



900 Larkspur Landing Circle, Suite 295, Larkspur, California 94939 • (415) 461-6006 • (415) 461-6007 FAX

SUMMARY OF AUDIT PROCEDURES

Here are the essentials of Verified's procedures. Please save this sheet for future reference.

Audit Reports

Verified issues reports on a quarterly schedule. An Initial Audit Report will cover your six-month initial audit period. Thereafter, we issue Annual Audit Reports. Your audit period will be a twelve-month period ending in March, June, September, or December.

Six-Month Periods (Initial Reports):

January 1 – June 30
April 1 – September 30
July 1 – December 31
October 1 – March 31

Twelve-Month Periods (Annual Reports):

January 1 – December 31
April 1 – March 31
July 1 – June 30
October 1 – September 30

Nth Sample and Verification Surveys

Documentation for a sample of records from your subscriber list, a Receivership Survey, or a Field Verification Survey may be required as part of your audit. The nth sample applies to publications with primarily requested and/or paid mail circulation. Receivership Surveys apply to publications with primarily non-requested mail circulation. (Optional for consumer publications.) Field Verification Surveys apply to publications with primarily bulk distribution.

Circulation Documentation

The key to successfully completing an audit is to understand what records your staff needs to maintain and provide to Verified. The materials that need to be sent to Verified are listed below. For a complete description of material requirements, please see the *Record Keeping Requirements* sheet and the Audit Handbook.

- Electronic Subscriber List (including all subscription and demographic data)
- Records of Requests and Payments for Individual Subscriptions
- Records of Association/Group/Directory and Rotated Circulation
- Records of Printing
- Records of Mailing/Distribution (including Bulk and Single Copy Sales distribution)

Providing Records to Verified

In order for your publication to gain the most value from your audit, your report needs to be current. We ask that you submit the requested materials within 60 days after the end of your audit period. We may send e-mails and make phone calls to your staff as reminders if we do not receive the requested materials in a timely manner. If you have difficulty meeting the established due date(s), please contact us.

Approval of Reports

Following our review of your records and completion of verification surveys, we will send a draft of your audit report for approval. Please review and approve your report within 15 days. The minimum order of 25 copies will automatically be sent if an approval has not been received within 15 days.

Contacting Verified Audit Circulation

We are eager to answer your questions and provide assistance. Feel free to contact us!

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