



Canadian Media Circulation Audit

Member's Guide to Canadian Media
Circulation Audit

Community Newspaper Publications

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I. What is Canadian Media Circulation Audit?

1. What is Canadian Media Circulation Audit?

Canadian Media Circulation Audit (CMCA) is a comprehensive publication auditing system.

Canadian Media Circulation Audit is a self-administered program. This means that the member publication collects its own circulation data according to Canadian Media Circulation Audit rules and regulations. These data are reported to Canadian Media Circulation Audit every six months. Once a year, a thorough and rigorous audit of the data is performed by a Canadian Media Circulation Audit Auditor. Circulation Statements are checked by the Canadian Media Circulation Audit Auditor and Canadian Media Circulation Audit staff for accuracy, completeness and the essential back-up documentation. Once the statement is processed and is deemed to meet Canadian Media Circulation Audit requirements, the Canadian Media Circulation Audit Manager issues a Canadian Media Circulation Audit Report.

To have your publication's circulation verified, you must be able to prove how many copies are distributed and where, by backing up your circulation figures with documents such as press run certificates, postal receipts, subscriber lists, carrier receipts, cash sales records and records of complimentary copies.

2. Who is eligible?

The following publications are eligible for Canadian Media Circulation Audit:

- General members of the Canadian Community Newspapers Association who meet the membership requirements of their Regional Association;
- Sustaining members of the Canadian Community Newspapers Association;
- Associate members of the B.C. and Yukon Community Newspapers Association, Alberta Weekly Newspapers Association, Saskatchewan Weekly Newspapers Association, Manitoba Community Newspapers Association, Ontario Community Newspapers Association, Quebec Community Newspapers Association, or Atlantic Community Newspapers Association; and,
- Vertical publications owned by general members of the Canadian Community Newspapers Association.
- Business & Consumer publications without membership affiliation with CCNA or a regional association (i.e. not Associate, Sustaining or General member)

CMCA members are subject to all the rules and regulations of the Canadian Media Circulation Audit Committee and CCNA. Membership and recognition in Canadian Media Circulation Audit may be terminated at any time by the Canadian Media Circulation Audit Committee, the Canadian Media Circulation Audit Manager or the CCNA.

3. Definition of Edition

An edition shall be defined by the day of week and consistent distribution pattern among all applicable issues. All editions shall publish under the same banner/title. Issues of the same edition shall meet all of the following conditions:

- Distribution using the same delivery methods
- Circulation of a similar number of copies, with the exception of occasional extraordinary distribution
- Delivery to the same geographic footprint

4. How to apply

To apply for Canadian Media Circulation Audit, download an application from the CMCA website at www.circulationaudit.ca. After you have completed it, submit the application along with the required documents to:

Canadian Media Circulation Audit Coordinator
c/o Canadian Community Newspapers Association
37 Front Street East, Suite 200
Toronto, Ontario M5E 1B3
e-mail: audit@newspaperscanada.ca

5. Questions?

Call the Canadian Media Circulation Audit staff toll-free at 1-877-305-2262.

II. Rules and guidelines

1. Statement Filing Dates

Circulation statements must be filed no later than one month after the end of the period. Failure to file the statement within this timeframe will result in cancellation of CMCA membership.

Any Canadian Media Circulation Audit statement that does not meet the regulations and requirements set out in the manual will be returned to the publisher.

2. Piggyback publications

Canadian Media Circulation Audit will only apply to the publication listed by title as a CMCA member. Separate audits cannot be provided for each part of the publication that may be distributed to an extended market. Verification will apply only to the parts of the publication that make up the complete contents of the title.

Piggyback publications, or publications or special sections that are published irregularly or distributed to a partial circulation, are not considered part of the CMCA member publication. Verification will not apply to piggyback publications.

3. Self purchases

Copies purchased by the publication itself for "free" distribution are not considered part of paid circulation. Such distribution would include, for example, speakers' hand-outs at service clubs or at business functions.

4. Publicity Rules

Permission to use Canadian Media Circulation Audit figures

The following are regulations regarding the use of Canadian Media Circulation Audit figures in advertising and promotion:

- i) A member must, where Canadian Media Circulation Audit is claimed or implied, publish, advertise or distribute only the average circulation figures exactly as they appear in the most recent Canadian Media Circulation Audit Report issued by the Canadian Media Circulation Audit management.
- ii) In any representation, advertisement or publicity where Canadian Media Circulation Audit authority or membership is stated or implied, the sources of any figures, data or statements that do not appear in the Canadian Media Circulation Audit Publisher's Statement or Audit Reports must be clearly identified as being presented by the author of the advertisement or publicity and CMCA must neither be claimed nor implied for them
- iii) A CMCA member shall not make false or misleading statements about any aspect of their circulation, distribution or coverage.

- iv) A CMCA member may not publicize the figures from an Annual Statement or Interim Statement submitted to Canadian Media Circulation Audit until the member receives the Canadian Media Circulation Audit Report from the Canadian Media Circulation Audit management.
- v) CMCA members are permitted to reproduce CMCA reports for their own publication. However, no modification of the CMCA report is allowed; the reproduction must be completely faithful to the original both in terms of the information presented and the report format (including the colour of the report).
- vi) A member shall not state or imply Canadian Media Circulation Audit authority or membership in any representation, advertisement or publicity for any supplementary or other related products unless such claims are directly traceable to a Canadian Media Circulation Audit Statement or Audit Report.
- vii) The publisher shall be responsible for the accuracy of material published or distributed, as well as its compliance with the rules.

Publishing Canadian Media Circulation Audit figures

A CMCA member may only publish the following figures that can be attributed to Canadian Media Circulation Audit:

- Total Paid Circulation
- Total Controlled Circulation
- Total Circulation
- Total Distribution

Use of the Canadian Media Circulation Audit logo

Use of the CMCA logo is a privilege of membership. The use by a member of a logo carries the implication that CMCA has approved the advertising or document in which the logo appears.

Any member of CMCA in good standing may publicize the fact that it is a member. It may use the CMCA logo on member- specific letterheads, advertising material, and mastheads.

The CMCA logo can be downloaded at www.circulationaudit.ca.

Applicants may not use the CMCA logo until they have successfully completed their initial audit and have been accepted into membership by CMCA.

5. Challenging another member's figures

A CMCA member who wishes to challenge the Canadian Media Circulation Audit Statement of another CMCA member is required to take the following measures:

- 1) Notify the Canadian Media Circulation Audit Manager, in writing, of the name of the publication and the date of the Canadian Media Circulation Audit Statement they are challenging.
- 2) Post a \$1,000 bond with the appropriate authorities, and provide the Canadian Media Circulation Audit Manager with proof of the bond. Canadian Media Circulation Audit will undertake an independent audit of the publication's circulation in question.

If the complaint is upheld, the audited publication will be charged the full independent auditing procedure fee. In addition, the offending publication's membership in Canadian Media Circulation Audit will be cancelled. Fraudulent circulation claims will be reported to the authorities; this action could subject the offending publication to prosecution under applicable government legislation.

If the audited publication's circulation is found to be valid, the publication that initiated the challenge will be required to forfeit the bond to CMCA, and pay any additional charges incurred to conduct the independent audit.

6. Offences & Penalties

If any member is found to have committed any of the following offenses, the Canadian Media Circulation Audit management or committee may impose sanctions, suspension and/or cancellation as outlined in this clause:

- a) failing to file Publisher's Statements as required by the rules;
- b) falsifying data on Canadian Media Circulation Audit forms or reports;
- c) publishing false circulation figures;
- d) denying a CMCA auditor full access at any time to all records as provided by the CMCA rules;
- e) failing to pay membership dues or other fees or levies;
- f) violating any CMCA rule;
- g) dishonest, fraudulent or dishonorable conduct in dealings with CMCA;
- h) Any CMCA member who knowingly and willfully brings discredit to Canadian Media Circulation Audit may have their membership suspended or cancelled at the discretion of the Canadian Media Circulation Audit committee.

