



Northern California Office

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SUMMARY OF AUDIT AND REPORTING PROCEDURES

Here are the essentials of our procedures, on a single page! Please save this for reference.

Audit Reports & Sales Tools

Verified issues an *Initial Audit Report*, covering your six-month initial audit period. Thereafter, we issue semi-annual *Publisher's Statements* and annual *Audit Reports*. For free, carrier home delivery, we conduct *Receivership/Readership Surveys*. For Target (Bulk) distribution, we conduct *Field Verification Surveys*. All the materials you provide are in support of these activities.

As a result of our joint efforts, your publication achieves the valuable "audited circulation" status. Your sales team benefits from using *Audit Reports*, *Publisher's Statements*, and *Research Summary Reports* in sales presentations!

Your Verified Account Number

Please use your account number on everything you send us. All material we send you will include this number. Many publications have similar names. Please help us accurately process your materials!

Quarterly Printing and Distribution Report (QPD)

Please make copies of the master form we provide. Directions are printed on the form. Complete this and send it to Verified every three months. This form is the foundation for your audit reports.

Distribution Route Lists & Route List Cover Sheet

For publications with 5,000 or more Target (Bulk) distribution, we need a complete, updated set of route lists, with our Cover Sheet, every three months. These are due on first day of each quarter. We use your lists to conduct distribution surveys approximately four times per year. Each time we complete a survey we issue a *Field Verification Summary Report*. Reprints of this report are available. It makes a great sales tool and provides important information about the accuracy of your route lists and your distribution.

Reporting Due Dates:

Route Lists & QPDs

- January 15th
- April 15th
- July 15th
- October 15th

Circulation Analysis by ZIP Code

In keeping with the importance of ZIP Code data to media buyers, Verified's Board of Governors has made ZIP Code reporting a requirement of all audits. Please submit a current *Circulation Analysis by ZIP Code* along with your QPD for the quarter preceding the end of your audit period. We supply the form. This data will appear in your *Annual Audit Report*.

We recommend that you update your ZIP Code data for your *Publisher's Statement* as well. Send an updated *Circulation Analysis by ZIP Code* with the first quarterly report each year and your sales staff will have the important benefit of very current data!

Reminders for Missing Data or Reports

We send reminder letters and give you a call when we have not received reports, lists or data we need. If you have difficulty meeting the reporting due dates, please give us a call. We are happy to help in any way we can.

Annual On-Site Review of Records

Near the end of your audit period, we will send a letter setting the date for our visit to your office. It is important that we conduct the review on the date scheduled, as we to make travel arrangements in advance to reduce costs. The letter outlines the materials you need to have available for review. Please make sure the requested materials are ready and available when the auditor arrives!

Approval of Audit Reports and Publisher's Statements

Following our review of records, and the appropriate fieldwork, we send draft copies of your reports for approval. Please let us know right away if these meet with your approval. Get together with your sales staff and determine how many copies you need for your media kits and sales presentations. We will speed reprints to you so that you can get your new reports into the hands of your sales people and advertisers.

If we don't hear from you, we will fax you a reminder. If we don't hear from you two weeks after the reminder, we will prepare the final copies without your approval.

The minimum number of copies to order is 25. We recommend you order at least 100 copies of your report to include in your media kits and sales packages. Copies are sent to Standard Rate and Data Service (SRDS), other reporting agencies, major advertisers, and Associate Members.

Please review and approve your reports. Corrections after 30 days will be at the expense of the client.

Use the *Wizard* for Speed and Accuracy

Try our reporting software! It's FREE! the *Wizard* makes it a snap to complete your QPD's and *Circulation Analysis by ZIP Code*. The *Wizard* is available for PCs or Macs. PCs must be 486 or faster, with at least eight megs of RAM. Similar specs are required for Macs. Hundreds of our clients benefit from the *Wizard*.

Please Phone or Fax

We are eager to answer your questions and provide assistance. We welcome your comments, concerns and suggestions.

We appreciate your trust and are grateful for the opportunity to be your audit partner!