribution as follows: "distributed in quantities of _______ to _______."

(h) Nonpaid multicopy same addressee subscriptions may not be fulfilled with digital editions.

D 12.4 General Explanation for Nonqualified Circulation

(a) All data pertaining to noncontinuous market coverage copies must be preserved for the auditor's examination. AAM reserves the right to subject the assigned classifications to a verification letter or any other tests deemed necessary if, for any reason, the evidence produced is not considered to be sufficiently conclusive.

The data shall be compiled by the publisher and verified by AAM auditors and shall be based on an actual count of the issue analyzed. No information may be used for classification purposes that were obtained more than three years prior to the date on which the explanation is made.

(b) Business publication publisher's statements and audit reports may also include in the notes paragraph an explanation of circulation reported as allocated for shows and conventions. Publications shall have the option to report the distribution for selective shows within the publisher's statement period.

Copies allocated for shows and conventions represent circulation delivered to designated locations for redistribution. No inference shall be made as to the final disposition of copies allocated for shows and conventions. The term "nonqualified circulation" shall be noted in the explanatory paragraph when copies allocated for shows and conventions are reported.
Distribution records must be maintained on an issue-by-issue basis and preserved for the auditor's examination. These records shall detail the method of delivery, quantity delivered, location, date, cost of delivery and proof of payment.

D 12.5 Regularly Scheduled Special Edition Circulation

Copies served to qualified recipients who receive featured edition circulation on a frequency different from regular frequency of the publication (such as once a month for a weekly publication, or once a quarter for a monthly publication) shall be identified as "regularly scheduled special edition circulation" and be reported separately in all reports.

(a) Nonpaid circulation must meet the requirements set forth in Rules D 12.1 and D 12.2 except as noted below. Paid circulation must be sold at qualifying prices as determined by Rules D 1.1 and D 1.2.

(b) Nonpaid circulation must be served as follows to be included in the average:
   (1) Publications with a regular frequency of monthly or less often must serve recipient every issue carrying the feature editorial for at least six months; or
   (2) Publications with a regular frequency of more than monthly must serve recipient every issue carrying the feature editorial for at least three months.

(c) Disclosure of the frequency in which the feature editorial is published shall be noted in paragraphs 1(a) and 1(b) of the publisher's statement and audit report and the average copies served for that frequency shall be shown.

(d) Average circulation by issues of the publisher's statement and audit report shall include a count by issue of the additions and removals from lists of recipients of the nonpaid circulation to field served.

(e) Figures analyzed in the paragraph related to the business analysis shall report association subscriptions separately if this type of circulation equals or exceeds 2 percent of the issue analyzed.

(f) Reporting of age of source shall be required as outlined in Rule D 5.3 for qualified nonpaid circulation except that an actual analysis must be made for one issue in each statement period.

(g) An analysis by recipient of mailing address shall be required as outlined in Rules D 5.4 for nonpaid except that an actual analysis must be made for one issue in each statement period.

(h) A count and analysis by states or provinces shall be required for one issue in each statement period as outlined in D 5.1.

(i) The initial analysis of regularly scheduled special edition circulation may not be reported in a publisher's statement until having been verified by audit.

(j) A separate analysis of subscription sales, in accord with Rule D 1.2(c) shall be provided in publisher's statements and audit reports.

(k) If the publication elects to report an analysis of the average annualized subscription price, a separate analysis of the average analyzed subscription price, in accord with Rule D 1.2(g) shall be provided for regularly scheduled special edition circulation.

(l) A separate analysis of post-expire copies, if served, must be made in accord with Rule D 1.1, in publisher's statements and audit reports.
Article 13

D 13.1 Supplemental Analyses

(a) Publisher’s statements and audit reports of business publications may, at the option of the publisher, include a unit count analysis of circulation to the field served and/or an analysis of subscribers according to secondary or multiple job functions.

(b) A written request must be filed with AAM at least 30 days prior to the close of the audit period in which the initial analyses are to be reported. The analyses should be filed with the regular publisher’s statement and be made for the same issue as the business analysis breakdown.

(c) The initial analyses may not be reported in a publisher’s statement until after having been verified by audit. Verification may be made at time of regular audit and included in the audit report. The analyses may be reported in the two regular publisher’s statements following the period covered by the audit report. An explanation, with reference to the issue analyzed, is to be included.

(d) The analyses shall contain a breakdown for as many categories of the business analysis breakdown as desired by the publication requesting the unit count and/or multiple job function audit, but must include categories in the order in which they appear in the breakdown. Those categories for which analyses are not made shall be clearly identified in the business analysis breakdown.

(e) All data and records pertaining to these analyses must be preserved for auditor’s examination. If records are considered inadequate to substantiate the publisher’s claim the analyses will not be released. No information may be used for classification purposes which was obtained more than three years prior to the date of the issue analyzed.

(f) For unit count analyses, standard definitions of a unit must be used by all publications serving the same field. The definitions become standard for the field when approved by the managing director and shall appear in audit reports and publisher’s statements where unit analyses are reported. All copies in the categories analyzed by units must be assigned to a unit.

A geographic analysis by states, provinces and countries, in accord with AAM’s standard format, may be made a part of the unit analysis, at the publisher’s option. The breakdown shall include separate totals for those copies analyzed by units and those not analyzed.

(g) Questionnaires used to obtain multiple job function data from subscribers shall be written so as to determine the most important or primary interest, plus ancillary job functions.

In reporting these data, separate figures are required for the primary and the multiple job function statistics for each classification analyzed. Each publisher’s statement and audit report that includes a multiple job function analysis shall contain an appropriate explanatory notation so there will be no confusion about the exact number of subscribers being reported.

D 13.2 Supplemental Data Reports

Publishers may include as a supplement to business publication audit reports and publisher’s statements an analysis of recipients which are reported in nonqualified circulation as a result of being served less than six consecutive months for monthly publications or less than six consecutive issues for publications issued more often than monthly. Frequency of service to nonqualified recipients analyzed shall be included in the supplemental data report.

The data shall be compiled by the publisher and verified by AAM auditors and shall be based on an actual count and analysis of the circulation for the issue analyzed.

A written request for a supplemental data report must be filed, including a format for the report, at least 30 days prior to the close of the period in which the initial analysis is to be reported.
The initial analysis may not be released until after having been verified by audit.

All data must be preserved for the auditor's examination. AAM reserves the right to subject the assigned classifications to verification letter tests or any other tests deemed necessary if for any reason the evidence produced is not considered to be sufficiently conclusive.

No information may be used for classification purposes which was obtained more than three years prior to the date of issue on which the analysis is made.

D 13.3 Consolidated Media Report

Publisher members may make available a consolidated report (replacing the publisher's statement and to contain data required by the publisher's statement) of AAM-audited qualified circulation, pass-along receivership, unique website visitors/registered users, newsletter distribution, and other auditable forms of media, under the following conditions:

(a) The various forms of media are homogeneous in terms of editorial content when compared to the host AAM member publication.

(b) Advertising is offered for sale in combination.

(c) The distribution for all forms of analyzed media must be derived from the current released Supplemental Data Report/publisher's statement.

(d) The Consolidated Media Report must contain the following:

- Front page must contain an executive summary.
- The report shall clearly identify that the figures are gross and that no effort has been made to eliminate any duplicate circulation/distribution/exposure.

(e) The report may also contain one or more of the following:

- Demographic characteristics/age of source/mailing address of all, or any portion of, the media analyzed.
- An aggregation of the total circulation/distribution/exposure of all forms of media analyzed, not to include social media.
- Geographic analysis of all, or any portion of, the media analyzed.
- Any other characteristics of the recipients of the circulation/distribution/exposure of the media analyzed, which are supported by auditable records, and subject to the approval of the managing director.

Article 14

D 14.1 Late Mailing Explanation

When 15 percent or more of the copies mailed to recipients for an issue are mailed on or after the stated mailing date of the next issue, the completion date of mailing for that issue shall be reported in the paragraph of the publisher’s statements and audit reports devoted to general explanations. In the absence of a stated mailing date for a publication in either its rate card or in recognized directories, the first day of the next issue cover date shall be used to determine if copies are mailed late. The explanation shall state the percentage and number of copies mailed late.
Article 15

D 15.1 Special Issues

Special issues are those issues published in addition to the regular frequency in which editorial content differs from the subject material of issues regularly published.

Special issues shall be reported in the average circulation by issue paragraph only with a footnote that the circulation is not included in the averages shown in paragraph 1. A nonpromotional explanation of special issues may be shown in paragraph 11, subject to the provisions of Rule B 3.4.

Special issues shall not be considered in the determination of consecutive issuance for nonpaid circulation.
CHAPTER E: FARM PUBLICATIONS

Article 1

E 1.1 Paid Circulation Defined

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

(a) If 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 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 these post-expiration 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 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.

(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 reported as 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.

E 1.2 Prices

(a) Basic prices (subscriptions and/or single copy) are the prices at which the publication may be purchased by anyone, at any time, for a definite duration. No special, reduced or higher price, no matter how often or how regularly repeated, even though established through announcement in the masthead or by any other means, shall be considered a bona fide basic price.

(b) Basic prices must be reported in the semi-annual publisher’s statements. Only those prices appropriately established as basic prices in the judgment of the managing director will be recognized by AAM as basic prices.

(c) Publisher’s statements and audit reports may include an analysis of sales for the period based on sales price as a percent of basic price.

(d) When any change in basic prices occurs, a period of six months following the date of the price increase is allowed to process subscriptions sold before the date of the price increase at previous basic and lower than basic prices.

(e) Basic prices: Types of service for which a basic price shall be recognized and reported in AAM reports are:
   (1) Single-copy sales - one only basic price.
(2) Subscriptions - one only basic price for each regularly established duration.

(3) One only scale of such basic prices for each country or geographical area as stipulated by the publisher.

(4) Digital editions – one basic price for each regularly established duration.

(f) Farm publications may opt to report average per-copy prices and average annualized prices in publisher’s statements and audit reports. The calculation of average annualized subscription price will be as follows: Total gross production revenue minus revenue from credit cancelled orders, minus premium values from paid orders only, divided by gross production copies minus credit cancel production copies. The yield of an average copy price shall also be extended by the one-year frequency (copies served in one-year period) to yield an average annualized subscription price. The base period of any publisher’s statement shall be the twelve months ending with the prior publisher’s statement period (e.g., December-ending statements calculation will be based on production revenue and dollars, premium values and credit cancel information for the twelve months ended with the prior June 30.)

In addition, any publisher opting to include an average price calculation per the above requirements may also include a calculation which includes premium values in the gross production revenue number.

E 1.3 Subscription Offer Based on Acceptance Unless Declined

Subscriptions resulting from offers based upon the assumption that the offer has been accepted unless specifically declined shall qualify as paid only upon satisfactory evidence that money has been collected to qualify the subscription.

Article 2

E 2.1 Multicopy Sales

(a) All copies or subscriptions purchased in quantities of 11 or more, which in the opinion of the managing director promote the professional or business interests of the purchaser, shall be designated in AAM reports as multicopy sales except as otherwise permitted or prohibited by the following provisions.

Multicopy sales, either term subscription or single issue, wherein the copies are shipped in bulk to the purchaser who controls the final distribution shall be reported as "Multicopy - Same Addressee" in AAM reports.

Multicopy sales, either term subscription or single issue, wherein the copies are individually addressed and mailed, shall be reported as "Multicopy Individually Addressed" in AAM reports. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to designated recipients by name and/or title.

(b) All copies or subscriptions purchased in quantities of 10 or less shall be designated in AAM reports as single-copy sales or individual subscriptions except as otherwise permitted or prohibited by the provisions hereafter stated.

E 2.2 Paid Multicopy Sales Defined

(a) Quantity sales shall be set up as multicopy sales only when the price paid is in accordance with E 1.1.