Sanctions

When a member is found to have committed an offense, the Canadian Media Circulation Audit management may, at their discretion, impose any of the following sanctions:

- require that the member publish within 30 days a retraction or correction in the same medium as the original representation, advertisement or publicity and provide copies of such retraction or correction
- require that the member undergo one or more administrative reviews of their circulation records by Canadian Media Circulation Audit management
- require that the member undergo one or more onsite audits of their circulation records by a Canadian Media Circulation Audit auditor
- levy a cash fine against the member, the amount of which would be established by the Canadian Media Circulation Audit committee

Suspension

Any member found by the Canadian Media Circulation Audit management to have committed an offense and is suspended shall be subject to the following:

- A notice of suspension of CMCA services shall be circulated to the CMCA membership, regional association, Canadian Advertising Rates and Data (CARD) and posted on the Canadian Media Circulation Audit web site
- All statements and reports shall indicate the suspension throughout the suspension period.
- The member may be required to pay a cash fine.
- Upon conclusion of the suspension period, a notice of reinstatement of CMCA services shall be circulated to the CMCA membership, regional association, Canadian Advertising Rates and Data (CARD) and posted on the Canadian Media Circulation Audit web site

Cancellation

Any member found by the Canadian Media Circulation Audit management or committee to have committed an offense and whose membership is cancelled shall be subject to the following:

- A notice of cancellation of CMCA membership shall be circulated to the CMCA membership, the regional association, Canadian Advertising Rates and Data (CARD) and posted on the Canadian Media Circulation Audit web site
- All statements and reports shall indicate the cancellation
- The publication shall remove the Canadian Media Circulation Audit logo and designation from its masthead and any of its promotional material
- A member cancelled from Canadian Media Circulation Audit may re-apply for membership ninety (90) days after cancellation. The reinstatement fees for this publication shall be double that of the annual membership fee at the time of application.
- In the event that a publication has been cancelled from Canadian Media Circulation Audit more than three times, that publication may not participate in the program for three years. The re-entry fee shall be three times that of the annual membership fee at the time of application.
- A publication may not be readmitted to the program until all outstanding fees and levies have been paid in full.
- Reinstatement of a publication shall be by majority vote of the Canadian Media Circulation Audit committee.

7. Appealing loss of membership

Suspensions and cancellations may be appealed in writing to the Canadian Media Circulation Audit committee within thirty (30) days of the suspension or cancellation notice. Appeals must outline any new information and other circumstances that may warrant re-examination by the Canadian Media Circulation Audit committee. Appeals must be sent directly to the Canadian Media Circulation Audit management within that time, and will be considered at the next scheduled Canadian Media Circulation Audit committee meeting. The decision to suspend or cancel membership shall remain in full force until reversed by the Canadian Media Circulation Audit committee.

8. Reinstatement

A member cancelled from Canadian Media Circulation Audit may re-apply for membership ninety (90) days after cancellation. The annual fees for this publication will be double that of the regular fee at the time of application.

In the event that a publication has been cancelled from Canadian Media Circulation Audit more than three times, that publication may not participate in the program for three years. The re-entry fee will be three times that of the regular fee at the time of application.

9. Retaining old circulation data

CMCA members are required to keep all circulation records and back-up documentation for two years after approval of the Circulation Statement to permit subsequent auditing by a Canadian Media Circulation Audit Auditor designated by the Canadian Media Circulation Audit Committee.

10. Administrative Reviews and On-site Audits

“Administrative Reviews” are conducted by Canadian Media Circulation Audit Staff or Contracted Auditors at their own discretion, without the direction or approval of the Canadian Media Circulation Audit Committee, whenever one or more the conditions outlined below are encountered. Administrative Reviews do not involve site visits and are conducted using existing documentation or documentation requested over the phone or in writing by mail, fax and e-mail.

“On-site Audits” are conducted by Contracted Auditors at the office of the member publication. On-site audits result from one or more of the conditions.

Conditions for Administrative Reviews

Administrative Reviews are warranted in the following circumstances:

- a) A competitive challenge is launched in writing by another CMCA member; by a competitor who is not a member; by a member of the media or advertising community and a subsequent review by staff has uncovered inconsistencies in the reporting forms and supporting documentation.
- b) A member publication has a demonstrated record of filing reports late; filing incomplete reports; or filing reports with significant errors or inconsistencies.
- c) A member publication has substantially changed its business model (from paid to controlled, for instance).
- d) A member publication has introduced innovations in its business model that make its audit reports subject to interpretation (sustained subscription promotions; bulk subscription plans; couponing programs; cross promotions with other publications).

e) Circulation numbers vary consistently by plus or minus 15 percent in any given reporting period or, conversely, circulation number don't vary at all within any given reporting period, leading CMCA staff to believe that proper reporting procedures are not being applied.

f) Senior management may request an Administrative Review in situations where their circulation staff have left or have otherwise mismanaged the file.

Circumstances for On-Site Audits

On-site audits may be approved in any situation where

a) An Administrative Review has led to a recommendation that an On-Site Audit is warranted.

b) A competitive challenge has been lodged and the complainant is not satisfied with the results of the Administrative Review. In this case, a fee will apply.

c) A member publication requests it because a staff member responsible for circulation reports has left or has otherwise mismanaged the file. In this case, a fee will apply.

d) The Canadian Media Circulation Audit Committee has chosen to launch one or more On-Site Audits, on a totally random basis, for the purposes of judging the accuracy or quality of circulation reports.

Members receiving the audit must be given 30 days' written notice and must be given the opportunity to choose a date and time convenient to them.

Refusal of an On-site Audit will lead to expulsion from the Canadian Media Circulation Audit program.

11. Electronic Copies

An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF).

The publisher shall provide the CMCA management and auditor access to the electronic edition for the purpose of verifying eligibility.

A subscription to both the print and electronic editions shall be counted as one subscription.

The publisher shall provide to the auditor the following as supporting documentation for the purpose of verification: a list of subscribers, their contact information and e-mail addresses. For paid electronic circulation, proof of payment must also be provided. For controlled electronic circulation, a hard copy of the written or e-mailed request must also be provided. Request or verification of a request must come from the e-mail holder.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic copies sent to employees, correspondents, columnists, editors, reporters, agents, advertisers and/or advertising agencies advertisers with paid subscriptions shall be claimed as Other Paid.

III. Having your circulation verified

1. The Reporting Cycle

CMCA members file two mandatory Canadian Media Circulation Audit statements per year, each covering a six-month period. The Initial or Annual Report, must be audited by a Canadian Media Circulation Audit Auditor or third-party chartered accountant, who will choose an issue at random and verify the figures you have submitted.

STEP 1 – Submit Canadian Media Circulation Audit Application, required documents and fee payment to Canadian Media Circulation Audit Manager.

STEP 1A (Optional) – File an Applied Status Circulation Statement covering three months of circulation figures.

CMCA Auditor conducts audit. CMCA office processes report and generates Canadian Media Circulation Audit Report with Applied Status (CMCA*).

STEP 2 – Collect all backup documentation required for first Circulation Report. Complete mandatory forms X, X.3, Y, Z and G for each issue.

STEP 3 – Within one (1) year following acceptance of your application – Complete and file Form X as your **Initial** Report, covering a six-month reporting period. Include backup documentation. This report will be audited by a Canadian Media Circulation Audit Auditor.

Canadian Media Circulation Audit Auditor conducts audit. Canadian Media Circulation Audit office processes report and generates Canadian Media Circulation Audit Report. Member receives Canadian Media Circulation Audit Report.

STEP 4 – Collect all backup documentation required for next Circulation Report. Complete mandatory forms Y, Z and G for each issue.

STEP 5 – Six months following completion of your last report – Complete and file Form X as your Six-Month **Interim** Statement, covering the six months immediately following the reporting period of your last report. Include backup documentation. This statement will be verified by the Canadian Media Circulation Audit Manager.

Canadian Media Circulation Audit Office verifies and processes report and issues a Publisher's Statement, bearing the phrase, "Subject to Audit"

STEP 6 – Collect all backup documentation required for next Circulation Report. Complete mandatory forms Y, Z and G for each issue.

STEP 7 – Six months following completion of your last report – Complete and file Form X as your **Annual** Statement, covering the six months immediately following the reporting period of your last report. Include auditor's fees and backup documentation. A Canadian Media Circulation Audit Auditor will audit this statement and the Interim one for a 12-month audit.

Canadian Media Circulation Audit Auditor conducts audit. Canadian Media Circulation Audit Manager processes report and generates Canadian Media Circulation Audit Report. Member receives Canadian Media Circulation Audit Report.

Repeat Steps 4, 5, 6, and 7.

Note: Publications that experience any of the following:

- Changes in geographic footprint
- Changes in distribution methods
- Changes in circulation figures where circulation differs from previous circulation by at least 10 percent for publications with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over
- Changes from paid to controlled circulation or controlled to paid circulation must submit a Three-Month Interim Statement reflecting the updated circulation figures.

Submitting a Three-Month Interim Statement will adjust the publication's reporting periods. Following the Three-Month Interim Statement, the next mandatory report to be filed by the publication will be an Annual Report, covering the same three months as the Three-Month Interim Statement plus the three months following. To submit a Three-Month Interim Statement, a publisher must include three months' worth of back-up documentation to have the publication's circulation audited.

Publications may file only one Three-Month Interim Statement per year. New members have the option of filing an Interim Statement with the Canadian Media Circulation Audit Manager three months after they become members.

Processing and verification of a Three-Month Interim Statement is subject to an additional fee. [For rates, consult the rate card at www.circulationaudit.ca.](http://www.circulationaudit.ca)

IV. Keeping Records: Steps to Success

1. Preparation

Stay on top of your circulation and it won't get the better of you. Use the following tips to help streamline the record-keeping process.

