

MOST URGENT

30th July, 2004

CONFIDENTIAL

[For information of Members only]
Not to be reproduced or publicised

TO ALL MEMBERS AND AUDITORS

NOTIFICATION NO. 734

RE: NEW AUDIT GUIDELINES - REVISED

Reference is invited to Notification No. 733 dated 25th June, 2004 regarding Bureau's New Audit Guidelines which have come into effect from 1st July, 2004 and relevant to the Audit Period July-December 2004 and thereafter.

Bureau's Council of Management at its Meeting held on 23rd July, 2004 reviewed the Guidelines notified to all Members and Auditors vide the above referred Notification on the subject of "**Trade Terms to Agents on Subscription Copies**" as detailed on pages 3 & 4 of the Bureau's Notification No. 733 dated 25th June, 2004.

The amendment to the New Audit Guidelines as unanimously decided by the Council on 23rd July, 2004, is as under:

The maximum trade commission for distribution of Subscription Copies, would be:

In case of Dailies : 40% of the **Subscription Price**
In case of Weeklies
& Magazines : 45% of the **Subscription Price**

OR

Delivery charges: Actual cost as may be incurred by a Publisher on postage, courier, subject to the above maximum limits.

Discounts/gifts/incentives including the trade terms offered and/or delivery charges incurred should be within the overall limit of 90% of the cover price of a Publication.

Delivery charges to also include all expenses incurred on delivery of a Publication to the Subscriber viz. postage, courier, handling charges or by any other name. Publisher to maintain adequate records as a proof of actual delivery charges incurred for audit purpose.

The revised guidelines as above, supercedes the earlier Audit Guidelines detailed on pages 3 & 4 of the Notification No. 733 dated 25th June, 2004 and is effective from **1st August, 2004.**

Secretary General