(b) Multicopy subscriptions carried beyond expiration of time originally paid for shall be excluded from multicopy sales and included in nonanalyzed nonpaid circulation.
(c) Multicopy sales, if included in paid, shall be fully explained in the body of the audit report and the publisher’s statement, giving details of their character and nature, showing price received, how distributed and any other amplification necessary to make possible a clear analysis of their value including the range of sales as follows: “sold in quantities of ________ to ________.”

(d) The subscriptions involved in a quantity sale made to an individual, group of individuals or corporation, which have a financial interest in the publication, shall not be included in multicopy sales but shall be included in nonqualified circulation, unless it can be proved to the satisfaction of the managing director that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

E 2.4 Gift Subscriptions

(a) A gift subscription shall be considered one which is given as a normal expression of friendship and which does not promote the business or professional interests of the donor.

(b) To qualify, gift subscriptions must be paid for in accordance with E 1.1.

(c) Subscriptions which are given to promote the professional or business interests of the donor shall be judged by the rule governing term subscriptions in multicopy.

(d) In no case where an order (or orders) from a single donor covers more than 50 subscriptions shall the subscriptions be regarded as gift subscriptions but shall instead be classified as term subscriptions in multicopy, provided they conform to the rules governing multicopy sales.

E 2.6 Association, Member, Organization and Society Subscriptions

(a) Members of an association, organization or society who receive a publication because of membership or a contribution to public radio or television, a portion of the donation is for the publication, whether the subscription to the publication is paid for as part of the dues, contribution or assessment or paid by the member in addition to the dues as a requirement of membership, shall be designated an association, member, organization or society subscribers, and such subscriptions shall be designated as association, provided that their records are made available to AAM for audit.

Subscriptions to a privately-owned publication purchased by an association, organization or society, which does not submit its records to audit by AAM shall be included in multicopy, provided such subscriptions meet the general qualifications of multicopy subscriptions.

(b) There are two classifications of memberships as explained in the following paragraphs. Full explanation of the type of membership shall be carried in AAM reports.

The first class shall be known as association subscriptions deductible from dues. In this class shall be included subscriptions of members which gives its members the option of accepting the publication or rejecting it and of reducing their dues or contribution by a definite named sum if they reject the publication, such sum to be not less than one cent. This option must be made known to the member or contributor at the time of joining the association or organization, and be clearly stated on each bill for dues or invoice in such manner as to make remittance cover a voluntary subscription to the publication as well as membership payments.

The second class shall be known as association subscriptions nondeductible from dues. In this class shall be included subscriptions of members or contributors of an association or organization whose dues or payments remain the same whether they elect to accept the publication or reject the publication.

Every person, on becoming a member or contributor of an association or organization, must be notified that dues or payment includes a subscription to the publication, and the amount of the dues or payment allocated for payment of the subscriptions. On every bill for dues, payment or contribution, the amount allocated for payment of the subscription must be stated.

(c) The foregoing provisions of the above paragraph (b) shall not apply to an applicant, provided that the bylaws of the association or organization provide that a subscription is part of the association or organization dues or payment of each member or contributor, and the publisher agrees at the time of making application that the stipulation as set forth will be complied with no later than the beginning of the
second membership year following the period covered by the initial audit. If compliance is not accomplished within this established time limit, the publication shall be automatically dropped from membership in AAM.

(d) Association subscriptions shall not be credited as paid circulation unless at least one cent is paid for same.

E 2.7 Club/Membership Subscriptions

All copies served to individuals as a result of membership in a club or similar organization shall be classified as club/membership subscriptions and shall be reported in publisher’s statements and audit reports as individual subscriptions, except as otherwise permitted or prohibited by the following provisions:
(a) The club member is notified of the inclusion of the farm publication subscription at the point of joining the club.
(b) The amount to be allocated to the subscription is in accord with Rule E 1.1 and is presented in a clear and reasonable manner in all written membership information.
(c) The amount to be allocated to the subscription shall be identified in a clear and reasonable manner as either deductible or nondeductible from the total membership fee.
(d) For publications making an average price claim, this amount identified as deductible shall be used in the calculation as the value of the publication.
(e) Nondeductible club/membership subscriptions shall qualify for inclusion in paid circulation under the following conditions:
   (1) The publication included in the club/membership program must be editorially homogeneous with the defining characteristics of the club or membership program.
   (2) Annual club/membership dues must be collected from the club/membership members.
   (3) The publication must provide unique editorial and/or benefits to the club/membership members at least quarterly - or within every issue for publications published less frequently than quarterly.
   (4) Club/membership members shall have the option to opt-out of the club/membership program, but may continue as subscribers at the same or greater price as allocated as part of the membership fee.
   (5) The amount to be allocated to the subscription must be not less than one cent, and the value of tangible products and services (premiums) plus the amount allocated for the subscription cannot exceed the amount charged as dues.

E 2.8 Partnership Sales

All copies served to individuals and tied to a partnership agreement (e.g., subscription/single copy of a farm publication partnered with a purchase of a product or other service) shall be classified as partnership subscriptions or single-copy sales and shall be reported in publisher’s statements and audit reports per the provision of paragraph (g) below, except as otherwise permitted or prohibited by the following provisions:
(a) The purchaser is notified of the inclusion of the farm publication subscription at the point of purchase.
(b) The amount to be allocated to the subscription is presented in a clear and reasonable manner in all written information.
(c) The amount to be allocated to the subscription is identified in a clear and reasonable manner as being deductible from the purchase price.
(d) The value of other benefits may be calculated as the total cost of purchasing the partnership element without the farm publication subscription, provided these benefits are identical to the benefits offered for the purchase which includes a farm publication subscription.
(e) The total price paid must be at least one cent plus the cost of the purchase without the farm publication subscription and shall be the same as the amount identified as deductible for the subscription value. For publications making an average price claim, this amount identified as deductible shall be used in the calculation as the value of the publication.

(f) In the case of single-copy sales, the purchase price of the farm publication (single-copy price) must be deductible at the point of purchase.

(g) Publications which sell partnership subscriptions and single copies shall list the average number of copies served as partnership subscriptions and/or partnership single copy in paragraph 1 and a full description of the sale in the explanatory paragraph.

E 2.9 Sponsored Educational Multicopy Sales

Farm publications may solicit funds from corporations or other businesses to be used to sponsor the purchase of subscriptions to be distributed to college/university or high school students enrolled in studies within the publications’ field served. Such distribution may qualify as paid circulation and reported as multicopy sales provided:

(a) Funding is solicited for the purchase of subscriptions to a specific program.

(b) If the sponsoring business is also an advertiser to the publication, the sponsorship amount must be incremental to the advertising purchased by the sponsor.

(c) Publishers allocate at least one cent per subscription (or single copy) for the sponsorship funding for each sale.

(d) Recipients are advised that the subscription/single copy is being provided from sponsorship funding.

(e) No distribution is made unless the publication has received funding in advance.

Article 3

E 3.1 Initial Audit

(a) The initial audit of a farm publication may be made for periods shown below and end with any calendar month:

Monthly or greater frequency — for at least three months provided there has been consecutive issuance for not less than three months.

Bimonthly thru semiannual frequency — for six months or at least two consecutive issues.

Semiannual or less — for all issues published in any six-month period.

(b) Any publication having its initial audit for a period ended other than June 30 or December 31 shall have its next audit conducted for a period ended June 30 or December 31 to align with standard audit periods.

Article 4

E 4.1 Publisher’s Statements

(a) For all publications, the semiannual publisher’s statements shall cover the periods from January 1 to June 30 and July 1 to December 31.
For all publications utilizing the June/December report cycles, Publisher’s Interim Statements may be filed for quarterly periods January 1 through March 31 and/or July 1 through September 30 only.

Farm publications shall report the total paid (total of subscriptions and single-copy sales), qualified nonpaid circulation and nonqualified circulation on an issue-by-issue basis in the average circulation by issue paragraph of publisher’s statements.

Article 5

E 5.1 Geographic Analysis

(a) Paid circulation may be broken down by states or provinces for one or more issues published within each six-month publisher’s statement period.

A count and analysis shall be made of at least one issue published in each audit period. The mail list and summary of the count is to be retained for examination by AAM auditors. The figures used in the following publisher’s statement may be based on the percentages for each state as determined from the issue or issues analyzed, and these percentages shall be projected against the total of the issue or issues to be reported.

Any publisher has the option to make a count and analysis of an issue for each publisher’s statement if he desires to do so.

(b) Every United States publication with a circulation of 70,000 or more in Canada shall be required to analyze its Canadian circulation by province.

(c) Unclassified circulation in the analysis of distribution by state shall be limited to 5 percent in publisher’s statements, but audit reports may show the actual conditions as found by the auditor, regardless of the quantity of the unclassified circulation.

(d) Subscription copies directed to members of the armed forces or to affiliated civilian personnel where the ultimate destination is unknown shall be reported in the geographical analysis opposite the classification “Military or Civilian Personnel Overseas.” Subscription copies addressed to those in the armed forces or to affiliated civilian personnel which are directed to known destinations within the United States and territories shall be included in the geographical analysis in the states or territories to which the copies are addressed.

E 5.4 Distribution by Demographics

A demographic edition of a publication shall be considered those copies of a publication which are directed to a group of subscribers with similar demographic characteristics, for whom the publisher has obtained individual demographic information. Copies of a publication which do not meet this definition but are distributed by selected geographical areas shall not be considered a demographic edition.

Publishers may include in the demographics paragraph of farm publication audit reports and publisher’s statements an analysis for one issue of the total paid subscription and qualified nonpaid recipient circulation identifying the subscriber/recipient by degree of farm interest and/or by involvement in farming or other applicable demographics.

(a) The data shall be compiled by the publisher and verified by AAM auditors and shall be based on an actual count and analysis of the mail circulation for the issue analyzed.

(b) The classification assigned by the publishers must be based on information obtained from business cards, letterheads, recognized directories, questionnaires, subscription orders, telephone interviews or other acceptable evidence.

(c) The reporting format shall be by paid, qualified nonpaid and total and must be by breaks shown in standard United States Census of Agriculture. The format for each publication will be approved by AAM in advance of its first publication in AAM reports. National or regional
agriculture census data may be reported in addition to the publisher's data. The reporting of a percentage for each category and a cumulative percentage is also optional.

Where questionnaires are used to obtain specific information concerning a subscriber's job function, the questionnaire shall be written so as to determine the most important or primary interest in the field served by the publication.

All such data must be carefully preserved for the auditor's examination. AAM reserves the right to subject the assigned classifications to verification letter tests if, for any reason, the evidence produced is not considered to be sufficiently conclusive.

In the event of a change in census data reporting, publishers will have until the seventh publisher's statement from the census release date to make the change within their demographic reporting.

Age of information used for classification purposes shall be reported.

E 5.5 Age of Source

(a) Age of source data must be reported for that portion of the publication's circulation qualifying as qualified nonpaid circulation to the field served and may be reported for that portion of the publication's circulation qualifying as paid.

(b) The issue analyzed must be the same as used for the geographic analysis.

(c) Separate analyses by age of the source document (one, two, and three years) must be made for each nonpaid circulation to field served category for which circulation averages are reported in paragraph 1. If paid circulation is analyzed, publishers may allocate paid circulation to nonpaid source categories according to the following criteria:

- Individual subscriptions to direct request from recipient;
- Association, educational, and multicopy to other sources.

(d) A count and analysis shall be made of one issue in each audit period. The figures to be used in connection with the following publisher's statement shall be based on the percentages for each category as determined from the analyzed issue, and these percentages shall be projected against the total circulation of the issue to be reported.

When the analysis is based on percentage projections, the fact is to be noted in the analysis. An analysis based on percentage projections may not be reported if the total average paid circulation and nonpaid circulation to field served for the period of the publisher's statement is 10 percent greater or less than the total average paid and nonpaid circulation reported in the previous publisher's statement.