- Have a central location in which to file receipts, statements, forms, and other backup documentation. Some publications keep records tied in with their computer accounting systems; others store records and receipts in file folders.
- File the information by issue date.
- Keep records up to date. Recording circulation figures and listing carriers, dealers, and distributors takes only a few minutes per week, but can quickly turn into overwhelming jobs if they're neglected.
- Publications printed in house are required to prepare Form Y – Press Run Certificate by copying the form and writing the name of the publication and reporting period.
- For a complete list of supporting documents to be submitted, see **#3. Supporting documentation**.

2. For Every Issue: Mandatory Forms

- Keep press run certificates and records of distribution in chronological order – one set for each issue of your publication, from subscriptions and dealer sales to counter sales and complimentary copies.
- **Form Y – Press Run Certificate – MANDATORY**

For publications that are printed in-house, this form, signed by the printer, verifies the number of publications printed. Publications that are printed by an outside printer may submit invoices, stating the number of copies printed and amount charged and number of pages per copy printed, in place of Form Y.

To comply with Canadian Media Circulation Audit regulations and to complete Form X - Publisher's Circulation Statement, the CMCA member must be able to verify the number of copies printed for each issue.

Publications printed by an outside printing house may submit the printer's invoice, showing the date of issue, the number of pages and the press run, to establish the relationship to circulation.

How to complete Form Y – Press Run Certificate

Record the date of the issue on the first available line, and record the corresponding Gross Press Run, Spoilage, and Net Press Run.

- **Form Z – Single-Issue Circulation Summary – MANDATORY**

Form Z is a summary of your circulation by single issue. This information is then transferred to Form X – Publisher's Circulation Statement.

How to complete Form Z – Single Issue Circulation Summary

Copy and complete one Form Z for each issue.

i - Instructions for Paid Circulation Publications

Line 1 - Publication: Enter the name of your publication, including the primary town(s) served, here. Refer to correspondence from the CMCA office for the publication name that the CMCA office has on record.

Line 2 - For the issue of: Enter down the date of the issue for which you are completing this form.

Line 3 – Number of Pages: Enter down the number of pages for this issue

Line 4 – Total Mail Subscriptions: Use the Paid Mail Subscriptions (lines 26 to 29) sections to calculate paid circulation. Transfer the Total of Week's Paid Mail (line 29) to Total Mail

Subscriptions (line 4). Note: Do not include non-paid mail copies; instead, include these under Controlled Circulation: Mail on line 11.

Line 5. Carriers: Carrier is defined as a company or individual paid to hand-deliver your publication to residential homes. Use the table on Form Z to list carriers by name and calculate the draw, returns and net distribution of each. Transfer the total number of publications delivered by them to Carriers (line 5).

Line 6. Dealers: Dealer is an outside party who sells your publication. Dealers may include stores, hospitals, gas stations, etc. Use the table on the back of Form Z to list dealers by name and calculate the draw, returns and net distribution for each. (This figure will not be available until the week following publication, when returns can be included.)

Line 7. Counter & Street Box Sales: Counter Sales are copies sold at the publication office (line 30). Street Box Sales are coin-operated publication boxes (line 31). Transfer the Total Counter & Street Box Sales (line 32) to Counter & Street Box Sales (line 7).

Line 8. Third Party Bulk Sales: Copies bought by a third party, such as an advertiser, sponsor/donor, or municipality, in quantities of 2 or more for distribution to individuals or organizations, and to promote the interests of the third party. Newspapers in Education and educational copies purchased by instructors or sponsors or through school funds are also reported here.

The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

A summary of bulk sales, dated and signed by the publisher, shall be submitted as backup documentation.

Line 9. Other Paid: This includes:

- Subscriptions picked up from the newspaper office, copies distributed by a third-party company.

Note: Amounts on lines 4 to 9 must be backed up with cash entries in the publication's financial records, and will be verified by a Canadian Media Circulation Audit Auditor.

Line 10. Electronic : An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF).

The publisher shall provide the CMCA management and auditor access to the electronic edition for the purpose of verifying eligibility.

A subscription to both the print and electronic editions shall be counted as one subscription.

The publisher shall provide to the auditor the following as supporting documentation for the purpose of verification: a list of subscribers, their contact information and e-mail addresses. Proof of payment must also be provided.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic copies sent to employees, correspondents, columnists, editors, reporters, agents, advertisers and/or advertising agencies advertisers with paid subscriptions shall be claimed as Other Paid.

Line 11. Total Paid: Enter the total of items 4,5,6,7,8, 9 and 10. Transfer this number to Line 20.

ii - Instructions for Controlled Circulation Publications

Line 12. By Mail

Enter the number of non-paid copies mailed. The number must be backed up by a Statement of Mailing and cash receipts issued by Canada Post. Include addressed mail and Unaddressed AdMail.

Line 13. Carriers

Carrier is defined as a company or individual paid to hand-deliver your publication to residential homes. Use the table on Form G to list carriers by name and calculate the draw, returns and net distribution of each. Transfer the total number of publications delivered by them to Carriers (line 12).

Line 14. Dealers & Distributors

Dealer is an outside party who sells your publication. Dealers may include stores, hospitals, gas stations, etc. Distributor is a company or individual paid to distribute your publication to dealers.

Use the table on Form G to list dealers and distributors by name and calculate the draw, returns and net distribution for each. (This figure will not be available until the week following publication, when returns can be included.).

Line 15. Street Boxes

Street Boxes: Enter the number of copies picked up from the street box location. Use the table on Form Z to list street box locations, number of papers at each locations, returns and net figures. Include publications taken from honour boxes without payment.

Use the table on Form G to list the locations of street boxes and calculate the draw, returns and net distribution for each. (This figure will not be available until the week following publication, when returns can be included.).

Line 16: Counter Pickups

Counter Pick-ups: Enter the number of copies picked up from the publication office.

Line 17. Other Controlled

Newspapers in education and educational copies requested by instructors or sponsors and any issues that are circulated for free that are not reported in any of the other lines under controlled circulation or Service and Sample can be reported here.

Line 18. Electronic

An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF). An electronic subscription may only be counted if it is as a result of a personal or company request.

A hard copy of the written or e-mailed request must also be provided. Request or verification of a request must come from the e-mail holder.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic Service and sample copies, Prospect copies, Welcome Wagon copies, Office copies, File copies, Complimentary copies, and others who are not considered typical readers shall be claimed as Service and Sample copies.

Line 19. Total Controlled

Enter the total of lines 12, 13, 14, 15, 16, 17, and 18. Transfer this number to Line 21.

iii - Total Distribution (Paid and Controlled)

Line 20. Total Paid

Transfer the number from Line 11 onto this line.

Line 21.

Transfer the number from Line 19 onto this line.

Line 22. Total Circulation

Enter the total of Lines 20 and 21.

Line 23. Service/Sample Copies

Enter the number of additional copies of the newspaper distributed for free to individuals or companies who do not subscribe or who would not otherwise receive the newspapers as a typical reader would here. For a further description of what is included in Service and Sample Copies, please see the Definitions section.

Note: These quantities must be backed up with a list of names, copies and phone numbers (one issue only). Up to a maximum of three per cent (3%) of the average circulation or 200 copies can be reported here.

Line 24. Subscription Drives

Enter the copies distributed through subscription drives or on a rotated or occasional basis, including copies distributed at community events, to potential subscribers, etc.

Note: These copies will not be included in your average circulation figures, but will appear on your Canadian Media Circulation Audit Report separately.

Line 25. Total Distribution
Enter the sum of lines 22 and 23

iv – Paid Mail

Line 26. Opening count

Line 27. Plus new

Line 28. Minus Cancellations
Enter the number of cancellations made.

Line 29. Total of Week's Paid Mail
Enter the sum of lines 26 and 27, minus line 28.

v – Other Sales

Line 30. Counter Sales
Enter the number of copies sold at the newspaper office.

Line 31. Street Box Sales
Enter the number of copies sold from coin-operated newspaper boxes. Honour boxes with voluntary paid distribution should also be included.

Line 32. Total Counter & Street Box Sales
Enter the sum of lines 30 and 31. This number should be the same as the number in Line 7.

vi – Form Z Table (for Paid Circulation)

The table on Form Z is used to create clearly labelled sections listing the names and net distribution by Carriers, Dealers, Distributors and Street Box Locations for paid circulation. Controlled circulation should be reported on Form G or equivalent.

Carriers (Paid Circulation)

List the names and routes. The CMCA Auditor or Public Chartered Accountant will verify proof of payment to carriers.

Dealers and Distributors (Paid Circulation)

List the names of the dealers and distributors in separate, clearly labelled sections. The CMCA Auditor will verify cash receipts from dealers and distributors.

Dealers and Distributors (Controlled Circulation)

List the names. Supply a receipt from distributors for cash payment to him/her, which will be verified by the CMCA Auditor or Public Chartered Accountant.

