



900 Larkspur Landing Circle - Suite 295 - Larkspur, CA 94939 - Phone 415 461 6006 - Fax 415 461 6007

## **MINIMUM CIRCULATION RECORD KEEPING REQUIREMENTS**

Our requirements are presented here in brief. We are pleased to provide additional detail and share our expertise in this area.

### **DAILY OR WEEKLY DISTRIBUTION SUMMARY:**

- Maintain a one page summary for every issue which includes totals for each type of distribution (free vs. paid carrier, free vs. paid mail, racks, etc.) as well as details for non-qualified office/sales copies and total number of copies received from the pressroom or printer.

This record is very helpful when completing the Quarterly Printing and Distribution Report (QPD), as well as being an essential tool for effective management and efficient press run orders.

### **PRINTING RECORDS (One of the following required):**

- Press Runs. Actual press room documents showing gross and net run, start and stop time/number, size, number of pages, newsprint usage, etc.; signed by press foreman.
- Invoices from contract printer showing total number copies printed, total charges, etc. Canceled checks in payment of these invoices.

### **CARRIER DELIVERY:**

- Daily/Weekly/Monthly Draw Summary Sheets showing total copies delivered by carrier/route/district, with separate detail for paid vs. free vs. samples/extras/make-up copies.
- Carrier Payroll Worksheets or Settlements Bills showing total deliveries for pay period, total charges and credits, rates of pay, net transaction.
- Canceled checks or Deposit Slips/Daily Cash Sheets in support of carrier payment.

### **PAID IN ADVANCE CARRIER DELIVERY:**

- Subscriber Card File or Galley showing name, route number, address, amount paid, date paid and expiration date. Deposit Slips, or Daily Cash Sheets verifying subscriber payment.
- Subscriber file as described above, indexed by route number. Save a copy each month as a historical record for our annual review.

### **MAIL DELIVERY:**

- USPS Mailing Statements (returned and validated by USPS) and receipts for payment to USPS. Invoices/proof of payment for contract mailers.

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**MINIMUM CIRCULATION RECORD KEEPING REQUIREMENTS (cont.)**

**PAID MAIL SUBSCRIPTIONS:**

- Subscriber Card File or Galley showing name, address, amount paid, date paid and expiration date. Deposit Slips or Daily Cash Sheets verifying subscriber payment. Save a copy of the subscriber list each month as a historical record for our annual review.

**OFFICE OVER THE COUNTER:**

- Daily/Weekly/Monthly record showing total number of copies made available, and total picked up by readers. Be sure not to include non-qualified office use copies (sales, tears, file copies etc.)

**RACKS, DEALERS/CONCESSIONS, & RACK SALES:**

- Detail and Summary reports showing total draws, returns, net sales per issue/week/month and collections or invoices by route or location. Bank deposit slips for racks collections and proof of receipt of dealer payments.

**TARGET (BULK) DELIVERY:**

For bulk distribution of 1500 copies or less per issue:

- Daily/Weekly/Monthly summary of draw and returns by location/route.

For bulk distribution of more than 1500 per issue:

- Daily/Weekly/Monthly summary and detail of draws and returns by location/route. A complete set of accurate route lists must be saved for every issue. Carrier Payroll Worksheets or Settlements Bill showing total deliveries for pay period, total charges and credits, rates of pay, net transaction. Canceled checks in payment to carriers.

**NON-QUALIFIED CIRCULATION:**

- An accurate recordkeeping system demands a complete accounting for *all* papers received from the press room or printer, including copies used by salespersons, tear sheets, art and composition room copies, file copies, returns, extras, etc. Please maintain accurate records for these copies. We suggest you incorporate this into a Distribution Summary Report for every issue.

Please call with any questions related to our requirements. Thank you!