(e) If a newly admitted member is unable to supply records adequate to comply with AAM's standard procedure for reporting the age of source data, the following declaration shall be made in the explanation paragraph of the publisher's statements and audit reports:

"Owing to the fact that a sufficient period of time has not elapsed since initiating records needed for AAM membership to establish the information required by the standard procedure for reporting age of source data, the requirement to declare age of source data for this publication has been temporarily waived."

This declaration shall not be used after the maximum period of 18 months following the period covered by the initial audit. After this time limit has expired, if adequate records are still unavailable, the situation shall be reported to the board of directors.
Article 6

E 6.1 Renewals

(a) If a farm publication makes any renewal claim either by oral or written communication direct to advertisers or through advertising matter or has made public a comparative statement concerning its renewal percentage, the publication shall, in the first publisher’s statement to AAM subsequent to the advertised claim, make a formal statement of its renewal claim in the paragraph devoted to explanations. Before releasing the publisher’s statement, AAM shall inspect the publication's records and satisfy itself that the publication has the necessary records to substantiate the claim. If inspection reveals that records are not available to substantiate the claim according to the standard practice of AAM, the statement of renewal percentage shall be eliminated from the publisher’s statement before release and the following declaration shall be substituted.

"Records required by AAM are not available to substantiate any claim of percentage of renewals and any such claim which may have been made by or in behalf of this publication is to be disregarded."

The next audit report shall repeat the same declaration.

If, before records have been established for a sufficient period of time to meet the requirements of AAM's standard practice, the publication should again claim a certain number of renewals or percentage of renewals, either by oral or written communication direct to advertisers or through advertising matter, the managing director shall cite the publisher to appear before the board of directors in accordance with the procedure prescribed in 7.4 of the bylaws.

(b) A subscription shall be considered a renewal if received within six months after its expiration and paid for within seven months following receipt.

(c) To obtain the percentage of renewals the total number of expirations during a 12-month period shall be divided into the total number of renewals of these specific expirations. (By "expiration" is meant the date the subscription expired and not the date it was discontinued or stopped.)

(d) The renewal percentage of association subscriptions, term subscriptions in multicopy and individual subscriptions shall be shown separately. If the total number of term subscriptions in multicopy is less than 2 percent of the average number of mail subscriptions for the period, a separate renewal percentage for multicopy shall not be shown.

(e) Subscriptions sent to international, F.P.O. and A.P.O. addresses may be omitted in compiling renewal percentages in which case the phrase, "excluding international, F.P.O. and A.P.O." should be used in the renewal paragraph.

Article 7

E 7.1 Deferred Subscriptions

The deferred subscription plan is that by which subscribers receive the publication late by a month or more, being served from returns. If at least one cent is paid for such subscriptions, they shall be classed as paid but shown as a separate classification.

E 7.2 Back Copies

(a) An issue of a publication shall be considered a back copy immediately upon the appearance for sale of the next issue.

(b) Back copies served in connection with a subscription offer shall be recognized as paid up to three months preceding the date of the order, provided the subscription offer has specifically included the offer of back copies, or the subscriber has requested a back dating of the subscription, and provided consecutive copies are served and are paid for in accordance with rules governing a paid subscriber.
The number of subscriptions resulting from specific offers involving the distribution of back copies shall be reported in the paragraph of the publisher’s statements and audit reports devoted to general explanations.

(c) Only copies that have been distributed in connection with orders dated during and 30 days after the regular publisher’s statement period may be included in paid.

(d) In cases where the subscriber has not been specifically notified at or before the date of the order that back copies will be served as part of the subscription, credit shall be allowed only for copies served which do not date back beyond one issue previous to the issue current on the date of the order for publications other than weeklies, or beyond two issues previous to the issue current on the date of the order for weekly publications.

(e) Back copies sold for export to international countries for distribution abroad shall not be included in paragraph 1 of publisher’s statements and audit reports.

(f) Single-issue sales of back copies shall be recognized as paid for a period of three months following the on-sale date of an issue provided the purchaser has specifically ordered the back issues.

E 7.3 Collection Stimulants

(a) Any inducement offered for prompt payment subsequent to the receipt of a subscription order is a collection stimulant. Any inducement offered for prompt payment prior to receipt of a subscription order is not a collection stimulant but is a reduced price or premium, whichever applies, and must be so reported. A collection stimulant may be extra copies of the publication or a cash discount or anything of an extraneous nature, and shall be described as a collection stimulant in the explanatory paragraph of the publisher’s statements and audit reports.

(b) The value of the collection stimulant must be taken into consideration in establishing the amount necessary to be paid by the subscriber in order to qualify the subscription as paid as required by the rules relative to prices, premiums, combinations, or any other rules which may apply.

Article 8

E 8.1 Subscriptions Received in Connection with an Advertising Contract

Subscriptions received in connection with an advertising contract shall be included in "Subscriptions Individually Addressed" under the following conditions:

If at least one cent is charged over and above the regular advertising rate for the space covered by the contract and the advertising contract states specifically that if a subscription to the publication is not desired, the amount of the subscription price can be deducted from the amount of the contract and if such subscriptions are mailed individually to branch offices or employees.

When such subscriptions are sent to the purchaser in bulk, they shall not be included in paid circulation unless satisfactory documentary evidence is on file in publisher’s office showing that such copies sent in bulk are for distribution to employees, subsidiary companies or branch offices of such purchasers, in which case the classification, "Multi-Copy Same Addressee," shall be allowed.

These subscriptions shall be fully explained in the paragraph of the publisher’s statements and audit reports devoted to general explanations.

Subscriptions included in an advertising contract where no additional charge is made for such subscriptions over the regular price of the advertising space contracted for shall not be included in paid circulation, but shall be included in average total Nonqualified circulation.
E 8.2 Premium Defined

(a) Premiums are anything offered to a subscriber at time of solicitation, in addition to regular issues of the publication itself, and shall be reported in AAM reports as a premium, regardless of whether they are given with or without additional payment above the subscription price and whether or not they are given only to new subscribers or to all subscribers. In addition, any presentation to current subscribers which, in the opinion of the managing director, implies future receipt of premiums in conjunction with continued (or future) subscriptions will cause renewal subscriptions to be judged as premium induced. The number of subscriptions, whether new or renewal, involving such premiums taken during any period for which publisher’s statement is filed shall be reported in the paragraph designated for that purpose and the nature of the premium.

Premiums are anything except:

1. Complete issues of farm publications sent to all subscribers for the period included in the offer.

2. "Door openers" defined as anything sent free by mail with subscription offer or provided by solicitor at the time of solicitation that has been reprinted from or is printed material directly related to the publication making the subscription offer and the value of which does not exceed 50 cents as determined by procedure outlined in E 8.3.

3. Offers of sample merchandise to subscribers in connection with offers of subscription(s) in which the ordering and receipt of the sample product is not contingent upon ordering subscription(s).

4. Free or discounted access to archive or back content of the publication included as part of the subscription to the publication.

5. Free or discounted access to the publication’s website.

6. Programs providing subscribers exclusive access to nonreoccurring functions or activities created by the publisher that are not also available to the general public, but are offered to existing subscribers, subsequent to the purchase of their subscription.

(b) If a back copy, either whole or part, is included in a subscription offer, the back copy shall be considered a premium, unless the subscription is taken on a retroactive basis in accord with AAM’s back copy rule and the date of the back copy is such that it would have been included in the subscription even though not mentioned specifically in the offer.

(c) Periodicals and newspapers offered in combination sales shall not be set up as premiums but shall be reported in a special paragraph devoted to combination sales prices.

(d) Any publication, the contents of which consist chiefly of data for reference rather than for general reading, shall not be considered a periodical for the purpose of the exception noted in paragraph (a) of this section but shall, when sold with another publication, be considered as a premium. Any publication, regardless of character of content, whose frequency of issue is less than once in three months shall not be considered a periodical for the purpose of the exception noted in paragraph (a) of this section but shall, when sold with another publication, be considered as a premium.

E 8.3 Premiums with Subscriptions/Single-Copy Sales

(a) When a premium is used in connection with a subscription or single-copy sales offer or implied to current subscribers in conjunction with continued or future subscriptions, the full value of the premium, whether stated or not, must be collected. The value of the premium is the actual cost to the publisher, the recognized retail value, or the represented value, whichever is highest.

In those situations where the cost to the publisher is used to calculate the premium value, set-up costs and shipping and handling fees to the publisher from the manufacturer shall not be considered.

In addition to the value of the premium the subscriber must pay at least the amounts required by E 1.1.
Where the premium is a piece of merchandise or a service the value of which to the subscriber is, in the judgment of the managing director, not determinable by the method described above, the value shall be determined by comparison with the price at which other similar merchandise or service is available to the subscriber through commercial channels.

**E 8.4 Premiums with Combination Sales**

When a premium is used in connection with a combination of farm publications the amount paid by the subscriber must not be less than the value of the premium as defined in Rule E 8.3 plus the amount required by Rule E 8.5. When a premium is used in connection with a combination of two or more publications, one of which is a farm publication and the other a magazine, business publication or newspaper, the amount paid by the subscriber must not be less than one cent for the farm publication plus at least the qualifying amount as defined by the other publication's division plus the value of the premium, whether stated or not.

**E 8.5 Subscription/Single-Copy Sales in Combination**

(a) A "forced" combination is defined as two or more publications offered or sold together for an amount less than the total of the basic prices of all the publications (as determined by E 1.1) and wherein all publications intend to qualify the distribution as paid circulation, except when it is clearly made known to the purchaser that each of the publications may be purchased individually at the same price as if purchased as part of the group.

(b) When subscriptions for two or more publications are ordered or sold in combination by any means the amount paid by the subscriber must not be less than one cent per publication.

1. When subscriptions for two or more publications, one of which is a farm publication and the other a business publication, magazine or newspaper, the amount paid by the subscriber must be not less than one cent for the farm publication plus at least the qualifying amount as defined by the other publication's division.

(c) The amount of money to be allocated to each title in the combination sale offer for purposes of classification of the sales compared to basic prices (see E 1.2) shall be based on the offer presentation itself, if it includes references to the value of each subscription in the combination sale (the sum of which must total to the selling price for the combination sale), or, if no such presentation is made, shall be based on the pro rata of each publication's basic price to the sales price.

(d) Regardless of its frequency of issue, a publication, the contents of which consists chiefly of data for reference rather than for general reading, shall, if sold in combination with other publications, be considered a premium in the reports of the publication or publications in the sale of which it is combined. Regardless of the character of its contents a publication whose frequency of issue is less than once in three months shall, if sold in combination with other publications, be considered as a premium in the reports of the publication or publications in the sale of which is combined.

(e) Existing and renewing subscribers may be offered a combination sale under either of the following conditions:

1. The offer to add on the combination publication requires an affirmative act on the part of the subscriber and incremental payment beyond the rate of the existing contract, or an option to reduce the rate of the existing contract if the offer is declined. The amount of incremental payment or reduction of rate from the existing contract must be clearly disclosed, and must be at least a qualifying amount as defined by the publication paid circulation defined rules.

2. The offer to add on the combination publication requires notification to the subscriber and promotion materials shall not imply nor suggest that the add on business publication is free or at no additional cost. The amount being paid for all publications involved in the combination must be at least a qualifying amount as defined by the publication paid circulation defined rules.

**E 8.6 Subscriptions Paid for by Contestant**

Subscriptions received in a contest and paid for by the contestant and not by the recipient shall not be recognized as conforming to any of the rules defining a paid subscriber but shall be included in the unpaid distribution and explained in the paragraph of publisher's statements and audit reports devoted to general explanations.
E 8.8 Subscriptions as Prizes

Subscriptions given as prizes through contests shall not be included in paid circulation. This includes subscriptions offered as premiums at county and state fairs.

E 8.9 Subscriptions Involving Charitable Donations

Circulation obtained through cooperation between a publisher and an organized charity, or other organization where the publisher makes a donation in return for and in proportion to the circulation so obtained, shall be described and included in the paragraphs of publisher’s statements and audit reports devoted to such sales.

