

CONFIDENTIAL

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29th August, 2006

TO ALL PUBLISHER MEMBERS OF THE BUREAU
CC: Bureau Auditors and Approved Auditors

NOTIFICATION NO. 769

Combo Offers (non-subscription)

The Bureau's Council of Management decided to frame specific guidelines for more than one publication being offered at a combined price on newsstand, home delivery copies etc (non-subscription).

A combo offer is accordingly defined as "more than one publication available under any scheme (other than subscription) to readers at a combined price".

Following guidelines have been prescribed for "**Combo Offers**"(non subscription):

1. Combined price along with the titles / names of publications involved in the combo offer shall be distinctly mentioned on the print line below the masthead on all publications involved in a Combo offer.
2. Average number of Combo copies of the respective publications in an offer will be shown separately on the respective ABC Certificate and shall be reckoned for certification as Net Paid Sales.
3. Trade commission will be calculated on combo price as under:

Combo		Maximum trade commission
i)	of Dailies	40% of combo price
ii)	of other than Dailies	45% of combo price
iii)	of Dailies and other than Dailies	Weighted average based on combo price

(*) subject to maximum limits of 40% in respect of dailies and 45% in respect of other than dailies.

4. No gift either in the form of a publication registered with RNI or in any other form will be permitted for combo offers (non subscription).
5. A combo price to be atleast 50% of the combined cover prices of all publications involved in a combo offer.
6. In case of a combo offer of a daily / weekly / monthly the combined price to be similarly worked out and should be atleast 50% of the cover price of all publications involved in the combo offer.
7. Number of combo copies to be separately shown in the print order of the respective publications.
8. Combo copies should be separately billed to agents / sub agents at the prescribed trade terms.
9. In case a Publication, which is not a member of the Bureau but is offered under a combo offer, then a member publication shall arrange for verification of the distribution and financial books and records of the non-member publication. The Member Publication will then arrange to obtain a written confirmation from a non-Member publication that it's financial & distribution books & records are open for scrutiny by Bureau's Auditors / officials.

Non-compliance of any of the above conditions will render the combo offer as unacceptable for certification as net paid sales.

The above guidelines for Combo Offers (non-subscription) will be applicable to all publisher members with effect from 1st January, 2007.

Sd/-
Secretary General