



# Verified Audit Circulation

## CIRCULATION DISTRIBUTION GUIDE

Verified Audit Circulation  
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Verified Audit Circulation (VAC) requires all audited publications to maintain documents and records in support their reported circulation. Records must be original, accurate and available for review at the time of the audit.

Inability to provide the required documentation may result in an unsuccessful audit.

**Target (free bulk)**

Target publications are defined as five or more copies distributed to public locations for free pick up by readers.

For Target (free bulk) distribution you will need to provide the following information for each issue:

- Distribution lists with a complete list of names and addresses for all distribution locations. If there are contact names or phone numbers, please include this information as well.
- Distribution lists need to be original printed lists that were used by the drivers during the distribution process, not computer printouts. If you use PDAs or other similar electronic devices for distribution and do not have printed route lists, please provide a systems-generated summary report with distribution information that is signed and dated by the driver.
- Distribution list should include the estimated number of copies delivered by location. Adjustments to drop totals should be noted on the route lists.
- Returns must be tracked and reported for papers delivered two or more times per month. Delivery details, such as product placement (Rack in the back by kitchen, Leave at the front desk, etc.) should be included. Publications should estimate returns on all locations for which the driver has no access (i.e. closed locations/door drops). Estimates should be based on the historical return rate for the location when you were able to pick up returns, the return rate for the route or a flat return rate of 10%. However, Verified strongly suggests you make a separate run for returns.
- Please indicate the closed locations and return calculations on the individual route list as well as the issue summary sheet. If a route list is not returned, please use the same calculation to estimate returns on the route. Please include estimated returns for closed locations when reporting on the Quarterly Printing and Distribution Report (QPD).
- ZIP/Postal Codes must be provided for every distribution location
- Drivers should sign and date the route lists.
- Any invoices from, and payments to, sub-contractors should be provided.
- A one-page summary for each issue. Include delivery and return totals for every route, totals for mail and other types of distribution, office use and other non-qualified copies, and total copies ordered/received from the printer.

All route lists should be maintained and available for every issue. We realize that sometimes it is not possible to retrieve every route list, so at least 90% of the route lists for every issue must be available for the auditor's review. If you are not able to produce the route lists, you may not successfully complete the audit. If route lists are not returned, you need to estimate delivery and returns on those routes.

This guide is not intended to be all-inclusive. If you have questions, please contact Verified at 415-461-6006.

SAMPLE ROUTE LIST

**ROUTE #: 5A**

CHRONICLE ENTERTAINMENT GUIDE: ISSUE DATE: 3/8/10

**3/1/10**

#	NAME	ADDRESS	ZIP	LOCATION	PHONE#	DRAW	RETURN	Adjustments
1	Lugi's Pizza Shop	123 N. Main St	94939	Counter	456-1123	25		
2	Suds Laudromat	127 N. Main St	94939	Rack	456-3969	25		
3	Port o' Subs	139 N. Main St	94939	Counter	456-1111	15		
4	Mae's Coffee Shop	211 N. Main St	94939	Rack	456-9833	30		
5		N Main@Oak St	94939	Box		50		
6	Adobe Burritos	317 N. Main St	94939	Rack	424-6512	20		
7	Larry's Dollar Store	343 N. Main St	94939	Rack	525-4143	20		
8	Stop & Shop	1701 E. Washington	94939	Rack	456-1118	15		
9	Jim's Big Burgers	1731 E. Washington	94939	Rack	525-3339	25		
10	Bank and Trust	332 N. First Avenue	94939	Rack	525-2984	10		
11	Central Library	314 N. First Avenue	94939	Rack	424-7771	75		
12	La Strada Resturant	300 N. First Avenue	94940	Rack	424-9123	20		
13	Pizza Shack	1803 E. Jefferson Blvd	94940	Rack	456-8989	25		
14	Avery Medical Clinic	1819 E. Jefferson Blvd	94940	Counter	456-1173	50		
15	Chamber of Commerce	1903 E. Jefferson Blvd	94940	Rack	424-1357	100		
16	Healthy Pets	1959 E. Jefferson Blvd	94940	Rack	525-0896	15		
17	Downtown Bus Station	100 N. Third Avenue	94940	Rack	427-8102	125		
18		N. Third@Bishop	94940	Box		50		
19	Lowman's Restaurant	203 N. Third Avenue	94940	Rack	555-3794	25		
20	Hometown Hardware	2000 E. Mc Kinley St	94940	Rack	555-4490	15		
21	Ames	2017 E. Mc Kinley St	94940	Rack	555-1818	25		
22	Hair Today	1256 Monument St	94940	Rack	525-2030	25		
23	Full Harvest Health Food	1301 Monument St	94940	Rack	555-1000	50		
24	Hodgkin's Discount Mart	1501 Monument St	94940	Counter	555-1506	25		
25		Evergreen @Hickory	94940	Box		75		
26	Willow Springs Day Spa	1171 Evergreen Ave	94940	Rack	555-4623	25		
27	Game Day Sports	601 La Grange Blvd	94941	Rack	555-4545	25		
28	St. Jude's Church	1040 La Grange Blvd	94941	Rack	555-7412	25		
29	Musicworks	636 Burbank Ave	94941	Rack	555-9996	25		
30	Bubba's BBQ	752 Burbank Ave	94941	Rack	555-4862	25		
31	Morton's Books	891 Burbank Ave	94941	Rack	555-1236	25		
<b>Total</b>						<b>1085</b>		

**Start Time: 9:30 am**

**Stop Time: 1:30 pm**

**Driver: Peter Jenkins**

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Notes**

ISSUE SUMMARY REPORT SAMPLE

**THE CHRONICLE ENTERTAINMENT GUIDE ISSUE SUMMARY REPORT: 3/8/10**

**Issue # & Volume 23-07**

Route Name	Carrier's Name	# of Stops	Total Draw	Total Returns	Net	% Return
1	Teresa Smith	20	575	54	521	9.39%
2	Maria Ramos	21	550	50	500	9.09%
3	Katie Elder	25	625	61	564	9.76%
4	Willie Carroll	27	675	78	597	11.56%
5	Betty Hewitt	30	700	72	628	10.29%
5a	Julie Piper	18	450	44	406	9.78%
Marin	Cindy Ward	19	550	51	499	9.27%
Santa Rosa	Josh Elliot	29	710	66	644	9.30%
Alameda	Jack Nickels	34	815	93	722	11.41%
Corte Madera	Andy Sharpe	28	595	33	562	5.55%
Mill Valley	Tyler Woodside	17	625	58	567	9.28%
San Francisco	David Michaels	18	650	61	589	9.38%
San Jose	Tom Lehman	22	725	90	635	12.41%
Burlingame	Vera Doshi	29	800	78	722	9.75%
Chico	Jesus Ruiz	28	750	75	675	10.00%
	<b>TOTALS</b>		<b>9,795</b>	<b>964</b>	<b>8,831</b>	<b>9.84%</b>

**Notes:**

Watch draw on Alameda and Route #4. May need adjustments due to high returns. Increase draw on Corte Madera.

**TOTAL PRINTED** 10,222  
**MAIL** 64  
**OFFICE COPIES** 225