Street Box Locations

List geographic location, draw, returns and net distribution. The CMCA Auditor will verify that cash has been received and entry has been made.

- **Form G – Publisher's Delivery to Carriers, Dealers, Distributors, Street boxes and Apartments (MANDATORY for Controlled Circulation)**

Use Form G to record and verify publication delivery by the publication's own vehicle and employees to dealers, street boxes, apartments, convenience stores, etc. The employee who physically delivers the publications, as well as the circulation manager, is required to verify Form G's accuracy by signing it. Ensuring pick-up of returns and keeping accurate totals are the responsibility of the publication.

The publisher may also use Form G in cases where the publication uses an outside distribution firm or delivery service. The driver must sign the form. The publisher is required to maintain a list that shows the full name, address and phone number of any driver signing these forms.

Form G is optional for paid circulation. Use Form G and verify newspaper delivery by the paper's own vehicle and employees to dealers, street boxes, apartments, convenience stores, etc.

- **Form Z.1 – Single-Issue Circulation For Extraordinary Distribution (MANDATORY for reporting extraordinary distribution)**

A member must omit any issue from the calculation of average net circulation when the total circulation for that issue differs from the previous corresponding day with normal circulation by at least 10 percent for publication with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over. Omitted issues must be reported separately as follows

- A maximum of ten omitted issues is allowed within a 12-month period
- Circulation figures for larger or smaller distribution must be excluded from Form X and reported separately on Form Z.1
- Form Z.1 and back-up documentation are mandatory for all publications with this distribution
- The CMCA report will include separate mention of this distribution, including when the issue(s) was distributed, how many copies and the distribution area.

How to complete Form Z.1 – Single Issue Circulation for Extraordinary Distribution

Complete on Form Z.1 for every issue that differs from the previous corresponding day with normal circulation by at least 10 percent for publication with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over.

Line 1. Newspaper

Write the name of your publication, including the primary town(s) served, here. Refer to correspondence from the CMCA office for the publication name that CMCA has on record.

Line 2. For the issue of:
Write down the date of the issue for which you are completing this form.

Line 3. Number of Pages
Write down the number of pages for this issue

I – Explanatory Notes

Line 4. Reason for extraordinary distribution
List the reason(s) for the change in circulation for this specific issue.

Line 5. Number of issues with extraordinary distribution to date
Enter the number of issues, including those from your last report that has not been audited. The number entered cannot exceed 10.

Line A: Total number of copies circulated for last issue with normal distribution
Enter the amount from line 19 from the previous Form Z

Line B: Total number of copies circulated for this issue
Enter the amount from line Z26

Line C: Difference between circulation of issue with normal distribution and this issue
Enter the difference from Line A minus Line B

Line D: Percentage over or under last issue with normal distribution
Divide Line C by Line A and multiply this number by 100. Enter the number on Line D.

II – Mail Subscriptions

Line Z1. Opening count

Line Z2. Plus new

Line Z3. Minus Cancellations
Enter the number of cancellations made.

Line Z4. Total Mail Subscriptions
Enter the sum of lines Z1 and Z2, minus line Z3.

III – Counter & Street Box Sales

Line Z5. Counter Sales
Enter the number of copies sold at the newspaper office.

Line Z6. Street Box Sales
Enter the number of copies sold from coin-operated newspaper boxes. Honour boxes with voluntary paid distribution should also be included.

Line Z7. Total Counter & Street Box Sales

Enter the sum of lines Z5 and Z6. This number should be the same as the number in Line Z15.

IV – Paid Circulation

Line Z8 – Total Mail Subscriptions: Use the Paid Mail Subscriptions (lines Z1 to Z3) sections to calculate paid circulation. Transfer the Total of Week's Paid Mail (line Z4) to Total Mail Subscriptions (line Z8). Note: Do not include non-paid mail copies; instead, include these under Controlled Circulation: Mail on line Z16.

Line Z9. Carriers: Carrier is defined as a company or individual paid to hand-deliver your publication to residential homes. Use the table on page 2 of Form Z.1 to list carriers by name and calculate the draw, returns and net distribution of each. Transfer the total number of publications delivered by them to Carriers (line Z9).

Line Z10. Dealers: Dealer is an outside party who sells your publication. Dealers may include stores, hospitals, gas stations, etc. Use the table on page 2 of Form Z.1 to list dealers by name and calculate the draw, returns and net distribution for each. (This figure will not be available until the week following publication, when returns can be included.)

Line Z11. Counter & Street Box Sales: Counter Sales are copies sold at the publication office (line Z5). Street Box Sales are coin-operated publication boxes (line Z6). Transfer the Total Counter & Street Box Sales (line Z7) to Counter & Street Box Sales (line 11).

Line Z12. Third Party Bulk Sales

Copies bought by a third party, such as an advertiser, sponsor/donor, or municipality, in quantities of 2 or more for distribution to individuals or organizations, and to promote the interests of the third party. Newspapers in Education and educational copies purchased by instructors or sponsors or through school funds are also reported here.

The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

A summary of bulk sales, dated and signed by the publisher, shall be submitted as backup documentation.

Line Z13. Other Paid:

This includes:

- Copies given to employees, correspondents, columnists, editors, reporters, agents and advertisers (tear sheets). Only one copy per person or company may be claimed.
*Additional copies should be claimed in Service/Sample Copies (line Z27).

Note: Amounts on lines Z8 to Z13 must be backed up with cash entries in the publication's financial records, and will be verified by a Canadian Media Circulation Audit Auditor.

Line Z14. Electronic : An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF).

The publisher shall provide the CMCA management and auditor access to the electronic edition for the purpose of verifying eligibility.

A subscription to both the print and electronic editions shall be counted as one subscription.

The publisher shall provide to the auditor the following as supporting documentation for the purpose of verification: a list of subscribers, their contact information and e-mail addresses. Proof of payment must also be provided.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic copies sent to employees, correspondents, columnists, editors, reporters, agents, advertisers and/or advertising agencies advertisers with paid subscriptions shall be claimed as Other Paid.

Line Z15. Total Paid: Enter the total of items Z8 to Z14. Transfer this number to Line Z15.

V - Controlled Circulation

Line Z16. By Mail

Enter the number of non-paid copies mailed. The number must be backed up by a Statement of Mailing and cash receipts issued by Canada Post. Include addressed mail and Unaddressed AdMail.

Line Z17. Carriers

Carrier is defined as a company or individual paid to hand-deliver your publication to residential homes. Use the table on page 2 of Form Z.1 to list carriers by name and calculate the draw, returns and net distribution of each. Transfer the total number of publications delivered by them to Carriers (line Z17).

Line Z18. Dealers & Distributors

Dealer is an outside party who sells your publication. Dealers may include stores, hospitals, gas stations, etc. Distributor is a company or individual paid to distribute your publication to dealers.

Use the table on page 2 of Form Z.1 to list dealers and distributors by name and calculate the draw, returns and net distribution for each. (This figure will not be available until the week following publication, when returns can be included.).

Line Z19. Street Boxes

Street Boxes: Enter the number of copies picked up from the street box location.

Use the table on page 2 of Form Z.1 to list street box locations, number of papers at each locations, returns and net figures. Include publications taken from honour boxes without payment.

Line Z20: Counter Pickups

Counter Pick-ups: Enter the number of copies picked up from the publication office.

Line Z21: Other Controlled

Newspapers in education and educational copies requested by instructors or sponsors and any issues that are circulated for free that are not reported in any of the other lines under controlled circulation or Service and Sample can be reported here.

Line Z22. Electronic

An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF). An electronic subscription may only be counted if it is as a result of a personal or company request.

A hard copy of the written or e-mailed request must also be provided. Request or verification of a request must come from the e-mail holder.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic Service and sample copies, Prospect copies, Welcome Wagon copies, Office copies, File copies, Complimentary copies, and others who are not considered typical readers shall be claimed as Service and Sample copies.

Line Z23. Total Controlled

Enter the total of lines Z16 to Z22. Transfer this number to Line Z23.

VI - Total Distribution (Paid and Controlled)

Line Z24. Total Paid

Transfer the number from Line Z15 onto this line.

Line Z25.

Transfer the number from Line Z23 onto this line.

Line Z26. Total Circulation

Enter the total of Lines Z24 and Z25.

Line Z27. Service/Sample Copies

Enter the number of additional copies of the newspaper distributed for free to individuals or companies who do not subscribe or who would not otherwise receive the newspapers as a typical reader would here. For a further description of what is included in Service and Sample Copies, please see the Definitions section.

Note: These quantities must be backed up with a list of names, copies and phone numbers (one issue only). Up to a maximum of three per cent (3%) of the average circulation or 200 copies can be reported here.

Line Z28. Total Distribution

Enter the sum of lines Z26 and Z27

Line Z29. Subscription Drives

Enter the copies distributed through subscription drives or on a rotated or occasional basis, including copies distributed at community events, to potential subscribers, etc.

