



# Audit Bureau of Circulations

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14<sup>th</sup> April, 2005

### NOTIFICATION NO. 743

#### To ALL MEMBERS

#### ➤ Total pages contained in a newspaper

Bureau's Council of Management had recently come across cases where the information as to total number of pages contained in a newspaper including all its supplements and add-ons from time to time were in many cases not mentioned. Generally, the total number of pages contained in a newspaper are mentioned on the printline below the mast-head of a newspaper.

Accordingly, Bureau's Council of Management so as to maintain uniformity and also enable a buyer of a newspaper to know the number of pages contained in the relevant issue, has decided that with effect from 1<sup>st</sup> July 2005, it would be mandatory for all newspapers enrolled with the Bureau as members to clearly mention on the **front page** of the main newspaper, the **total number of pages** including all its supplements and add-ons.

#### ➤ Code for Publicity for Publisher Members:

Reference is invited to the provisions of Bureau's Code for Publicity as earlier notified vide Bureau's Notification No. 658 dated 6<sup>th</sup> October, 1998.

Bureau's Council of Management taking into consideration increased number of contraventions of Bureau's Code for Publicity by Publisher Members, has recommended the following actions in cases of contravention of Bureau's Code for Publicity by Publisher Members as may be considered by Bureau's Disciplinary Committee and /or the Bureau's Council of Management:

- i) In case of contravention for the first time, the concerned Publisher member would be intimated to publish a corrigendum advertisement as per the text provided by the Bureau in size 20 x 3 cc on page 3 within a period of 15 days from the date of intimation by the Secretariat.
- ii) In those cases where the concerned Publisher member does not publish the corrigendum advertisement within the stipulated time, as above, and / or in case of a second violation by a publication / group within a period of one year the Bureau would then in such cases inform all members through a circular the factual position in relation to contravention of Bureau's Code for Publicity and also issue a Press Release to this effect.

The erring Publisher member would however be required to publish the corrigendum advertisement in addition to the above actions by the Bureau.

- iii) In case of multiple instances of contravention of the Bureau's Code for Publicity by a publication / group in a period of two years or Publisher's failure to comply with the Bureau's directives in (i) & (ii) above, then the Bureau's Council may show cause the concerned Publisher member as to why their Bureau Membership should not be terminated under the provisions of Article 44(a) of the Bureau's Articles of Association.

➤ **Circulation figures which can be used for Publicity and Promotion by a Publisher Member:**

Bureau's Council of Management wishes to reiterate that only such figures as have been certified by the Bureau as **average Net Paid Sales** be used for any publicity or promotion by a publisher member. Other additional details which are provided on the ABC Certificate namely:

- Free & Complimentary copies
- Institutional Sales (above 10% of Net Paid Sales)
- Copies sold at trade terms above 40% etc.

would be permitted to be used as specified in para 2 (a) (ii) of definition/scope of circulation in Bureau's Notification No. 658 dated 6<sup>th</sup> October, 1998.

➤ **Clarification to Notification No. 717 dated 28<sup>th</sup> March, 2003:**

Bureau's Notification No. 717 dated 28<sup>th</sup> March, 2003 provides that excess circulation obtained for the relevant issue would not be considered as Net Paid Circulation when the value of gifts / samples etc. provided with a **particular issue** of a publication is more than 50% of the cover price of a publication.

The steps to calculate the excess circulation have been laid down in the said Notification. 717.

Bureau's Council of Management had recently considered the above exemption provided to publications. However, it is reiterated that the provision pertaining to removing excess circulation from Net Paid Sales in case of gifts / samples value of which is more than 50% of the cover price is applicable only to gifts / samples offered with a **particular issue**.

The above guidelines are not applicable in case of gifts which are offered by a publisher against the publication being purchased for a specific period. In such cases, entire circulation achieved by such a publication for the specific period will not be considered for certification as Net Paid Sales if the value of the gift / sample exceeds 50% of the cover price.

The above is a clarification to Notification No. 717 dated 28<sup>th</sup> March, 2003.

Sd/-  
Secretary General