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## **CIRCULATION ANALYSIS BY ZIP/POSTAL CODE & CIRCULATION AREA MAP**

### **CIRCULATION ANALYSIS BY ZIP/POSTAL CODE:**

Verified's free *Wizard* software makes this reporting easy and accurate. Please request a copy.

A current analysis of your circulation by ZIP/Postal Code is required for your Initial Audit Report and for each Annual Audit Report. We suggest you provide updated information for your semi-annual Publisher's Statements as well. The best time to submit this data is with the Quarterly Printing And Distribution Report (QPD) for the quarter just before the end of your audit period. This gives us time for processing and ensures the information is ready for our on-site review.

Please select a single representative issue (Criteria: Qualified Circulation within 10% of your average for the last 6 months).

The Qualified Circulation on the Circulation Analysis by Zip/Postal Code must match the total qualified reported your QPD for this issue date. Follow the notations on the form.

If your circulation records are computerized, obtain a report sorted by ZIP/Postal Code. This makes completing the report very easy.

Please feel free to call your account representative with any questions.

### **CIRCULATION AREA MAP:**

Most of Verified's Audit Reports include a circulation area. This map is an opportunity for your production department to create an attractive graphic presentation of your distribution area.

Maps must be submitted electronically or hard copy. Electronic maps must be in a .jpg format, sized to 7"x9". Please email your map to [reports@verifiedaudit.com](mailto:reports@verifiedaudit.com). A quality map will enhance the presentation of your "circulation story" in the audit report.

Our reproduction process does not do well with very fine dot screens and/or shading. A bold, clear graphic presentation yields the best results. We suggest you outline your circulation area and note ZIP Codes. Your logo may be included as well. Please do not include distribution figures as these usually do not agree with the audit figures and must be removed. Please see enclosed sample map.