Note: These copies will not be included in your average circulation figures, but will appear on your Canadian Media Circulation Audit Report separately.

3. Supporting documents

Members are required to send only the documents in the list below, in the indicated amounts. The documents in this list ensure that audits can be done thoroughly and consistently with CMCA auditing guidelines.

For interim and annual reports, members shall be required to send:

- Supporting documents for the month of the analyzed issue (the issue selected on Form X for section 3: Distribution Areas)
- Supporting documents for the last month of each reporting period (note: analyzed issue cannot be from the last month of the reporting period)
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
- Form Y: Press Run Certificate – for all issues
- Form G: Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments – for the month of the analyzed issue
- Subscriber list – for the most recent issue

For initial reports, members shall be required to send:

- Supporting documents for all 6 months of the reporting period
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
- Form Y: Press Run Certificate – for all issues
- Form G: Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments – for all issues
- Subscriber list – for the most recent issue

Initial reports would require more documentation than annual or interim reports so that auditors can perform more checks to ensure that new members are able to comply with the existing rules of the program.

Subscriber Lists

Subscriber lists are a required supporting document for paid-circulation publications for the purpose of verifying that payment has been received for the publication.

The subscriber list submitted by CMCA member publications as supporting documentation shall include the following information:

- Subscriber first name, Subscriber last name
- Subscriber address
- Batch date for payment
- Batch number
- Price
- Amount paid or payment status

4. Optional Forms

You may find the following forms helpful for record-keeping. However, you are not required to submit them with your reports. Optional forms are suggested to help you create a paper trail for your circulation. They cover all types of circulation, record-keeping, invoices and receipts.

Form D – Physical Count of Subscribers for Mail Delivery from Print-out of Mail List

Form E – Carrier, Dealer or Street Boxes Weekly Report (Paid)

Form F – Carrier/Dealer Ledger (Paid)

Form M – Dealer Invoice (Paid)

Form N – Cash Subscription Record (Paid)

Form P – Mail Subscriber's Receipt (Paid)

Form Q – Mail Subscriber's Record (Paid)

Form R – Counter Sales Record (Paid)

Form S – Carrier's Invoice, Instructions and Statement (Paid)

Form T – Carrier's Subscriber List (Paid)

▪ **Form D – Physical Count of Subscribers for Mail Delivery from Print-out of Mail List**

Use Form D to keep track of subscribers. The starting point for the entire procedure is a physical count. Whatever your mailing equipment, you'll need a printout from which you can count the number of paid-up subscribers in each category.

You may not need to have an updated printout each week. A record book or form listing the names and addresses of new and deleted subscribers by week, from one publication date to the next, will help you make additions and subtractions in each category.

However, an actual physical count must be made frequently to back-check your "adds-and-deletes" list.

▪ **Form E – Carrier, Dealer or Street Boxes Weekly Report (Paid)**

Use Form E to keep a record of the number of copies of each issue supplied to each paid recipient, the number of copies returned, the net copies sold, payment received or transfer of the charge to the ledger as a receivable, and the date on which payment was entered into the cash account.

1. Paid recipient's name
2. Number of copies supplied (draw).
3. Number of copies returned.
4. Number of copies sold (net).
5. Amount of payment received.
6. Amount entered into accounts receivable.
7. Date entry was made in cash account.

Total the columns then transfer the net figure to Form Z – Single-Issue Circulation Summary, lines 2, 3, and 4.

- **Form F – Carrier/Dealer Ledger (Paid)**

Use Form F for carriers or dealers. This form gives the publisher and the auditor up-to-date information about the financial transactions between your publication and carriers and dealers who are operating on an A/R basis.

1. Date of issue
2. Number of papers.
3. Number of returns.
4. Number of papers charged to carrier/dealer.
5. Your selling price to the carrier/dealer.
6. Multiply #4 by #5 to calculate weekly charges.
7. When the carrier pays the account, enter the amount paid.
8. The difference between Charges – Receipts.
9. Date the money is credited to cash in your books.

- **Form M – Dealer Invoice (Paid)**

Dealer or newsstand sales are an important source of circulation revenue.

Prepare Form M in advance with the name of the dealer, date of the issue and number of copies the dealer received. The person delivering the copies then fills in the number of unsold copies returned, net sales, and payment received.

1. Name of the publication and address and phone number of the office of the publication.
2. Name and address of dealer.
3. Date of issue.
4. Number of copies supplied this delivery (draw).
5. Number of returns from the previous issue.
6. Number of copies collected for this delivery.
7. Wholesale price to the dealer.
8. Amount collected or charged to the dealer.
9. Delivery person's signature for cash received.

- **Form N – Cash Subscription Record (Paid)**

Use Form N to list mail subscriptions sold or renewed for the period between issues. When it comes time to make a deposit or cash entry, total the amount column and indicate the date the deposit was made.

You'll be able to recalculate your paid mail subscriptions in the Recapitulation section. This should be the same figure on Form Z, line 12.

- **Form P – Mail Subscriber's Receipt (Paid)**

Your receipt may take any form, but it must contain all the information illustrated on Form P.

Receipts should be numbered consecutively and issued in duplicate, with one copy for the subscriber and the duplicate for the publisher's files. The Canadian Media Circulation Audit Auditor will require a photocopy.

- **Form Q – Mail Subscriber's Record (Paid)**

This form provides you and the auditor with the date of payment, the receipt number, period of time covered by the payment, etc.

You may wish to note on the file whether the subscription was a gift and to whom the notice of expiry should be sent.

- **Form R – Counter Sales Record (Paid)**

Use Form R to record the number of sold copies of any one issue, the amount received, and the date the revenue was transferred to your office cash account.

- **Form S – Carrier's Invoice, Instructions and Statement (Paid)**

The carrier invoice and instruction sheet, Form S, is the link between the carrier and the office. It is completed in the office and delivered with the carrier bundle each week. Form S provides for paid-in-advance subscriptions to be delivered by carriers (subs) as well as the direct issues for which he/she collects.

List any changes in delivery instructions in the instruction area. The month-end statement can be completed by the end of each month or billing period.

Fill out Form S in duplicate to keep a record of collections by the carrier in the event of dispute.

1. Routes should have a numerical reference as well as:
2. The carrier's name. The second line indicates where the carrier picks up papers or where papers are dropped.
3. The number of papers required for the route.
4. The issue date.
5. The number of papers for which the carrier collects from customers.
6. The number of papers for which the publication has received an annual subscription. The carrier will receive a fee equal to the commission he/she received on direct customers.
7. Any cancellations, new customers or stops for vacation.
8. The number of papers for which the carrier collects from customers.
9. The amount for which the carrier sells the papers at retail
10. Enter multiplication of #8 by #9.
11. Number of papers for prepaid annual subscription.

12. Enter sum of #8 and #11.
13. Commission the carrier receives on each paper delivered.
14. Enter multiplication of #12 by #13.
15. From Form F (Paid Carrier/Dealer Ledger) or last week's Form S.
16. From Form F.
17. Total amount due.

▪ **Form T – Carrier's Subscriber List (Paid)**

Maintain a route list for each carrier to save confusion in case someone else has to do the route. This list gives valuable details on the route, first by address in a reasonable walking order, followed by name and delivery information, including interruptions of delivery.

Keep this list at the publication office and record stops and starts here, since the carrier's paper requirements will be determined from the list.

It is imperative that the carrier notifies the paper when he/she sells a new subscription, reinstates a subscription, or loses a subscription.

▪ **Form U – Personal Telecommunication Request (Controlled)**

Use Form U to maintain a record of telecommunication requests for copies of the publication. You can use this form for fax, email or telephone requests.

V. Filing Circulation Statements

1. Completing Form X - Publisher's Circulation Statement for Audit or Verification

Collect all completed copies of Form Z – Single-Issue Circulation Summary, all pages of Form Y – Press Run Certificate (or printer's invoices), and all backup documentation.

- **Form X – Publisher's Circulation Statement – MANDATORY**

Form X is a mandatory form. It is the main component of all types of Circulation Statements filed with the Canadian Media Circulation Audit Auditor or Canadian Media Circulation Audit Manager.

How to complete Form X – Publisher's Circulation Statement

General Information

Statement Type – Check one on Form X only:

THREE-MONTH APPLIED STATUS

An applicant may receive Applied Membership Status by submitting to the Canadian Media Circulation Audit Manager an Applied Status statement, which consists of three months of circulation figures on Form X, along with back-up documentation, within six months of their application date. Applied Status reports require an audit. Applied Membership Status is granted when the Canadian Media Circulation Audit Auditor verifies and audits the statement.

INITIAL STATEMENT

This is the first mandatory Canadian Media Circulation Audit statement, and must be submitted to the Canadian Media Circulation Audit Manager within one (1) year of the application date. The Initial Statement establishes the publication's circulation and must be audited by the Canadian Media Circulation Audit Auditor. The auditor's job is to verify that the circulation figures stated in the report are accurate and are backed up with documentation such as postal receipts, signed statements and invoices.