E 8.10 Subscriptions Paid for by Advertising

Any subscription obtained by one publisher from another and paid for in service by the insertion of an advertisement, may be included as paid circulation, provided proof of the insertion of the advertisement or other documentary evidence is available to establish the validity of such subscription, but in such cases the auditor shall explain in the paragraph of the audit reports devoted to general explanations that this procedure has been followed by the publisher.

E 8.11 Subscriptions Purchased with Award Points

Subscriptions to a publication purchased through the redemption of trading stamps or award points (to include frequent flyer miles) shall qualify as paid only upon satisfactory evidence that the cash value of the trading stamps or award points is equivalent to at least one cent. The transactions must be fully explained in publisher’s statements. Adequate records must be available to verify that the proper payment has been received.

E 8.12 Credit Subscriptions

(a) A subscription which is sold on a promise-to-pay basis shall be regarded as a credit subscription and such subscriptions will qualify as paid circulation provided:

(1) The term of the obligation to pay is not for more than three months.

(2) The subscriber pays the sum billed.

(3) The amount charged is sufficient to meet the requirements of AAM’s rules in all other respects.

(b) If, in any case, the publisher is obliged to cancel the subscription because of nonpayment, the number of copies served thereon shall be established and deducted from paid circulation and included in unpaid distribution.

(c) To qualify as paid circulation, credit subscriptions must be paid as follows:

(1) If sold within North America and the West Indies, payment must be made within seven months after start of service.

(2) If sold outside North America and the West Indies, payment must be made within nine months after start of service.

Copies served on subscriptions which are not paid in accordance with (c) (1) or (c) (2) above and have not been previously cancelled shall automatically be ineligible for inclusion in paid circulation and shall be included in unpaid distribution.

E 8.13 Installment Subscriptions

On a subscription payable in installments, or payable on delivery, only those copies shall be shown in paid circulation that are actually paid for until at least 50 percent of the original order has been paid, when the subscription automatically qualifies as paid for the full term of order.
### Article 9

#### E 9.1 Reinstatements

When a subscription is discontinued upon expiration of period paid for, or at any time after such expiration, said subscription cannot be reinstated as a paid subscription without definite request for renewal or new order. When subscriptions have been reinstated after expiration without the receipt of a new or renewal order, copies served on such reinstated subscriptions shall be included in unpaid distribution.

#### E 9.2 Extensions Because of Price Reduction

(a) In the event of a reduction in the basic subscription price of a publication the unexpired portion of a subscription which was paid for at the higher price may be extended in the ratio that the value of such unexpired portion at the old price bears to the new subscription price for such unexpired period.

(b) If at a later date the subscription price is increased, credit as paid will be allowed on the service still due on subscriptions which were extended by reason of a previous price reduction only in the ratio that the price on which said extensions were made bears to the increased price. All calculations shall be made from the issue with which the increased price becomes effective.

(c) When the extension of subscriptions is contemplated because of a reduction in the basic subscription price a subscription mail galley shall be run covering the issues immediately preceding that with which the reduced price becomes effective and an affidavit filed with AAM that this has been done. The list must reflect the original expiration dates. The list should also indicate the dates to which each subscription is extended but if this is not done a specific record must be maintained from which the dates to which the expirations have been advanced can be readily determined.

(d) This list and all records pertaining to extensions must be preserved until all subscriptions have reached the expiration dates to which they have been advanced.

#### E 9.3 Extensions Because of Reduction in Frequency

(a) If a publication reduces its frequency of issuance the expiration dates of all unexpired subscriptions appearing on the list at the time such change becomes effective may be extended to a date which would enable the delivery of the same number of copies originally ordered and promised.

(b) If at a later date the issue frequency is increased, credit as paid will be allowed on the service still due on subscriptions which were extended by reason of a previous reduction in issue frequency only to the extent of the number of copies originally ordered and promised.

(c) When the advancement of expiration dates is contemplated because of a reduction in issue frequency a subscription mail galley shall be run covering the issue immediately preceding that with which the change is to become effective and an affidavit filed with AAM that this has been done. The list must reflect the original expiration dates. This list should also indicate the dates to which each subscription is extended but if that is not done, a specific record must be maintained from which the dates to which the expiration dates have been advanced can be readily determined.

(d) This list and all records pertaining to extensions must be preserved until all subscriptions have reached the expiration dates to which they have been advanced.

#### E 9.4 Transfers on Consolidation

When two or more publications merge, copies of the surviving publication served to the subscribers of the merged publications may be included in AAM reports as paid circulation under the following conditions and with the following qualifications:

(a) The merged publications must be homogeneous.
(b) A merger of publications with a predominantly local appeal will be recognized under this rule only when the merged publications have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

2. By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single-copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) When a merger of publications is effected the first publisher’s statement thereafter shall contain a consolidated statement of the circulation in paragraph 1 but the other analyses in the report shall be made separately on each of the merged publications. Analyses of member publications involved shall be based upon the latest AAM reports. Those not previously members of AAM shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by AAM reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

E 9.5 Purchase of Subscription List

When a publication purchases a subscription list of another publication that has ceased or is about to cease publication, the subscribers of the discontinued publication served with copies of the going publication may be included in AAM reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

2. By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single-copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) Copies served in post expires to subscribers of the purchased publication shall not be included in paid circulation.
(f) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject to provisions of paragraph (c) of this rule.

(g) The first publisher’s statement after the inclusion of the purchased subscription list shall contain a consolidated statement of the circulation in paragraph 1 but the other analyses in the report shall be made separately on each of the publications involved. Analyses of member publications involved shall be based upon the latest AAM reports. Those not previously members of AAM shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by AAM reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

E 9.6 Transfers from One Going Publication to Another

When one going publication transfers subscriptions to another going publication, the subscribers so transferred may be included in AAM reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The subscriber proposed to be transferred must have had the option of being transferred or remaining on the list of the publication subscribed to; or the subscriber must have had the option of receiving in cash what is due on the old subscription or of accepting the substitution of the other publication; and authorization by the subscriber in the case of any of these options must be of record.

(d) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscribers at the basic annual price of the transferring publication by the price per copy of the publication to which the subscription is transferred, said per-copy price in the case of each publication to be a pro rata of the basic annual subscription price.

2. By counting the number of copies of the transferring publication still due the subscriber and crediting the same number of copies of the publication to which the subscription is transferred, provided the basic annual subscription price of the transferring publications, is at least 50 percent of the basic annual subscription price of the publication to which the subscription is transferred or provided that the pro rata single-copy price (basic annual subscription price divided by number of copies published annually) of the transferring publication is at least 50 percent of the pro rata of the publication to which the subscription is transferred.

(e) Copies served in post expires to the transferred subscribers shall not be included in paid circulation.

(f) The first publisher’s statement after the transfer shall contain a consolidated statement of the circulation in paragraph 1 but the other analyses in the report shall be made separately on each of the publications involved. Analyses of member publications involved shall be based upon the latest AAM reports. Those not previously members of AAM shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by AAM reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

E 9.7 Transfers from Suspended Publication to Others

When the subscribers to a publication which has discontinued issuance are offered a choice from a list of two or more other publications, the subscriptions transferred through exercise of such option may be included as paid circulation by the other publications under the following conditions:

(a) Choice of other publications must be offered within six months after last publication date of publication which has discontinued issuance.
(b) The subscriptions of the discontinued publication must conform fully to all other AAM regulations.

(c) At least one of the publications offered as a substitute must be homogeneous in editorial content to that of the suspended publication.

(d) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

1. By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per-copy price to be a pro rata of the basic annual subscription price of the surviving publication.

2. By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication, or provided that the pro rata single-copy price (basic annual subscription price divided by the number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single-copy price of the continued publication.

(e) Copies served in post expires to subscribers of the suspended publication shall not be included in paid circulation.

(f) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject only to the provisions of paragraph (d) of this rule.

(g) The first publisher’s statement which includes the transferred subscriptions as paid circulation shall contain a statement naming the publication from which the subscriptions were transferred, the number of transferred subscriptions received and the basis on which fulfillment to the subscriber has been made. The publisher may, if desired, report the number of copies served on such subscriptions during the period covered by the statement. This explanation shall continue in subsequent publisher’s statements for such periods in which transferred subscriptions are received. AAM reserves the right to require a more detailed explanation than above specified if, in the judgment of the managing director, such procedure is necessary to give essential information.

Article 10

E 10.1 Channels of Subscription Sales

Subscription production may be classified by channels in AAM reports designed for farm publications in accordance with the following definitions and instructions.

Paragraphs (a) through (d) apply only to paid subscription circulation. Paragraph (e) applies only to qualified nonpaid circulation.

(a) Ordered by mail: Subscriptions produced by a publisher, individually or in behalf of other publishers; department stores; or other media may be classified as "Ordered by Mail and/or Direct Request" if the subscription order is received through the mail as the result of a voluntary effort by the subscriber or telephone orders initiated by the subscriber.

Subscriptions sent in by mail as the result of solicitation or obtained by telephone solicitation by a field salesperson shall be classified as "Ordered through Salespeople."

(b) Ordered through salespeople:
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(1) Catalog agencies and individual agents:
A catalog agency is a concern which publishes in substantial volume a wholesale price list and/or a retail price list, commonly known as a "catalog." Catalog agencies generally accept subscriptions for many and often for all publications. The retail price catalogs are mailed direct to prospective subscribers by catalog agencies. The wholesale catalogs are distributed to subagents such as individual agents, department stores, bookstores, newsdealers, postmasters or others dealing directly with prospective subscribers.

Subagents employ various forms of solicitation such as direct mail, telephone, newspaper and periodical advertising and door-to-door canvass. Retail catalogs are usually furnished subagents by catalog agencies for mailing. The subagents or agencies send the subscriptions which they originate to the wholesale catalog agency which, in turn, clears them to respective publishers. The term "individual agents" is intended to apply to subscription salespeople who are not attached to the staff of a field selling organization such as referred to in (b)(2) below. It also applies to agencies which do not publish a wholesale trade price list or a retail price list. Such agents are either part- or full-time workers who are compensated by either cash commission or merchandise reward. They include individuals and concerns variously described as pin-money salespeople, personal effort solicitors, individual salespeople, newsdealers, bookstores, postmasters, etc.

(2) Publisher's own and other publishers' salespeople:
Subscriptions produced by the publisher through:
(a) Full-time field selling employees.

(b) Appointed independent field selling contractors who report directly to the publisher.

(c) A field selling subscription agency jointly owned by two or more publishers shall be shown in AAM reports as having been ordered through "publisher's own and other publishers' salespeople."

(3) Independent agencies' salespeople:
Subscriptions produced by outside field selling organizations which are totally unaffiliated with publisher except as subscription producers shall be shown in AAM reports as having been ordered through "independent agencies' salespeople."

NOTE: The distinguishing characteristics of field selling staffs listed in (b)(2) and (b)(3) above are:
That the personal solicitation involved is conducted by professional salespeople who have chosen subscription selling as their principal means of livelihood. These salespeople are usually, although not necessarily, associated with others in crews. These salespeople usually take subscriptions for publications in accordance with authority specifically granted by the publishers.

(4) Newspaper agencies:
A newspaper agency operates under three main methods:
(a) Subscriptions ordered by direct mail.

(b) Subscriptions ordered through an advertisement in the sponsoring newspaper which carries an order form to be mailed to the publisher.

(c) Subscriptions ordered under a plan whereby the newspaper carrier solicits subscriptions to periodicals and in which said carrier collects for the periodical or periodicals when making collections for the newspaper.

The major part of the orders produced by these methods covers subscriptions to one or more magazines and farm publications and the sponsoring newspaper.

Subscriptions produced by organizations such as above described shall be included in the newspaper agencies subdivision.

(5) Members of schools, churches, fraternal and similar organizations:
Subscriptions in which sponsorship is involved shall be included in the subdivision "members of schools, churches, fraternal and similar organizations" unless specifically provided for elsewhere.
This provision shall apply even though the production of the sponsoring organization is cleared through a catalog agency or any other channel whatsoever.

