

AUDIT BUREAU OF CIRCULATIONS

December 10, 2002

To **ALL PUBLISHER MEMBERS**

(cc to Approved Auditors & Recheck Auditors for reference)

NOTIFICATION NO. 715

Sub: Enrolment to Bureau's membership

Bureau's Council of Management, at its recent meeting felt that the interest of existing publisher members should be safeguarded against those publications which were not members of the Bureau and therefore not mandatorily required to follow the prescribed guidelines, code for publicity etc. as laid down by the Bureau.

It therefore decided to prescribe following procedure/guidelines for publisher applicants applying for Bureau membership.

All applications for Bureau membership would be considered prospectively. One audit period i.e. January/June or July/December as applicable, "cooling off" period would be applicable for all new applications for a title/edition after the period in which a request for Bureau membership is received unless the new publication/edition decides to apply for Bureau membership from the date of starting/launching a publication. Subject nevertheless that no application for Bureau membership from publishers will be accepted for part audit period, except in case of new printing centres.

Prospecting publisher applicants would be required to follow all laid down bureau's guidelines/rules/code for publicity etc. as applicable to publisher members from the time an application for membership is submitted.

After completion of all admission formalities, Bureau through its Surprise Check Auditors will carry out a surprise check at publisher's expense to verify printing, distribution and record keeping of the publication and such other compliances as notified by the Bureau from time to time. Appropriate deposit will be sought by the Bureau to meet the cost of surprise check by bureau auditors.

On receipt of the Bureau Auditors report, if the Bureau is satisfied that the applicant publisher member has followed all Bureau's laid down rules, then application for membership would be recommended for acceptance by the Council at its future meeting with effect from the next six monthly audit period.

If Bureau auditors findings on surprise check are unsatisfactory then the application for membership will be returned as unacceptable.

Prospecting publisher applicant after his application is considered by the Council would be advised to submit circulation figures for the applicable audit period which would be considered by the Executive Committee on merit.

The above guidelines will be effective for all applications from publishers for Bureau membership received in the Bureau hereafter except those publishers who apply for Bureau membership from the date of starting/launching a publication as mentioned earlier.

Secretary General