ANNUAL STATEMENT

This once-a-year, fully audited statement must be submitted to the Canadian Media Circulation Audit Manager with all the relevant back-up information. The Canadian Media Circulation Audit Auditor will audit the statement. The auditor's job is to verify that the circulation figures stated in the statement are accurate and are backed up with documentation such as postal receipts, signed statements and invoices.

SIX-MONTH INTERIM STATEMENT

Reports filed six months after the Initial or Annual Statement reporting period are called Interim Statements and are filed with the Canadian Media Circulation Audit Manager.

THREE-MONTH INTERIM STATEMENT

The Three–Month Interim Statement is for members who have had a significant, consistent change in circulation. Publications that experience any of the following:

- Changes in geographic footprint
- Changes in distribution methods
- Changes in circulation figures where circulation differs from previous circulation by at least 10 percent for publications with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over
- Changes from paid to controlled circulation or controlled to paid circulation

must submit a Three–Month Interim Statement reflecting the updated circulation figures.

Submitting a Three–Month Interim Statement will adjust the publication’s reporting periods. Following the Three–Month Interim Statement, the next mandatory report to be filed by the publication will be an Annual Report, covering the same three months as the Three–Month Interim Statement plus the three months following. To submit a Three–Month Interim Statement, a publisher must include three months’ worth of back–up documentation to have the publication's circulation audited.

Publications may file only one Three–Month Interim Statement per year. New members have the option of filing an Interim Statement with the Canadian Media Circulation Audit Manager three months after they become members.

Processing and verification of a Three–Month Interim Statement is subject to an additional fee. For rates, consult the rate card at www.circulationaudit.ca.

Reporting Period – List the starting and ending months of the period covered by the statement. Initial, Annual, and Six–Month Interim Statements must cover a six–month period. Three–Month Applied Status and Three–Month Interim Statements must cover a three–month period. Enter the six–month or three–month reporting period to which this statement applies. Statement dates are stated in the covering letter that accompanies the forms received from the Canadian Media Circulation Audit Manager prior to the deadline.

List all contact information requested for this publication.

Frequency of publication – For example: Daily, Weekly, Bi–Weekly (every other week), Semi–Monthly (twice a month), Monthly, Bi–Monthly (every other month).

Publication day – Circle the day of the week for the edition for which this report is being filed.

SECTION 1. Basic Subscription Prices

1.1 – 1.4 – List single copy and subscription prices for the areas and periods requested. (If applicable)

1.1 Enter the single-copy retail price charged on over-the-counter sales.

1.2, 1.3, 1.4 Enter the subscription price charged to subscribers, for the terms listed, within your trading area, in Canada and outside Canada.

SECTION 2. Type of Circulation and Method of Distribution

Check the appropriate boxes for Paid or Controlled circulation.

Paid is defined as publications whose total paid circulation is 70% or more. "Paid" in this case is defined as a minimum rate of \$12.00 / year. Do not include copies distributed through subscription drives when calculating your total paid circulation.

Controlled is defined as publications distributed free to designated areas and/or by an address list. In the CMCA program, this category is for members who do not have 70% paid circulation, but nevertheless distribute over a specific market area on a regular and ongoing basis.

Check as many boxes indicating the distribution methods as apply to your publication.

SECTION 3. Distribution Areas

Select one issue of your publication and show the breakdown of that issue's distribution. Submit a list of all six-digit postal codes and number of copies distributed for all areas in Canada to which a minimum of 25 copies of this publication are distributed. Do not include service, sample, or free copies distributed through subscription drives or on a rotating or occasional basis. Deduct returns so that only net distribution is shown.

SECTION 4. Geographic Breakdown

Referring to the same issue selected in Section 3, list the total number of copies in each province and territory in Canada, as well as the total number of copies outside Canada. Your total number of copies inside and outside Canada should equal your total circulation for that issue. Do not include service, sample, or free copies distributed through subscription drives or on a rotating or occasional basis. Deduct returns so that only net distribution is shown.

SECTION 5. Returns and Special Campaigns

Answer the questions by checking the appropriate box and providing additional information as required. The Canadian Media Circulation Audit Auditor uses this information during the auditing process or by the Canadian Media Circulation Audit Manager during the verification process.

5.1 Returns from dealers and distributors must be deducted to arrive at net distribution. Returns are leftover copies that have been delivered by distributors or offered for sale or pick-up by dealers, but have not been purchased or picked up. These copies are normally returned to the publication the following week. Returns must be deducted from circulation figures to arrive at net distribution.

5.2, 5.3, 5.4 Specify any incentives, reduced rates or premiums offered (e.g. seniors rate). When premiums or incentives are offered with a subscription, the value of the premium or incentive must be deducted from the price of the subscription. If the net price is a positive amount, then the subscription is considered paid circulation. If the net price is zero or a negative amount, then the copies must be reported as controlled circulation. Example: Subscription price is \$20.00. Mugs given away as premiums cost \$5.00 each, which means the net subscription price is \$15.00. If the mugs were \$20.00 each, then the copy distributed to that individual/company would be considered controlled.

Premiums may be pens, magnets, bags, caps, mugs, etc.

Incentives may be prizes or draws for cinema tickets, sporting events, dinner at a local restaurant, etc.

5.5 Enter the date and number of copies distributed in subscription campaigns. This should correspond with Section 7, Column Q – Subscription Drives.

5.6 Indicate any changes in publication days or frequency.

5.7 Indicate any regular publication days that were missed, and why (e.g. holidays).

5.8 Indicate any extraordinary distribution (Fill out Form Z.1) – 10% difference from normal circulation for papers with under 10,000 circulation and 5% difference for papers with over 10,000 circulation.

5.9. Indicate if any Newspapers in Education and educational copies were distributed during the reporting period, and list the days they were distributed.

SECTION 6. Distribution Summary

In this section, across the top are columns labelled A through U. This section is completed by transferring the net press run and net circulation figures for each issue from the Net (last Column) of Form Y – Press Run Certificate (or printer's invoices) and lines 4 to 25 of Form Z – Single-Issue Circulation Summary to the corresponding columns in Section 7 of Form X.

All publications	Complete Columns A, Q, R, S, T and U.
All Paid Circulation	Complete Columns B, C, D, E, F, G, H and I.
All Controlled Circulation	Complete Columns J, K, L, M, N, O, P and Q.

Column A: Date of issue/No of pages – For the Reporting Period list the publication dates of all issues and the number of pages in each issue, starting on line 1. This information is obtained from Lines 2 and 3 of Form Z – Single-Issue Circulation Summary. Use one line per issue.

Column B: Mail – The number of paid subscription copies mailed through Canada Post. This figure is obtained from Line 4 on Form Z – Single-Issue Circulation Summary.

Column C: Carriers – The number of paid copies delivered by Carriers. This figure is obtained from line 5 on Form Z – Single-Issue Circulation Summary.

Column D: Dealers – The number of paid copies sold by Dealers. This figure is obtained from Line 6 on Form Z – Single-Issue Circulation Summary.

Column E: Third Party Bulk Sales – The number of paid copies bought by a third party, such as an advertiser, sponsor/donor, or municipality, in quantities of 2 or more for distribution to individuals or organizations, and to promote the interests of the third party. The total bulk sales figure is obtained from Line 8 on Form Z – Single-Issue Circulation Summary.

Column F: Counter & Street Boxes – The number of paid circulation publications sold at the publication's offices. Street Box Sales are coin-operated publication boxes. This figure is obtained from Line 7 on Form Z – Single-Issue Circulation Summary.

Column G: Other Paid - Single copies sold to employees, correspondents, columnists, editors, reporters, agents, advertisers and/or advertising agencies. Only one copy per individual and/or company may be claimed per issue under this column. Any additional copies distributed to any of the above classifications may be claimed under Column O – Service and Sample Copies. This figure is obtained from line 9 on Form Z – Single Issue Circulation Summary.

Column H: Electronic – An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF).

Column I: Total Paid Circulation – sum of columns B, C, D, E, F, G and H. Or, this figure may also be obtained from Line 11 on Form Z – Single-Issue Circulation Summary.

Column J: Mail (Controlled) – The number of free, addressed copies and mailed through Canada Post. This figure is obtained from Line 12 on Form Z – Single-Issue Circulation Summary. The Publisher's Statement of Mailing and post office receipt from Canada Post must be submitted as backup documentation.

Column K: Carriers – The number of free copies delivered by carriers. This figure is obtained from Line 13 of Form Z – Single-Issue Circulation Summary.

Column L: Dealers & Distributors (Net) – The number of free copies picked up at the dealer. Dealers may include stores, hospitals, gas stations, etc. Distributor is a company or individual paid to distribute your publication to dealers. This figure is obtained from Line 14 of Form Z – Single-Issue Circulation Summary.

