



Canadian Media Circulation Audit

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Verified Circulation (VC) is pleased to provide an Auto-Calculating Form X for members. The Auto-Calculating Form X is designed to work in Excel versions 5.0 and greater. We hope the form will help to speed up the reporting process and reduce human errors.

If you encounter technical difficulties, or would like to request a form in earlier version of Excel, please e-mail us at vc-info@ccna.ca.

Instructions for completing the Auto-Calculating Form X (Pages 2-3)

Fill in one line for each issue that you publish, as you would on the hard copy version of Form X. You only need to fill in the date of each issue and, where applicable, values in Columns B-H, J-O, R, T and U. The fields you need to fill in are coloured blue in the Excel document. All other columns will be automatically calculated for you. In addition, all totals and averages will be calculated for you.

Special note on COLUMN L

If you report a value in Column L (i.e. Dealers & Distributors) you must report return values on Form G *even if the number of returns is zero*. The values on Form G do not factor into the total circulation calculation, but they must be reported. A deduction of 25% from the net value in Column L will be made if returns are not reported on Form G.

Special note on COLUMN M

If you report a value in Column M (i.e. Counter & Street Box) you must report return values on Form G *even if the number of returns is zero*. The values on Form G do not factor into the total circulation calculation, but they must be reported. A deduction of 25% from the net value in Column M will be made if returns are not reported on Form G.

Special note on COLUMN R

Verified Circulation policy dictates that the number of Service & Sample Copies (Column R) claimed per issue cannot exceed 3% of the Total Circulation (Column Q), up to a maximum of 200. If the value you enter in Column R exceeds 3% of the Total Circulation, or 200, that field will turn from blue to yellow. (This warning feature only works in newer versions of Excel). It is your responsibility to make sure the value in Column R meets the policy.

Special note on COLUMN S

The Total Distribution (Column S) is equal to the Total Circulation (Column Q) plus the number of Service & Sample Copies (Column R). This calculation is done automatically by the formula in spreadsheet. The Total Distribution (Column S) cannot exceed the value of the Press Run (Column U) less the number of copies reported as Subscription Drives (Column T). If the Total Distribution exceeds the possible amount, that field will turn from white to yellow. Check the accuracy of your reported values, and adjust accordingly.

Total Distribution (Column S) can only exceed the value of the Press Run (Column U) if electronic circulation was reported in Column H and/or Column O.