(c) Association memberships:
Subscriptions received as the result of membership in an association shall be included in the association memberships subdivision.

(d) AAM shall prepare a list of subscription selling organizations as defined by this rule and distribute same to publisher members with appropriate instructions as a guide in properly classifying the production.

(e) Analysis of the sources of qualified nonpaid circulation shall be shown in paragraph 1. Information furnished on sources of qualified nonpaid circulation is to appear in the explanatory paragraph and shall exclude statements of a promotional nature and shall be subject to editing by the managing director.

E 10.2 Separate Editions

(a) A member farm publication, published in either a print or digital format, may include the circulation of a separate edition, either print or digital format, in the qualified circulation of the member in publisher’s statements and audit reports, subject to the following condition:
(1) The edition may maintain the same publication name and logotype characteristics as the member publication, or editions or portions of the publication's distribution may show on the front page a name other than the name under which AAM membership is held provided the logotype of the member is shown in a manner consistent with the member's basic logotype on all editions, and the term "edition" is consistently shown on each edition and both are clearly legible.

(b) A farm publication published in more than one edition in which advertising is sold separately in one or more editions may list the average circulation for each edition and state frequency of publication in paragraph 1(d) under a heading "Average Paid and Nonpaid Circulation of Regional and Demographic Editions" and totals for all editions in separate columns in business analysis and geographic analysis paragraphs of publisher’s statements and audit reports.

(c) A publisher member may designate certain portions of the distribution, either print or digital format, of its publication as “editions.”

(d) In the absence of specific designations as "edition" or "editions," a publication shall be required to list the average circulation for each portion, in paragraph 1(d) and totals for each in the business analysis of AAM reports, in which advertising is regularly sold separately, except for areas comprised of a complete state, province or country or comprised of complete business or occupational classification.

E 10.3 Multi-Title Digital Programs

Sales generated from programs wherein the consumer makes purchase of a subscription to receive multiple-title access to digital issues being offered shall be reported on AAM reports as multi-title digital.

(a) Copies generated as a result of this program shall be classified as paid circulation provided the consumer has made payment for participation.

(b) Proof of access shall be required for the issue to be claimed as circulation.

(c) Standard reporting of analytics shall be made: average quantity of unique opens, average number of times opened and average total copies per board requirements.
Article 11

E 11.1 Nonpaid Direct Request Circulation

Nonpaid direct request circulation may be reported in paragraph 1 of publisher's statements and audit reports provided it conforms to the following requirements:

(a) If nonpaid subscription service is requested of a publisher, the letter or order requesting the nonpaid service must be signed by the individual specifically requesting delivery of the publication and retained by the publication for auditor's examination.

(b) If nonpaid request subscription service is solicited by the publisher, the order form or questionnaire must conform to the following specifications:

1. It must be specifically asked whether or not the individual, or corporate official in the case of group orders, wished to receive the publication by using a phrase approximating the following:

   "I wish to receive (name of publication) farm publication ______ Yes ______ No."

   Alternate phrasing approximating the following may also be used:

   "Please sign here if you wish to receive (name of publication) farm publication." Forms using the alternate phrase must be signed.

2. The order form must have either required the individuals to fill in their name and address or requested their signature.

(c) Nonpaid subscription requests must be renewed at least once each 36 months.

(d) The recipient must be in the field served by the publication.

(e) When, in the judgment of the managing director, publisher's records are not sufficient to establish the facts, AAM may make a test by verification letters to recipients or to others involved, by personal investigations, or by such other methods as it may deem best. The cost of all such tests shall be paid by the publisher or publishers involved.

(f) When a reprint or premium is offered as an inducement to obtain direct requests for nonpaid subscription service, a complete description of the offer shall appear in the publisher's statement and audit report for the period during which the offer is used.

E 11.2 Nonpaid Circulation Other Than Direct Request

(a) Nonpaid circulation other than direct request may be reported in paragraph 1 in publisher's statements and audit reports provided the recipient is in the field served by the publication and the age of the source documentation does not exceed 36 months.

(b) Recognized industry directories may be used as a source of qualified nonpaid circulation. Directories must be adequately identified and dated and be made available for auditor's examination.

(c) Lists of qualified recipients may be reported as qualified nonpaid circulation. Such lists must be dated and identified and are subject to auditor's examination.

(d) Nonpaid qualified subscription orders obtained through telephone interviews initiated by publisher or publisher's representatives may be reported as telecommunications circulation. Telephone interview forms must have been signed and dated by the interviewer. The interviews shall, for verification purposes, include a personalized question which only the recipient is likely to be able to answer, such as date of birth or mother's maiden name. Different questions must be used when requests are renewed and all personalized questions shall be subject to
approval by AAM. Publishers shall be responsible for maintaining adequate records to verify the placement of the telephone calls. Telephone orders for nonpaid subscription service initiated by qualified recipients or recipient's company may be reported as direct request.

(e) Written communication from qualified recipient or recipient's company, which do not meet the direct request criteria may be reported in qualified nonpaid circulation.

(f) Reader service reply cards, surveys, questionnaires and other written documents which do not satisfy direct request specifications may be reported in qualified nonpaid circulation.

(g) Paid subscriptions that are not renewed may at the option of the publisher be reported as “Other Sources” in Paragraph 1 of AAM Reports provided nonpaid copies are served as follows:

(1) Publications issued monthly or less often must serve recipient every issue for at least six consecutive months; or

(2) Publications issued more often than monthly must serve recipient at least six consecutive issues, but not less than three consecutive months of service.

E 11.3 Multiple Subscriptions

Publishers who use order forms or accept letters whereby more than one publication is offered, may count these subscriptions as direct request or telecommunications, provided the following conditions are present:

(a) The publications must be homogenous with comparable definitions of field served.

(b) On written qualification forms, there must be a separate signature for each title ordered. For telecommunications orders, only one personal identifier question needs to be asked for all titles ordered.

(c) For written qualification forms or telecommunication orders, demographics need only be requested once for all titles ordered. Only one date is required.

(d) The text of the telecommunication script must disclose that multiple titles are being offered.

(e) A one-sentence description of the editorial content differentiating the publications must be included on the telecommunication script or qualification form. In addition, written qualification forms must include the logo of each publication next to the signature line to increase awareness among subscribers.

E 11.4 Additions and Removals

Publishers who report qualified nonpaid circulation may include in paragraph 2 a count by issue of the additions and removals from lists of recipients of nonpaid circulation to field served. The reporting of additions and removals is optional for farm publications.

E 11.5 Nonpaid Multicopy Same Addressee Circulation

(a) Nonpaid multicopy same addressee circulation is circulation delivered to designated addressees for redistribution to recipients unknown to the publisher. Records must be kept on an issue-by-issue basis to show gross distribution.

(b) Publisher’s statements and audit reports shall show copies distributed to designated areas but make no inference as to their final disposition.

(c) Nonpaid multicopy same addressee circulation may be reported in paragraph 1 in publisher’s statements and audit reports provided primary recipient (addressee) is in the field served by the publication and the age of source documentation does not exceed 36 months.
(d) If the publication reports demographic information, nonpaid multicopy same addressee circulation shall be reported in a separate column. Circulation may be classified by business and industry based upon the primary recipient's (addressee's) demographic data. In these situations, the primary recipient (addressee) must provide satisfactory evidence to support the classification. Classification by title and occupation shall be included as "Other."

(e) Nonpaid multicopy same addressee circulation initiated by a request from the primary recipient (addressee) shall be reported as “Direct request from recipient's company” in the age of source paragraph. Other acceptable sources are business directories, lists, and other sources.

(f) Nonpaid subscriptions delivered in bulk to corporations, institutions or individuals for their own employees, subsidiary companies or branches are not subject to the provisions of this rule provided the records show that copies are addressed and mailed to individuals in the employ of the subscriber or singularly to branch offices or subsidiary companies. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to employees, subsidiary companies or branch offices of such purchasers.

(g) Nonpaid multicopy same addressee circulation shall be fully explained in the body of the audit report and the publisher's statement, giving details of their character and nature, showing how the copies are distributed and any other amplification necessary to make possible a clear analysis of their value including the range of distribution as follows: “distributed in quantities of ______ to ______.”

Article 12

E 12.1 Special Issues

Special issues are those issues published in addition to the regular frequency in which editorial content differs from the subject material of issues regularly published.

Special issues shall be reported in the average circulation by issues paragraph only with a footnote that the circulation is not included in the averages shown in paragraph 1.

A nonpromotional explanation of special issues may be shown in the paragraph devoted to general explanations, subject to the provisions of Rule B 3.4.

Special issues shall not be considered in the determination of consecutive issuance for nonpaid circulation.
CHAPTER F: CONSUMER MAGAZINES

Article 1

F 1.1 Paid Circulation Defined

In all situations, paid circulation either single copy or subscription, is hereby defined to be copies of publications which have been paid for by the purchasers at not less than one cent, net of all considerations.

(a) Post-expire copies, which are copies served after an expiration date, may be included in paid circulation for a period of up to 3 consecutive months immediately following the expire date. For publications that have a break in service, e.g., published only during the winter months, the subscriber may receive post expire service of up to three consecutive months immediately following the expiration date, not including the period the publication was not published.

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

(b) 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. Without such contractual agreement, those copies which a subscriber is informed are free shall not qualify as paid circulation and instead shall be reported as non-analyzed nonpaid circulation.

(c) Subscription resulting from offers based upon the assumption that the offer has been accepted unless specifically declined shall qualify as paid only upon satisfactory evidence that money has been collected from the recipient to qualify the subscription.

F 1.2 Prices

(a) Publisher-suggested prices (subscriptions and/or single copy) are the prices at which the publication may be purchased by anyone, at any time, for a definite duration. Publisher’s suggested prices shall be reported in the semi-annual publisher’s statement.

(b) In situations where a publisher changes single-copy price during the publisher’s statement period, reporting in the semiannual publisher’s statement shall be the average of all issues’ single-copy cover price published in the period.

F 1.3 Average Price

(a) Magazines distributed primarily within North America shall be required to report average per-copy prices and average annualized prices of subscriptions sold during the reporting period.

(b) The average per-copy price shall reflect the average of total gross subscription copies (excluding sponsored sales) sold in the publisher’s statement period and total gross price paid. The annualized price shall reflect the annual frequency of the publication in effect for the publisher’s statement period.

(c) If a magazine has in excess of 10 percent international circulation, the average price reported in the statement shall exclude international sales. As an option, average price inclusive of international sales may be made in the notes section of reports.

(d) Circulation categories other than individually paid shall have the amount of money paid reflected in average price as follows:

(1) For qualifying Partnership Sales, the value identified as “deductible” will be included in the average price calculation and indicated in the paragraph of AAM reports reporting the average subscription price.
(2) For combination sales, the amount of money to be allocated to each title in the combination sale offer for purposes of calculating average per-copy prices shall be based on the offer presentation itself, if it includes reference to the value of each subscription in the combination sale (the sum of which must total to the selling price for the combination sale), or the amount to be charged incrementally or reduced from the existing contract or renewal in an add on offer, or if no such presentation is made, shall be based on the pro rata of each publication's publisher's suggested price to the sales price.

(3) For Membership Sold Subscriptions, the amount of money identified as being allocated for the title will be included in the average price calculation.

(4) For Award Point sold Subscriptions, the amount of money to be included in the average price will be the established per point value multiplied by the number of points redeemed by the subscription for the title.

(e) Sales from Multi Title Digital programs should be excluded from the publications average price subscription reporting.

(f) For publications newly admitted to membership the analysis shall be mandatory no later than the third publisher’s statement issued following release of the initial audit.

(g) If an audit report shows discrepancies in the average price of more than 10 percent between the audit findings and the publisher’s statements, the subsequent two publisher’s statements released after the audit shall repeat from the last preceding audit report the facts concerning said discrepancies in the notes section of reports.