Column M: Counter & Street Box (Net) - Controlled Circulation publications picked up by individual readers at the publication office. The number of pick-ups must be recorded and backed up with a certificate signed by the employee who distributes these copies. This figure is obtained from Line 32 of Form Z – Single-Issue Circulation Summary.

Column N: Other Controlled – Newspapers in education and educational copies requested by instructors or sponsors and any issues that are circulated for free that are not reported in any of the other lines under controlled circulation or Service and Sample can be reported here. This figure is obtained from Line 17 of Form Z.

Column O : Electronic – In the case of controlled electronic circulation, a subscription may only be counted if it is as a result of a personal or company request. This figure can be obtained from Line 18.

Column P: Total Controlled Circulation – Sum of Columns J, K, L M, N, O and P (Or, this figure may also be obtained from Line 19 on Form Z – Single-Issue Circulation Summary.)

Column Q: Total Circulation – Sum of Columns I and P. (Or, this figure may also be obtained from Line 22 on Form Z – Single-Issue Circulation Summary.)

Column R: Service and Sample Copies –Additional copies of the publication distributed free to individuals or companies who do not subscribe or who would not otherwise receive the publication as a typical reader would. This figure is obtained from Line 23 on Form Z – Single-Issue Circulation Summary.

Column S: Total Distribution – Sum of Columns Q and R. (Or, this figure may also be obtained from Line 25 on Form Z – Single-Issue Circulation Summary.)

Column T: Subscription Drives – Occasional campaigns or promotions organized to increase circulation. This figure is obtained from Line 24 on Form Z – Single Issue Circulation Summary.

Column U: Press Run – For each issue listed in Column A, list the net press run, excluding spoilage. If the publication is printed in-house, complete and include Form Y – Press Run Certificate. Net press run figures should be copied from Column D of Form Y – Press Run Certificate to Column U of Form X. If the publication is printed by an outside printing firm, submit printer’s invoices to determine net press run and record those figures in Column B. Submit copies of the printer’s invoices or a completed Form Y – Press Run Certificate as backup documentation.

Row 6.1: First Quarter Totals – Enter the total of lines 1 to 13

Row 6.2: Net averages – Divide the number from Row 6.1 in the respective column, by the number of issues in the first quarter.

Row 6.3: Second Quarter Totals – Enter the total of lines 14 to 26

Row 6.4: Net averages – Divide the number from Row 6.3 in the respective column by the number of issues in the second quarter.

Row 6.5. First Quarter Results Totals – transfer the figures from Row 6.1 to this row.

Row 6.6 Second Quarter Results Totals – transfer the figures from Row 6.3 to this row.

Row 6.7: Six-month Results Totals – Enter the sum of the figures from Rows 6.5 and 6.6.

Row 6.8 Six-month Average Circulation – Divide the number from Row 6.7 in the respective column by the total number of issues in the six-month period.

Before submitting your statement, please ensure that all applicable columns are filled in (even if the quantities are zero) and that totals reading across the lines and down the column, are accurate.

SECTION 7. Publisher's Statement

Signatures of the publication's circulation manager and publisher are required here, along with the current date, to attest to the truthfulness and accuracy of all information submitted in and relating to this Publisher's Circulation Statement.

SECTION 8. Audit Checklist

This section is provided as a reference when preparing Form X – Publisher's Circulation Statement, indicating all required backup documentation to be submitted with the report. Photocopies of documentation will suffice.

This section is also used by the Canadian Media Circulation Audit Auditor or Canadian Media Circulation Audit Coordinator as a guide when auditing or verifying the report.

Backup documentation is required for the following report types:

- Applied Status Report – all backup documentation covering the three-month reporting period
- Initial Report – see Section IV, #3.
- Annual Report – see Section IV, #3.
- Six-Month Interim Report – see Section IV, #3.
- Three-Month Interim Report – all backup documentation covering the three-month reporting period

i - Documents to submit for either Paid or Controlled Circulation

- Form X – Publisher's Circulation Statement, completed and signed by the publisher and circulation manager.
- Form Z – Single-Issue Circulation Summary, one for each issue.
- Form G – Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments – for the month of the analyzed issue
- Form Y – Press Run Certificate if publication is printed on premises, **or** printer's invoices showing press run totals, number of pages in each issue and publication issue dates, for each issue
- 2 issues from the six-month reporting period
- Publisher's Statement of Mailing or Statement of Mailing from Canada Post with official Post Office signature showing copies mailed and cash receipt for each issue published.

- Subscriber list
- List of individuals and/or companies and their classification receiving service and sample copies for one week (list service and sample copies separately).
- Other miscellaneous distribution accompanied by proper documentation.

ii – Additional documentation to submit for Paid Circulation

Carriers

- Route supervisor names and telephone numbers.
- Carrier route descriptions with route numbers (map if available).
- Records showing carrier names, phone numbers, route numbers, gross numbers of copies delivered, returns, and net distribution for each issue.
- Carrier payment records for one pay period (either weekly or monthly).

Dealers

- List of weekly gross number of copies, returns, and net distribution for each dealer of each issue.
- Two weeks of dealer invoices showing returns, net and dollars collected.
- Any other destination information, accompanied by proper documentation.

Bulk Distribution

- List of distributor names, addresses and telephone numbers.
- List of weekly gross number of copies, returns, and net distribution for each issue (list dealers and quantity of copies delivered on Form Z).
- Two weeks of dealer invoices showing returns, net, and dollars collected.
- Statement of Mailing from Canada Post (if applicable) showing destination and total number of copies mailed in bulk.

Counter Sales

- Weekly list and cash record of counter sales for the six month period covering your report.

Street Boxes

- List of distributor names, address and telephone numbers.
- Weekly list of each street box gross, returns and net distribution and location of each street box.
- Payment record for cash collected from street boxes for one month.

Electronic

- The publisher shall provide the Canadian Media Circulation Audit management and auditor access to the electronic edition for the purpose of verifying eligibility.
- List of subscribers, their contact information and e-mail addresses. Proof of payment must also be provided.

iii – Additional documentation to submit for Controlled Circulation

Mail

- Current list of subscribers or recipients.

Carriers

- Route supervisor names and telephone numbers.
- Map of carrier routes by location and house count.
- Carrier records showing carrier names, telephone numbers, route numbers, gross amount of copies delivered, returns and net distribution for each week.
- Carrier payment records for one pay period (either weekly or monthly).

Dealers/Distributors

- List of dealer/distributor names, addresses and telephone numbers (List dealers receiving copies in the mail separately).
- Distributor invoices for two weeks if applicable.
- List of gross amount of copies weekly, returns and net distribution for each dealer/distributor.
- Any other destination information, accompanied by proper documentation.

Street Boxes

- List of distributor names, addresses and telephone numbers.
- Weekly list of each street box gross, returns and net distribution and location of each street box signed by driver (if applicable).

Counter Pick-ups

- Weekly list of counter pick-ups for six months signed and dated by the publisher and/or circulation manager.

Electronic

- The publisher shall provide the Canadian Media Circulation Audit management and auditor access to the electronic edition for the purpose of verifying eligibility.
- List of subscribers, their contact information and e-mail addresses. A hard copy of the written or e-mailed request must also be provided. Request or verification of a request must come from the e-mail holder

SECTION 9. Auditor's Comments/Findings

This section will be completed by the CMCA auditor if he or she has any notes about the completed report

SECTION 10. Canadian Media Circulation Audit Auditor's Statement and Verification

This section will be completed and signed by the Canadian Media Circulation Audit Auditor or Canadian Media Circulation Audit Manager upon successful completion of the audit or verification.

2. Filing Form X as your Applied Status Statement

Applied Status Statements are audited and verified by the Canadian Media Circulation Audit Auditor. Backup documentation for all issues in the period must be submitted with the statement. Do not send original documents; photocopies will suffice. Note: Publications are required to keep the original back-up documentation for two years in case subsequent auditing of the publication's Canadian Media Circulation Audit report is required.

The following must be submitted with your statement:

- Photocopies of all backup documentation.
- Form Z – Single Issue Circulation Summary for the issues published in the reporting period. One Form Z is required for each issue.
- Form G – Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments (if applicable, for controlled circulation only) for each issue
- Form Y – Press Run Certificate signed by your in-house printer, or printer's invoices stating the number of copies printed for each issue in the reporting period.

Send Form X and backup documentation to:

Canadian Media Circulation Audit Manager
c/o Canadian Community Newspapers Association
890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

3. Filing Form X as your Initial or Annual Statement

Initial and Annual Statements must be audited by the Canadian Media Circulation Audit Auditor. Auditor's fees are due with Initial and Annual Statements. Do not send original documents; photocopies will suffice. Note: Publications are required to keep the original back-up documentation for two years in case subsequent auditing of the publication's Canadian Media Circulation Audit report is required.

