

20th February, 2006

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To ALL DAILY & WEEKLY NEWSPAPER PUBLISHER MEMBERS

NOTIFICATION NO. 758

In order to provide additional details to the users of the ABC Certificate specially pertaining to subscription copies and copies sold above the prescribed trade terms of 40% and not forming part of Net Paid Sales, Bureau's Council of Management has decided to obtain the following details from all Daily Newspaper Publisher Members along with the Yellow Incoming Certificate with effect from the audit period January-June 2006 which will be shown as an accompaniment to the ABC Certificate.

➤ **Subscription sales :**

*At Nil (inducement) on the cover price	copies
*upto 30% of the cover price	copies
*upto 60% of the cover price	copies
*upto 90% of the cover price	copies

Total	copies

(*includes discount on cover price, value of gifts and other incentives to the subscriber plus trade commission / delivery charges to the trade permissible upto 90% of the cover price)

➤ **Details of copies sold to the trade at trade terms above 40%:**

40.1*% to 60%	copies
60.1% to 75%	copies
75.1% and above	copies

Total	copies

(*45.1% in case of weekly newspapers)

Your co-operation in this regard will be appreciated.

Thanking you,

Sd/-
Secretary General