

Alliance For Audited Media One-Day (Para 3) Distribution Upload Specifications

ZIP code data may be uploaded utilizing either a csv or ascii file format. To ensure the success of your upload the following specifications must be followed. Any deviations from the following specifications may prevent the file from uploading.

Field	Order	Type	Length	Field Explanation
Member #	1	Number	7	AAM Member #, no special characters or leading zeros
Pub Code	2	Character	10	Publication Code for Main and Branded Edition. Must be the same as entered in survey page of par. 3 application
Par 3 Date	3	Date	6	Date of Para 3 Circulation, MMDDYY
ZIP Code	4	Number	5	ZIP Codes will be validated against the master ZIP Code table.
Paid	5	Number	8	Use this field for paid circulation totals
Qualified	6	Number	8	Use this field for qualified circulation totals
Digital replica	7	Number	8	Use this field for Digital Replica totals
Digital Nonreplica	8	Number	8	Use this field for Digital Non Replica totals
State Name	9	Text	25	State Name, no abbreviations, for all entries including miscellaneous.

ZIP Codes with Less Than 25 Copies

- ZIP code of 99999 must be used to identify each print circulation miscellaneous row.
- There must be a 99999 data row for each state with miscellaneous (under 25 copies) circulation.
- ZIP code of 99999 will require a valid state name in field 9.
- ZIP code of 99998 must be used to report all other states circulation row.

Digital Circulation

- Digital replica and/or digital nonreplica may be reported by ZIP code under the digital replica and/or digital nonreplica columns or in total only using the following codes:
 - o ZIP code of 99996 must be used to report digital replica circulation row.
 - o ZIP code of 99997 must be used to report digital nonreplica circulation row

Tips for Creating a CSV File from Excel

- There must be a column for each field, even if that field is not needed
- Numeric fields cannot have formatting. Cell format must be general if using Excel.
- All cells must be formatted as general.
- Make sure to include the Pub Code as it appears within the survey page.
- Once you create the CSV file do not open it again in Excel. Instead open in Word Pad to view. Opening the CSV file in Excel will cause the formatting to change.