The following are required:

- Photocopies of backup documentation.
- Payment covering auditor's fee. If paying by cheque, make cheque payable to CCNA.
- Supporting documents for the month of the analyzed issue (the issue selected on Form X for section 3: Distribution Areas)
- Supporting documents for the last month of each reporting period (note: analyzed issue cannot be from the last month of the reporting period)
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
- Form Y: Press Run Certificate – for all issues\
- Form G: Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments – for the month of the analyzed issue
- Subscriber list – for the most recent issue

For initial reports, members shall be required to send:

- Supporting documents for all 6 months of the reporting period
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
- Form Y: Press Run Certificate – for all issues
- Form G: Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments – for all issues
- Subscriber list – for the most recent issue

Initial reports would require more documentation than annual or interim reports so that auditors can perform more checks to ensure that new members are able to comply with the existing rules of the program.

Send forms, backup documentation, and fees to:

Canadian Media Circulation Audit Office
c/o Canadian Community Newspapers Association
890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

The Canadian Media Circulation Audit Office retains documentation for one year before it is discarded. Publishers who would like documents returned must contact the Canadian Media Circulation Audit Manager at 1-877-305-2262 for release. Documents will be returned by mail unless otherwise stated at the publisher's expense.

4. Filing Form X as your Interim Statement

The Canadian Media Circulation Audit Manager verifies interim Statements. They are sent to be audited with the annual report for a 12-month audit.

The following are required:

- Photocopies of backup documentation.
- Supporting documents for the month of the analyzed issue (the issue selected on Form X for section 3: Distribution Areas)
- Supporting documents for the last month of each reporting period (note: analyzed issue cannot be from the last month of the reporting period)
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
- Form Y: Press Run Certificate – for all issues
- Form G: Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments – for the month of the analyzed issue
- Subscriber list – for the most recent issue

Send forms and backup documentation to:

Canadian Media Circulation Audit Office
c/o Canadian Community Newspapers Association
890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

5. Filing Form X as a Three–Month Interim Statement

Publishers have the option of filing one Three–Month Interim Statement per year, in the event that circulation practices change. See Section III.1 for the complete policy.

Three–Month Interim Statements are verified by the Canadian Media Circulation Audit Auditor. To submit a Three–Month Interim Statement, a publisher must include one month’s worth of back–up documentation and the appropriate fee payment.

Filing a Three–Month Interim Statement will change the publication’s annual filing dates to coincide with the start of the period covered in the Three–Month Interim Statement. For example, if a publication usually files annual statements covering March 1 to August 31, but now wishes to file a Three–Month Interim Statement covering June 1 to August 31, its next audited report must cover the six–month period from June 1 to November 30.

The following are required:

- Photocopies of all backup documentation.
- Payment covering processing fee. If paying by cheque, make cheque payable to CCNA.
- Form Z – Single-Issue Circulation Summary for the issues published in the reporting period. One Form Z is required for each issue.
- Form Y – Press Run Certificate signed by your in–house printer, or printer's invoices stating the number of copies printed for each issue in the reporting period.

Send Form X, backup documentation, and fee payment to:

Canadian Media Circulation Audit Office
c/o Canadian Community Newspapers Association
890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

VI. Definitions

Annual Report

This once-a-year fully audited report must be submitted to the CMCA Auditor or a Certified Chartered accountant with all the relevant supporting documentation.

Applied status

Applicants may receive Applied Membership status by submitting to the CCNA an Applied Status report, which consists of three months of circulation figures on Form X, along with back-up documentation, within six months of their application date.

Controlled Circulation

The newspaper is distributed free to designated areas and/or by an address list.

Carriers

Individuals paid to deliver the newspaper to houses, and apartments

Community Newspaper

A printed paper copy published on a consistent year-round basis serving the community for which it is distributed. It must provide an industry-recognized audit validating its circulation, and the publication must contain news, advertising, and articles of opinion, and be open to contributions from readers.

Counter Pick-up (Controlled Circulation)

Controlled Circulation newspapers picked up by individual readers at the newspaper office. The number of pick-ups must be recorded and backed up with a certificate signed by the staff member who distributes these papers.

Counter Sales

Paid circulation newspapers sold at the newspaper's offices. These sales must be recorded to be counted in circulation.

Dealer

An outside party who sells your newspaper (in the case of paid circulation) or acts as a pick-up spot (in the case of controlled circulation). Dealers may include stores, hospitals, gas stations etc.

Distributor

A company or individual paid to distribute your newspaper to dealers.

Edition

An edition shall be defined by the day of week and consistent distribution pattern among all applicable issues. All editions shall publish under the same banner/title. Issues of the same edition shall meet all of the following conditions:

- Distribution using the same delivery methods
- Circulation of a similar number of copies, with the exception of occasional extraordinary distribution
- Delivery to the same geographic footprint

Electronic Distribution

An exact digital reproduction of the print edition in a portable document format (PDF). An electronic edition may be included in a publisher's circulation statement in this format.

Extraordinary Distribution

Distribution of an issue where the total circulation for that issue differs from the previous corresponding day with normal circulation by at least 10 percent for publications with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over. These issues are omitted from the calculation of the average net circulation and reported separately on Form Z.1. A maximum of ten omitted issues is allowed within a 12-month period.

Form X

The Publisher's Six-Month CMCA Report. This form is mandatory for all newspapers.

Form Y

The Press Run Certificate. This form is mandatory for all newspapers whose printing is done in-house.

Form Z

The Single Issue Circulation Report. This form is mandatory for all paid circulation newspapers.

Initial Report

This is the first report you file, which establishes the newspaper's circulation. Initial reports must be audited by the CMCA auditor. Reports due 12 months after the Initial report are called Annual Reports, while reports due 6 months after the Initial report are called Interim Reports and are filed with CMCA staff.

Interim Report

There are two kinds of Interim Reports –the six-month interim report and the three-month interim report.

The six-month interim report is required six months after the initial report and annual reports.

The three-month interim report is for members who have had a significant change in circulation.

Only one Three-month Interim Report is permitted per year.

Note: Opting for a Three-month Interim report will change the dates of future Interim and Annual reports.

Newspapers in Education

Copies ordered for delivery to students or schools and for the purposes of teaching students. These copies can be requested or purchased by instructors or sponsors or through school funds. (Copies that are purchased shall be subject to rules governing third-party bulk sales).

Other Paid

To be included in Paid Circulation, these are copies given to employees, correspondents, columnists, editors, reporters, agents and advertisers.

Paid

Verified circulation of newspapers whose total paid circulation is 70% or more. Paid in this case is defined as a minimum rate of \$12.00/year. Do not include copies distributed through subscription drives when calculating your total paid circulation.

Paid Circulation

To be considered Paid, a subscription must be recorded at no less than 50% of the regular subscription price. Note: Copies purchased by the newspaper or its employees or designates may not be included in its circulation, including Paid Circulation

Piggyback Publications

Publications or special sections that are published irregularly, or distributed to a partial circulation, and that are not normally part of the VC member newspaper. Verification will not apply to these separate publications.

Reinstatement

Acceptance into the CMCA program after having been previously cancelled. Reinstatement requires reapplication into the program with payment of the reinstatement fee.

Returns

Returns are "leftover" copies that have been delivered by distributors or offered for sale or pick-up by dealers, but have not been purchased or picked up. These copies are normally returned to the newspaper the following week. Returns must be deducted from circulation figures to arrive at net distribution.

Reporting Period

The period from the first date to the last date covered in your reports. A reporting period is usually six months, e.g. January 1 to June 30.

Service and Sample Copies

Additional copies of the newspaper distributed for free to individuals or companies who do not subscribe or who would not otherwise receive the newspaper as a typical reader would. These copies may be samples, promotional, prospect, complimentary, "Welcome Wagon", in-house or file copies. A paper may claim only 3% of its circulation – to a maximum of 200 copies – as Service and Sample Copies:

Sample/Promotional copies

Free copies distributed to advertisers and advertising agencies

Prospect copies

Free copies distributed to prospective advertisers, agencies or subscribers

Welcome Wagon copies

Free copies distributed to new residents or others in the community due to special occasions on a short-term subscription basis

Office copies

Extra copies distributed free to employees, group publishers, or other newspapers in the group or "mixed bag copies"

File copies

Copies kept on file at the office (maximum of 50)

Complimentary copies

Free copies distributed as a courtesy and which do not fit under any other category

Subscription Drives

Occasional campaigns or promotions organized to increase circulation. Newspapers distributed free during subscriptions drives should not be included in net circulation figures, but listed separately on Forms Z and X where indicated.

Third Party Bulk Sales

Copies bought by a third party, such as an advertiser, sponsor/donor, or municipality, in quantities of 2 or more for distribution to individuals or organizations, and to promote the interests of the third party.

Vertical Publications

Publications owned by general members of the Canadian Community Newspapers Association