Article 2

F 2.1 Sponsored Sales

(See also Article 17 – Digital Issues)

(a) All copies, or subscriptions purchased in quantities of 11 or more, which in the opinion of the managing director promote the professional or business interests of the purchaser and are delivered to private residences or business offices and intended for the personal consumption of the addressee, shall be considered sponsored subscriptions or single-copy sales.

(b) Quantity sales shall be set up as sponsored sales only if the purchaser pays the publisher or publisher's agent amounts required by F 1.1. In those instances where an agent develops a sponsored sales program involving more than one publication, the sponsor must demonstrate their selection of the specific publications they wish to purchase.

In addition, the purchasers involved in agent-developed programs must provide, directly to AAM, an attestation of their understanding of the purchase agreement and their primary business reason for making the purchase.

(c) Each household scheduled to receive a sponsored copy must be notified as to who the sponsor will be and the term and frequency of the delivery. Such notification should not be promotional in nature.

(d) Sponsored sales sold on a promise-to-pay basis must be paid within four months of the start of service.

(e) Qualified purchasers of sponsored sales shall be defined as businesses or individuals having a consumer presence. Third-party subscription selling organizations or other vendors to the publication circulation industry shall not be recognized as qualified sponsored purchasers.

(f) Post-expire copies served on sponsored subscription copies shall be excluded from paid circulation and included in nonpaid distribution.

(g) The average number of copies, both subscription and single copy, shall be reported separately on reports. Publication may report additional details surrounding the program and type of distribution made in the notes section of reports.
The subscriptions involved in a quantity sale made to an individual, group of individuals or corporation, which have a financial interest in the publication, shall not be included in sponsored sales but shall be included in nonpaid circulation, unless it can be proved to the satisfaction of the managing director that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

Subscriptions purchased in quantities by corporations, institutions or individuals for their own employees, subsidiary companies or branches and third party purchased subscriptions for military personnel may be eligible for reporting as sponsored sales provided a qualifying amount is paid.

Copies purchased for distribution to schools shall be included in paid – sponsored copies. Copies may be purchased individually by the recipients or paid for by schools.

F 2.2 Gift Subscriptions

A gift subscription shall be considered one which is given as a normal expression of friendship, and which does not promote the business or professional interests of the donor. Gift subscriptions are limited to 50 subscriptions per donor and paid in accordance with F 1.1. Quantity purchases greater than 50 would be considered sponsored sales and subject to Rule F 2.1.

F 2.3 Membership Sold Subscriptions

A member of an association, organization, club or publisher brand membership program who receives a publication because of said membership, and at least one cent is paid for the subscription as part of the dues, contribution, assessment or by the member themselves shall be designated as Membership sold subscriptions.

Subscriptions to a privately-owned publication purchased by an association, organization or society, which does not submit its records to audit by AAM, shall be included in sponsored sales subscriptions, provided qualification criteria for sponsored subscriptions are met.

Individuals becoming a member or contributor of an association, club or organization must be notified that dues or payment includes a subscription to the publication, and the amount of the dues or payment allocated for payment of the subscriptions. On every bill for dues, payment or contribution, the amount allocated for payment of the subscription must be stated.

The foregoing provisions of the above paragraph (c) shall not apply to an applicant, provided the benefits of membership shared with the consumer note a subscription is part of the membership and the publisher agrees at the time of making application that the stipulation as set forth will be complied with no later than the beginning of the second membership year following the period covered by the initial audit. If compliance is not accomplished within this established time limit, the publication may be advised by AAM a reclassification of subscriptions is required.

The publisher may wish to make additional disclosure regarding the membership sold subscriptions identifying the amount being allocated in dues for the magazine, if the magazine allocation is deductible or not deductible from dues, and other non-promotional references in the notes section of reports.

F 2.4 Partnership Sales

Partnership sales involve the bundling of a magazine (either a single copy or a subscription) with other goods or services. At the point of sale, the consumer must be advised that the magazine is included along with the good or service and informed of the amount allocated for the cost of the magazine. This amount must be in accord with Rule F 1.1; how to obtain a refund in lieu of receiving the magazine and an outline of either cancellation policies and/or auto-renewal practices that are applicable to the magazine subscription. All disclosures must be made in
clear and reasonable language. The refund process must be simple to execute, and the refund must be for the same amount as the “allocated” value.

Consult AAM’s website for specific examples of qualified notified and refund processes.

Article 3

F 3.1 Initial Audit

See also B 2.6.

(a) The initial audit of a consumer magazine may be made for any period covering at least one issue.

(b) Any publication having its initial audit for a period ended other than June 30 or December 31 shall have its next audit conducted for a period ended June 30 or December 31 to align with standard audit periods.

Article 4

F 4.1 Timing of Audit

(a) All consumer magazine members of AAM shall undergo an audit on a continuous basis, with the release of an Audit Report every 24 months, ended June 30 or December 31.

F 4.2 Publisher’s Statements

(a) The semiannual publisher’s statement shall cover the periods from January 1 to June 30 and July 1 to December 31.

(b) Publisher’s Interim Statements may be filed for any month ending period at the request of a publisher.

(c) All publisher’s statements submitted to AAM for publication shall be accompanied by forms and schedules as deemed necessary by the managing director. Failure to submit necessary information in a timely manner may result in suspension of report services, to include inclusion in Snapshot.

(d) Publishers using the four-week, 13-month calendar billing system may report the circulation averages for the 13-week and/or 26-week period nearest the end of the calendar quarter.

F 4.3 Rapid Report

(a) All U.S. publications with total average circulation of 500,000 or greater are required to file issue-by-issue circulation data to AAM.

(b) Initial issue data must be posted by the end of the month following the month date of the issue (i.e., data for a January issue must be posted no later than February 28).

(Policies for issue dates and filing deadlines are available on the AAM website and Rapid Report input tools.)
For magazines that are required to file issue-by-issue data in Rapid Report and do not have valid reason for noncompliance to section (b) of this rule, the following shall occur if data is not submitted.

(1) One month following deadline, a notice that the member’s issue data is past due will appear in the Rapid Report output.

(c) Issue data may be updated through the publisher’s statement filing deadline for those issues. At that time, no further modifications to the Rapid Report figures may be made.

Article 5

F 5.1 Geographic Analysis

(a) An analysis of a publication’s print paid, verified and analyzed nonpaid bulk circulation in the AAM established format shall be made by states based on an issue within the audit period.

The figures to be used in connection with the following periods may be projected against the total for the issue to be reported, based on the percentages for each state as determined from the issue analyzed.

(b) The circulation of magazines distributed through retail outlets shall also be analyzed by states.

(c) Every United States publication with a circulation of 70,000 or more in Canada shall be required to analyze its Canadian circulation by province.

(d) Digital issue circulation of the publication shall not be analyzed by geographic location but included as a line item.

F 5.2 Distribution by Counties

Publishers may, at their option, include as a supplement an analysis for an issue of the total paid, verified and/or analyzed nonpaid bulk circulation by counties (or the equivalent).

(a) Data shall be compiled by publishers and verified by AAM auditors and shall be based on actual counts made once every audit period for subscriptions, single copy and analyzed nonpaid Circulation. Single-copy sales may be determined by applying regional or national return percentages to gross distribution. The sales percentages of the newsstand distribution of the analyzed issue must be representative of other issues in the publisher’s statement period.

(b) All analyses shall be based on the most recent population analysis data prepared by AAM.

(c) Counties (or the equivalent) shall be listed alphabetically by state or province and by county within each state.

(d) The publisher may show only those counties in which paid and verified circulation totals 25 copies or more and include a balance in state figure for the remainder.

F 5.3 Distribution by Demographics

A demographic edition of a publication shall be considered those copies of a publication which are directed to a group of subscribers with similar demographic characteristics, for whom the publisher has obtained individual demographic information.

Publishers may include as a supplement an analysis for one issue of the total paid and verified subscription circulation identifying the subscriber by business and industry and/or by title or job function.
No information may be used for classification purpose which was obtained more than three years prior to the date of issue on which analysis is made.

Article 6

F 6.1 Renewals

Publishers making a claim of any renewal either to advertisers or through advertising materials shall be required to submit such claim to AAM for reporting in the notes section of the report with full detail of the methodology of the claim. Documentation to support the claim must be available for audit.

Article 7

F 7.1 Deferred Subscriptions

Under the deferred subscription plan, individual subscribers receive a publication one month or more after the on-sale date. These issues are served from returns. If subscribers pay a qualifying price, these subscriptions are classified as Individually paid.

F 7.2 Back Copies

(See also Article 17 – Digital Issues)

(a) An issue of a publication shall be considered a back copy immediately upon the appearance for sale of the next issue for newsstand copies and the mailing of the next issue for subscription copies.

(b) Back copies served in connection with a subscription offer shall be recognized as paid up to three months preceding the date of the order, provided the subscription offer / order has specifically included the back copies. and provided consecutive copies served.

(c) Copies served to verified public-place sources are not eligible for service of back copies.

(d) Copies served to verified and sponsored individual-use recipients where the recipient did not request the publication through direct request are not eligible for service of back copies.

(e) A new print subscriber who has not specifically ordered back copies as part of a subscription is eligible to be served one issue preceding the issue being mailed for bi-monthly and monthly published publications. Two issues may be served for publications of greater frequency. Such copies may be included in paid circulation.

(f) Single-issue sales of back copies shall be recognized as paid provide the purchases take affirmative action to make the purchase of a specific issue.

F 7.3 Collection Stimulants

Any inducement offered for prompt payment subsequent to the receipt of a subscription order is a collection stimulant and must be taken into considering the qualification status of the subscription.
Article 8

F 8.1 Premium Defined

(a) Premiums are anything offered to a subscriber at time of solicitation, in addition to regular issues of the publication itself, and shall be reported as a premium, regardless of whether said extraneous thing be given with or without additional payment above the subscription price and whether or not such extraneous thing is given only to new subscribers or to all subscribers. In addition, any presentation to current subscribers which, in the opinion of the managing director, implies future receipt of such extraneous things in conjunction with continued (or future) subscriptions will cause renewal subscriptions to be judged as premium induced.

Premiums are anything except:

1. Complete issues of newspapers or periodicals sent to all subscribers for the period included in the offer.

2. Merchandise offered to current paid subscribers as an inducement to convert payment methodology on future subscriptions. Such offers are to be made separate from subscription renewal efforts and are limited to inducements to subscribers to agree to ongoing (or forbid) continuous service which may include automatic billing process and/or debits to authorize credit card accounts.

3. Free or discounted access to the publication's website.

4. Free or discounted access to archive or back content of the publication included as part of the subscription to the publication.

F 8.2 Premiums with Subscriptions/Single-Copy Sales

(a) When a premium is used in connection with a subscription or single-copy sales offer or implied to current subscribers in conjunction with continued or future subscriptions, the full value of the premium, whether stated or not, must be collected. The value of the premium is the actual cost to the publisher, recognized retail value, represented value, or comparable value, whichever is highest.

In those situations where the cost to the publisher is used to calculate the premium value, set-up costs and shipping and handling fees to the publisher from the manufacturer shall not be considered.

F 8.3 Premiums with Combination Sales

When a premium is used in connection with a combination of other magazines, and other publications (newspaper, business publication, farm publication) the amount required to be collected is at least one cent per publication included in the offer plus the value of the premium as determined above.

F 8.4 Subscription/Single-Copy Sales in Combination

(a) A "forced" combination is defined as two or more publications offered or sold together for an amount less than the total of the publisher’s suggested prices of all the publications and wherein all publications intend to qualify the distribution as paid circulation, except when it is clearly made known to the purchaser that each of the publications may be purchased individually at the same price as if purchased as part of the group.

(b) When subscriptions for two or more magazines, or magazine(s) and another publication(s) (newspaper, business / farm publication) are ordered or sold in combination by any means the amount paid by the subscriber must not be less than one cent per publication.

