

## **CONFIDENTIAL**

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15<sup>th</sup> December, 2004

**ALL PUBLISHER MEMBERS**  
(cc: Bureau's Approved & Recheck Auditors)

### **NOTIFICATION NO. 739**

➤ **Contravention of Bureau's Code for Publicity:**

In the recent past, Bureau's Council of Management had occasions to examine increasing number of cases of violation of the provisions of Bureau's Code for Publicity by Publisher Members. Bureau's Disciplinary Committee and Council of Management after considering each case of violation of Bureau's Code for Publicity by Publisher Members have taken appropriate actions in all such cases. In most cases, erring Publisher Members were requested to publish corrigendum advertisements / articles clarifying the factual position and regretting the error for contravening the provisions of Bureau's Code for Publicity.

It has also been observed by the Bureau's Council of Management that some Publisher Members did not Publish the corrigendum advertisement / article as advised despite reminders or had published the same after considerable lapse of time.

Council decided that all corrigendum advertisements / articles are required to be published expeditiously in order to be effective. In order to deal with such cases where erring publisher member fails to comply with the Bureau's request to publish a corrigendum advertisement / article as per the text given and/or approved by the Bureau within a reasonable time of 10 days from the date of intimation by the Secretariat, then the Bureau, as directed, may cause to publish the said corrigendum advertisement / article as earlier advised to the erring Publisher in any other publication/s as it may consider appropriate under its "logo & name". The entire cost of publishing the said corrigendum advertisement / article in another publication would be charged to the erring Publisher Member.

➤ **Publications distributed without supplements:**

Bureau's Council of Management once again had an occasion to consider a case of Daily Publication being distributed without insertion of supplements which were duly included in the total number of pages as mentioned on the mast-head of the relevant publication. As considered by it earlier, the Council reaffirm and reiterates that the Bureau is certifying circulation figures of a newspaper as a "unit" and supplements are an intrinsic part of the unit particularly so when the total number of pages are mentioned on the mast-head which includes the supplement pages. Any incomplete publication sold/distributed in the market place or supplied to Subscribers etc would accordingly not qualify for certification as "Net Paid Sales".

➤ **Applicability of Notification No. 734 dated 30<sup>th</sup> July 2004:**

Bureau's Notification No. 734 dated 30<sup>th</sup> July, 2004 as notified is effective from 1<sup>st</sup> August, 2004.

Some Publisher Members have reported having received the said notification after some delay. Keeping this in view the Council has decided to defer the effective date of Bureau's Notification No. 734 from 1<sup>st</sup> August, 2004 to 1<sup>st</sup> October, 2004. Accordingly, 'trade terms to Agents on subscription copies' paid on the basis of cover price between 1<sup>st</sup> July, 2004 and 30<sup>th</sup> September, 2004 would qualify for certification as Net Paid Sales during the audit period July-December 2004.

➤ **Gifts to subscribers and gifts on single copy sales to regular readers:**

Ref. Bureau's Notification No. 733 dated 25<sup>th</sup> June, 2004

Bureau's Council recently considered the gifts/incentives offered to subscribers / regular readers as detailed in Bureau's Notification No. 733. It has since been decided that with effect from 1<sup>st</sup> January 2005, the word "gifts" would specifically **exclude** all cash gifts or cash equivalent (gift cheques etc.) to subscribers/readers from the purview of gifts to subscribers/regular readers. Gifts offered to subscribers / regular readers only in kind would be considered for the purpose.

➤ **Valuation of gifts:**

For bringing clarity in valuation of gifts, Branded products and customized/unique products for all audit purposes would mean:

**Branded Product:**

A specific branded product which is readily available in the market place bearing a MRP. For valuation of the same, MRP to be considered as the cost.

**Customised / Unique Product:**

Is a product, which is manufactured and packaged as per customer's requirements/specifications whether branded or not.

For the purpose of valuation, the price would be reckoned as the one determined between the manufacturer and the customer ordering the product. The value of the same to be taken as per the Invoice of the customized / unique product plus 15% (mark up).

➤ **Circulation claim by Publisher Members:**

In order to curb the instances of Publisher Members making uncertified circulation claims, Publisher Members are kindly requested to scrutinize all advertisements received from other Publisher Members, to be published in their publication, for accuracy of the circulation figures as certified by the Bureau.

To facilitate this, concerned Publisher Member accepting the advertisement may request the advertiser (publisher) to substantiate their claim alongwith an ABC Certificate. Any additional information / clarification relating to the advertisement may be sought from the Bureau. This step by Publisher Members would assist the Publishing fraternity to reduce spreading of mis-information in the form of inaccurate and erroneous circulation claims.

The above guidelines/clarifications are for your information, please.

Secretary General