



September 2011

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Dear Member,

ABC - Republic of Ireland Paid Newspaper Reporting Standards

Changes have been agreed to the ABC Republic of Ireland Paid Newspaper Reporting Standards.

The latest Reporting Standards – 2011 Version 2 – incorporate these changes and are available to download from the ABC website www.abcireland.ie.

Editions

From the October 2011 audit month:

- There will no longer be a requirement to have separate rate cards for each edition included on an ABC certificate.
- It is clarified that a wrap-round ('wrap') will be ignored for ABC purposes providing:
 - The wrap consists of multiples of 4 pages
 - The wrap is not included in the issue's page numbering
 - The normal publication including masthead remains intact inside the wrap
 - If there is publication branding on the wrap that this is consistent with the publication inside.
- It is clarified we will add the identification [Series] to ABC documentation (including the certificate) where we have broken out circulation because there are changed format editions, even if the advertisements are common.

Please see sections S2, S2.1 for the amended rule.

These changes were agreed by the ABC Irish (ROI) Council. If you would like the Council to review any current reporting standard or if you would like more information about how the above changes affect you, please contact your ABC Account Manager, Eric Mayers (eric.mayers@abc.org.uk).

Yours sincerely

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Setting the standard