(c) Subscriptions/single-copy sales sold in combination shall be reported as individual sales in reports.

(d) Existing and renewing magazine subscribers offered a combination sale may qualify as paid under either of the two following conditions:
(1) The offer to add on the combination publication requires an affirmative act on the part of the subscriber and incremental payment beyond the rate of the existing contract, or an option to reduce the rate of the existing contract if the offer is declined. The amount of incremental payment or reduction of rate from the existing contract must be clearly disclosed and must be at least a qualifying amount.

(2) The offer to add on the combination publication requires notification to the subscriber and promotion materials shall not imply nor suggest that the add-on publication is “free” or “at no additional cost.” The amount being paid for all publications involved in the combination must be at least a qualifying amount.

(e) Existing magazine subscriptions involved in ongoing (“til forbid”) continuous service offered a combination sale may qualify as paid under the following conditions:

(1) The offer to add-on the combination magazine must require an affirmative act on the part of the subscriber; offers requiring the subscriber to decline the combined publications if it is not desired will not qualify the sale as paid circulation.

(2) The amount being paid for all magazines involved in the combination must be at least a qualifying amount.

(3) Promotion materials shall not state or imply that the add-on magazine is “free” or “at no additional cost.”

F 8.5 Subscriptions Purchased with Award Points

(a) Subscriptions acquired through the redemption of accrued award credits or loyalty points (e.g., frequent flyer miles, credit card member points) may qualify as paid circulation if the publisher presents satisfactory evidence that the cash value of the redeemed product or service is equivalent to one cent or more.

These loyalty programs require that the participant takes action to enroll in the program and record a specific volume of transactions to earn sufficient award credit for award points.

Consult AAM’s website for specific requirements for program eligibility and requirements for inclusion of a magazine as an item for redemption.

(b) Reporting

Subscriptions obtained through the redemption of award points shall be reported in individual subscriptions with an explanatory providing the average number of copies served in the publisher’s statement and audit report period.

F 8.6 Credit Subscriptions

(a) A subscription that is sold on a promise-to-pay basis shall be regarded as a credit subscription. These subscriptions will qualify as paid circulation provided:

(1) The subscriber pays the sum billed at that sum is at least one cent, net of all other considerations.

(b) If the publisher cancels the subscription because of nonpayment, the number of copies served shall be established and deducted from paid circulation.

(c) Copies deducted from paid circulation because of nonpayment may be reported as verified individual use-direct request or non-analyzed nonpaid distribution.

(d) To qualify as paid circulation, Payment must be made within seven months after start of service.
Article 9

F 9.1 Extensions Because of Price Reductions

In the event of a reduction in the publisher's suggested subscription price of a publication the unexpired portion of a subscription which was paid for at the higher price may be extended in the ratio that the value of such unexpired portion at the old price bears to the new subscription price for such unexpired period.

F 9.2 Extensions Because of Reduction in Frequency

If a publication reduces its frequency of issuance the expiration dates of all unexpired subscriptions appearing on the list at the time such change becomes effective may be extended to a date which would enable the delivery of the same number of copies originally ordered and promised.

F 9.3 Transfers Due to Purchase of Subscription List, Cessation of Issuance or Merger

When a publication transfers subscriptions to another publication due to purchase of a subscription list, or merger of the publications, the subscribers of the transferring publication served with copies of the going publication may be included in AAM reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

   (1) By dividing the sum of money still due the subscriber at the publisher's suggested annual subscription price of the discontinued publication by the price per copy of the surviving publication.

   (2) By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject to provisions of paragraph (c) of this rule.

(f) The first publisher's statement following the transfer shall provide an explanatory identifying the publication purchased and the average circulation served during the statement period from the purchased publication.
Article 10

F 10.1 Separate Editions

(See also Article 17 – Digital Issues)

The circulation of a separate edition of a member magazine shall be reported to AAM and will be provided via the Media Intelligence Center analyzer data. The edition must contain the same publication name, logotype, and be editorially homogeneous with the member magazine.

Article 11

F 11.1 Advertising Rate Base or Circulation Guarantee

Reports shall include a statement pertaining to advertising rate base or circulation guarantee if such existed during the period covered by the report.

The default presentation of advertising rate base or circulation guarantee will be to total circulation.

Article 12

F 12.1 Special Issues

Special issues are those issues published in addition to the normal frequency of a publication in which editorial content differs from the subject material of issues regularly published; advertising is sold specifically for the special issue and the on-sale date overlaps the date of one or more regular issues.

Special issues shall be reported in the paragraph devoted to issue-by-issue circulation information only with a footnote that the circulation is not included in the total average circulation. A nonpromotional explanation of special issues may be shown in the notes section, subject to the provisions of Rule B 3.4.

Article 13

F 13.1 Analyzed Nonpaid Bulk Defined

(See also Article 17 – Digital Issues)

Analyzed nonpaid bulk is circulation delivered to designated locations for redistribution to recipients unknown to the publisher. Records must be kept on an issue-by-issue basis to show gross and net distribution when applicable. The copy served must be the current subscription issue being distributed.

Publisher’s statements and audit reports shall show copies distributed to designated areas but make no inference as to their final disposition.
Article 14

F 14.1 Verified Circulation

(See also Article 17 – Digital Issues)

(a) Verified circulation shall consist of copies designated by publishers for readership in public places and to individual users who may have an affinity for the publication. All verified circulation recipients (individuals and public place locations) must be given the opportunity to opt-out of receipt if so desired.

(b) The copy served must be the current subscription issue being distributed.

(c) There are two subcategories of verified circulation: public place and individual use.

(d) Verified public place represents copies intended for use in waiting room locations, hotel rooms, for use by patrons of the business establishment at that location, and copies intended for distribution on aircraft or to airline clubs.

(e) The following criteria must be followed for qualification of verified public place copies

1. Publishers or their vendors participating in public place programs shall make outreach to each business establishment at least once every 24 months and give the opportunity to opt out of receiving publications. Publishers or their vendors that have been certified by AAM for their public place management system are exempt from this requirement.

2. No more than three copies of each issue of any magazine may be served to a public place location. However, no limit is placed on the total number of unique magazines that may be served to each public place location.

3. Verified public place circulation must also be further classified into the following categories: Medical/Dental, Personal Care (including beauty and barber salons) and Other. Publisher may at their option further explain the Other circulation in the notes section of reports.

4. Publishers have the option of reporting fees received from sponsor for copies reported under verified circulation provided adequate records maintained to verify amount received net of all considerations.

5. Specific to hotel for in-room placement as public place locations, the following criteria apply:
   1. Publications of monthly or less frequency may provide the maximum of four copies per hotel room to each hotel location.
   2. Publications of greater than monthly frequency may provide the maximum of one copy per hotel room to each hotel location.
   3. The publisher or publisher’s agent must maintain a current contract with each hotel or responsible hotel corporate management. The contract is to be signed by an individual or senior management at the hotel. The contract needs to stipulate the hotel’s agreement to participate, confirm the number of copies of each unique magazine to be provided and where with the hotel the copies will be placed. The contract must be renewed at a minimum of every 24 months.

6. Specific to airlines for aircraft or airline club locations to be reported as verified public place, the following criteria apply:
   1. The publisher or publisher’s agent must enter into a formal agreement with the airline for the term of distribution. The agreement must be updated at least every 24 months.
ii. Upon request the airline must be able to provide an affidavit attesting that all magazines supplied to airlines were distributed by the airline and made available to its customers on-board aircraft in club lounges.

(f) Verified individual use are those copies delivered to known individuals either through directly requesting the magazine by the individual or through recognized sources of individuals that may have an affinity for the publication.

(g) Verified individual use may be must also be further broken down by individually requested and other individually addressed.

(h) The following criterial must be followed for qualification of individual use subscriptions:

1. Only one subscription per household may be reported as verified individual use.

2. Copies originally reported as paid circulation and subsequently disqualified through the audit process are not eligible to be transferred by auditor to verified individual use rather would be reported nonpaid unless publisher can demonstrate to auditor that each individual recipient took affirmative action to specifically order the magazine at start of service.

3. Individually requested circulation may be included as verified individually requested subscriptions provided it conforms to the following:
   i. The individual requesting the publication must specifically answer the question "do you wish to receive the magazine- YES_____, NO_____. Alternatively, the form can request the individual to sign if they wish to receive the magazine.
   ii. If the form used to solicit new subscriber does not include offers for other products or services and is to be completed by the recipient, the form is not required to contain the phase asking whether or not the individual wishes to receive the publication.
   iii. The form must have either the individual submit their name and address or request their signature.
   iv. All requests must be within 36 months of age to be considered a individually requested subscriber.
   v. Request information must be retained and made available to the auditor.

4. Other individually addressed circulation may be included as verified on reports provided the individual receiving the magazine is known by name and address.
   i. Sources used to obtain the name of the individual must be retained for auditor review. (i.e., directories, list, etc.)
   ii. Source used to obtain the recipient’s name and address should be within 36 months of age to be considered for reporting as verified other individually addressed without additional recipient level information.
   iii. If a source is utilized in excess of 36 months of age, satisfactory evidence must be made available to auditor confirming the intended recipient is still at the identified address and wishes to continue to receive the magazine.

Article 15

F 15.1 Consolidated Media Report

A publisher may request a supplemental report consolidating AAM audited data elements (i.e., circulation, e-newsletters, website activity, etc.) under the following conditions:

(a) The various forms of media are homogeneous in terms of editorial content when compared to the host AAM member publications.

(b) The report shall clearly identify that the figures are gross and that no effort has been made to eliminate any duplication circulation/distribution/exposure.
Article 16

F 16.1 Simplified Magazine Audit Program

(a) Magazines with average total circulation of 100,000 or less are eligible to participate in the Simplified Magazine Audit Program and report on the format established for this class of members.

(b) Reports for those participating in the Simplified Magazine Audit Program shall include an analysis of magazine circulation separate for print and digital delivery. In addition, circulation shall be reported for subscriptions (paid and verified), single copy, and analyzed nonpaid bulk separately for both average circulation and by issue.

Publishers claiming a circulation rate base shall report this in accordance with rule F 11.1 Advertising Rate Base or Circulation Guarantee.

(c) All rules governing magazine reporting are applicable to this membership class except for reporting of publisher’s suggest price, average price, reporting of regional and demographic editions, and average circulation by category (i.e., individual, partnership,) and geographic data.

F 16.2 Network Audit Program

A single AAM membership may be held by two or more magazines provided the following criteria are met:
1. Each magazine in the network audit plan shall qualify for AAM.
2. Advertising must be offered as a combination sale for all magazines.
3. The editorial content must be homogeneous among all magazines in the group.

Article 17

F 17.1 Digital Issue Defined

A digital issue is an electronic magazine that maintains the same identity, name and logotype as the print. Digital issues available via restricted-access websites, mobile applications and other platforms are eligible for AAM reporting.

For inclusion in total average circulation, the digital issue must be considered a digital replica per AAM established guidelines.

Consult AAM Website for specific criteria for a digital replica edition.

F 17.2 Digital Issue Subscriptions and Single-Issue Sales

Digital issue subscriptions and single-issue sales are eligible for inclusion in AAM reporting in accordance with Rule F 18.1 Digital Issue Defined and as outlined in the provisions below:

(a) Paid circulation

(1) Digital issue subscriptions and single-issue sales are eligible as paid circulation if the consumer pays an amount in accordance with Rule F 1.1 Paid Circulation Defined.

(2) When a subscriber is serviced with a bundle or both a print and digital issue of a magazine, only one circulation unit, unduplicated, may be included for AAM reporting.
(3) For partnership and membership sold subscriptions, a digital issue is only eligible as paid if the consumer requests it and all other program requirements are met as outlined in Article 2.

- A request is defined as an affirmative action to accept the digital issue.
- The consumer must be clearly presented with the name of the magazine, term, delivery platform and action needed to accept the digital issue.
- The request must be dated and annually reconfirmed by the recipient.
- The publication must provide proof of the digital requests and all other program requirements for the audit. For subscriptions where proof of the digital request is not made available, subscriber-level contact may be utilized to confirm the digital request.

