



Policy Update

November 13, 2009

The board of directors of the Canadian Community Newspapers Association approved the amendments below on October 23, 2009. These amendments apply to all publications and take effect immediately.

REVISED 1) Definition of Paid Circulation

"Paid" in this case Paid circulation is defined as any copies that have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration a minimum rate of \$12.00/year. Do not include copies distributed through subscription drives when calculating your total 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. Copies distributed through subscription drives or purchased by the newspaper or its employees or designates shall not be included in the total paid circulation.

REVISED 2) Electronic editions – non-PDF exact replicas

- An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction replica of the print edition ~~in a portable document format (PDF)~~.
- The publisher shall provide the Canadian Media Circulation Audit management and auditor access to the electronic edition for the purpose of verifying eligibility.
- 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.
- 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.

New policies and policy updates are effective immediately unless otherwise stated in the above update. Underlined text indicates the amendment to an existing policy. ~~Strikethrough~~ text indicates what has been amended. New policies are marked.

- Renewal or cancellation of electronic subscriptions must be verified on an annual basis.
- Electronic subscriptions will be listed in a separate column in the Canadian Media Circulation Audit report, but included in the total circulation.
- 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. 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.

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