(4) For sponsored subscriptions and sponsored single-issue copies, a digital issue is only eligible as paid if the consumer requests it and all other program requirements are met as outlined in Article 2. In addition, the unique recipient has accessed the issue and proof of access is available in the audit.

(5) Back copies

- Single-issue sales of the digital issue are eligible for inclusion as paid single copy in accordance with F 7.2 Back Copies.
- Service of back copies for subscriptions are not eligible for inclusion in AAM reporting.

(b) Verified individual use

(1) Digital issue subscriptions are eligible as verified individual use in accordance with Rule F 15.2 Individually Requested Circulation.

- A request is defined as an affirmative action to accept the digital issue.
- The consumer must be clearly presented with the name of the magazine, term, delivery platform and action needed to accept the digital issue.
- The request must be dated and annually reconfirmed by the recipient.
- The publication must provide proof of the digital requests. For subscriptions where proof is not made available, subscriber-level contact may be utilized to confirm the digital request.

(2) Free trial issues with ‘til forbid subscriptions are permitted for inclusion as verified individual use.

(c) Conversion of print subscribers to the digital issue.

(1) Digital issue copies served as the result of a publisher conversion from print to digital, are eligible for inclusion in AAM reporting if the consumer is asked and agrees to the conversion.

(2) If the subscriber is unresponsive or declines the conversion, the digital issue copies served are not eligible for inclusion in AAM reporting.

(d) Analyzed nonpaid bulk unrestricted access.

(1) Only issues accessed by recipients are eligible for inclusion in AAM reporting.

(2) For the audit, the publication must support the quantity of unique individuals that accessed each issue and proof of access.

F 17.3 Multi-Title Digital Programs

Sales generated from programs wherein the consumer makes purchase of a subscription to receive multiple title access to digital issues being offered shall be reported on AAM reports as Multi-Title Digital.

(a) Copies generated as a result of this program shall be classified as paid circulation provided the consumer has made payment for participation.

(b) Proof of access shall be required for the issue to be claimed as circulation.
(c) Standard reporting of analytics shall be made per board requirements.
POLICIES AND PRACTICES

All Members

AAM Policy Regarding the Copyrighting of Reports

(Also see Bylaw 3.7.)

To the Members of the Alliance for Audited Media:
The AAM board of directors recently proposed that the bylaws be amended to require that all publisher’s statements and audit reports be copyrighted and carry a copyright notice.

The purpose of this amendment is to preserve AAM’s legal rights and title under the United States and Canadian copyright laws. The enactment of the bylaws will protect AAM and the membership against illegal use of the publisher's statements and audit reports by those who are not members of AAM.

The proposed amendment will not, in any way, modify the long-standing policy of permitting AAM members to disseminate data for the benefit of advertisers, advertising agencies, and others interested in the advertising and publishing industry. Under the past policies, AAM obtained and retained title to all data supplied by and furnished to members. In exchange, AAM gave the members the legal right to use AAM's data, publisher’s statements and audit reports in accordance with the terms and conditions set forth in the bylaws and publicity rules. All members were previously licensed by AAM to use the data. It is now proposed that publisher's statements and audit reports be added to the list of copyrighted material and used pursuant to the terms and conditions spelled out in the AAM rules of publicity.

The amended bylaw will specifically give the members the legal right, or license, to use the data, publisher’s statements and audit reports in accordance with the AAM rules and bylaws and in accordance with the terms embodied in the publicity rules.

This continued policy of licensing the members is not intended to forfeit AAM's reservation of all rights under the copyright laws to pursue illegal infringement and third-party piracy. Although AAM has never allowed illegal dissemination of works in the past, the enactment of this amended bylaw will benefit both the members and AAM by insuring against unauthorized use by nonmembers of the data in publisher’s statements and audit reports.
All Media

Publicity Policy for Member Publications

Publicity standards established by the board of directors of the Alliance for Audited Media are set forth in AAM bylaws and rules, Chapter A, Publicity Standards - All Publications. In general, the publicity standards are applicable to all figures, data or statements for which AAM authority is stated or implied.

The board knows that publisher members often wish to advertise or publicize unusual circulation values, supported by their own records but not audited or reviewed by AAM, or not required to be reported in AAM publisher’s statements and thus not subject to AAM audit.

Therefore, in addition to the publicity standards, it is AAM policy, established by the board of directors, to ask all publisher members, in their publicity and promotion, to adhere to the spirit as well as the text of the publicity standards, whether or not AAM authority is stated or implied. Members are advised that a basic confidential review of planned publicity referring to circulation is available in advance upon request to AAM headquarters, without charge, to aid members in meeting both the requirements and the spirit of the publicity standards.

Publicity so reviewed and approved may carry the AAM insigne provided that figures not yet submitted to AAM, or not required to be submitted, are unmistakably identified as being presented by the author or publication and not by AAM.

Publicity of any publisher member may be examined by AAM at the request of any other member. Upon completion of such review, and whenever the publicity does not meet either the language of the standards or the ethics implicit in AAM membership, the managing director may notify the member upon whose behalf the publicity has appeared both of the requirements of the publicity standards and of this policy. He may refer to the board of directors for study and suitable action the promotion and publicity of the member which is deemed questionable under reasonable standards of fair and open competition.

NOTE: The statement asks publisher members to adhere to the spirit, as well as the text, of the publicity rules whether or not AAM authority is stated or implied in their publicity or promotion piece. This policy does not modify the publicity rules in chapter A.

Administrative Appeal to Board of Directors

From time to time, a publication may find itself in violation of an AAM rule or recordkeeping requirement, the result of which would be delay in processing an audit report or publisher’s statement pending an appeal to the board of directors. In some of these situations, the nature of the recordkeeping deficiency or rule violation may be one for which precedent exists from a similar situation that has been previously reviewed and approved by the board of directors. In such cases, the member may elect to pursue an administrative review. If such a review is sought, AAM's president and managing director is authorized to extend the board's prior action with respect to these matters. In doing so, the president and managing director shall notify the chairman of the board and the chairman of the respective media committees of the authorization.
Magazine Media

AAM Policy Regarding Magazines Sold With Event Admission Tickets

Definition:
A single copy of a magazine offered for sale in combination with admission fees and a subscription to a magazine offered for sale in combination with admission fees paid at the ticket counter of the event to any activities of a social or communal nature. Sales bundled with parking fees may also qualify as event sales provided the parking fee is the only admission fee associated with the event. In those situations where there are separate parking fees and admission fees, the parking facility will not qualify as an event.

Qualification Standards:
1. For single-copy sales, at point of purchase the consumer must be offered option to pay a reduced amount (full ticket price less amount allocated to the magazine) if the magazine is declined.
2. For single-copy sales, delivery of the magazine must occur upon entrance to the event.
3. For subscription sales, if the magazine subscription is declined, one of the following refund methods may be executed:
   1. At point of purchase, the consumer is offered the option to pay a reduced amount (full ticket price less amount allocated to the magazine) if the magazine subscription is declined.
   2. Delivery of information for consumer to process/request the refund occurs upon entrance to the event.
4. All admission signs at the event venue must make clear and conspicuous disclosure of the components of the sale, to include reference that the magazine is included in the cost of the admission, the magazine’s allocated value and that the allocated value is refundable.
5. All rules governing paid circulation qualification must be followed.

News Media

Established AAM Practice of Auditing Copies of Newspapers Sold Through Racks or Honor Boxes

AAM PRACTICE OF AUDITING SINGLE-COPY SALES

In reporting copies of newspapers sold through vending machines or honor boxes, it is recommended that a publisher divide the cash taken from the boxes by the retail price of the newspaper to determine the net sale.

However, it is recognized that publishers cannot always accurately determine net sales from a vending machine or honor box, because of underpayment from some copies and the fact that some copies may be stolen. Accordingly, it has been AAM’s practice to permit a publisher to claim as paid circulation, all copies removed from the racks provided the publisher has made a serious effort to determine the accurate net sale by deducting all unsold copies and by making certain that a realistic sum of money is received from each rack.

AAM will consider that a realistic sum of money received from rack sales must average at least 75 percent of the basic retail price.

Auditing of single-copy sales shall be of a uniform standard, whether by sales or newsdealer, honor rack or vending machine. If it is necessary to substantiate the cash collections from the vending machine and/or racks or honor boxes, a spot check of the actual retail outlets shall be made.

APPLICATION OF THE POLICY

1000 copies distributed, 200 returns leaving 800 removed. 800 copies x 10¢ (single-copy price) = $80 total potential or 100%.
(a) Collected $70 — more than 75%, therefore, 800 qualify as paid.

(b) Collected $50 — 75% of $80 = $60 Difference $10 — converted to copies at .075¢ (75% of the single-copy price) per copy = 133
Removed from racks 800 less 133 = 667 copies to be included paid.

From our experience, publishers using pay racks normally collect 80 percent to 95 percent of the total potential. Where collections fall below 75 percent of potential, consideration should be given by the auditor for a special check of sales and collections through racks.

NOTE: The policy applies only to the accounting of sales through vending machines or honor racks.

**Business and Farm Media**

**Loyalty Point Programs**

**Definition/Purpose:**
The general purpose of loyalty programs is to build brand loyalty and increase sales volume of discretionary goods and services. Loyalty programs are structured so that a specific volume of transactions is required in order for a customer or a program member to earn sufficient award credits to redeem an award. Each time a customer or program member purchases a product or service, or performs a specific action as a requirement of the loyalty program, he or she earns award credits that, subject to specified thresholds, may be redeemed in the future for awards such as free or deeply discounted products or services.

**Qualification Standards:**
1. **Enrollment**
   All programs must include an enrollment process that makes a clear link to the host organization; e.g., the organization attempting to build brand loyalty and/or increase sales volumes.

2. **Point Activity Requirements**
The program participant should be knowledgeable of the specific activity required to earn points – and the volume of points that can be earned with each specific activity. Merely holding the credit card for any length of time ("tenure") does not count as activity and is insufficient for point accrual; rather, points are to be awarded as a result of incremental activity or the value of each transaction.

3. **Point Accrual**
Participants must be able to accrue points to be used toward future redemption opportunities. In addition, participants should have access to account status on a regular basis.

4. **Initial Award of Points**
If points are given for enrollment, participants may not initially receive more than 35 percent of the points needed to obtain the least expensive product/service offered in the program.

5. **Point Values**
Per-point value must be established as follows:
   (a) All items offered for redemption of points must include a stated value for all items being offered.

   (b) All award point programs must include the option for redemption of points for items other than magazines. The mixture of magazines and nonmagazine items should be one in which at least 20 percent of all products offered for redemption be nonmagazine items. In addition, at least 50 percent of those nonmagazine items must be commercially available (i.e., available in the public domain) for consumer purchase.

   (c) The value of each commercially available product included in the program must be equal to or greater than the average value of all magazines included in the offer.
(d) The assigned point value for each program should be based upon the number of points required to redeem the lowest valued commercially available product (product value divided by assigned points equals per-point value).

(e) The number of points required for redemption of all products and services offered (magazine and nonmagazine) should be an extension of the per-point value calculation, in section (d) above, times the stated value. This must be applied consistently across all award items (magazine and nonmagazine).

6. Average Price Impact
The amount to be allocated to the average price calculation formula will be equal to the per-point value times the number of points required to purchase the subscription.

7. Point Expiration
If an expiration date is established, the date must allow for sufficient accumulation of points necessary to redeem the highest value item prior to points expiring.

8. Disclosure
Explanatory paragraphs of all AAM publisher’s statements and audit reports must include details of the loyalty point program, particularly the average number of copies included in paid circulation generated from such programs. Disclosure must be made in paragraph 4B of reports reflecting the average circulation served in the period from loyalty point programs with a full explanation in the explanatory paragraph providing program details.