



## ABC GROUP PRODUCT REPORTS

Dear ABC / ABC ELECTRONIC member,

Thank you for deciding to take up the option of having an ABC Group Product Report for your brand.

To aid ABC in the production of this report, there are a number of details and items we require as soon as possible to make the process run smoothly for you:

1. A completed product specification form for each product you wish to be included on the Group Product Report.
2. A logo for each product. These should be in TIF format at 300dpi resolution and a maximum size of 15mm high x 160mm wide.
3. Product image files for each product. should be in TIF format at 300dpi resolution and a maximum size of 55mm high x 45mm wide.
4. A brief description of the products. This will be used as a media owner's statement to describe your product to media buyers (400 characters per product maximum please).
5. Contact information for each product. Contact details are included on the report. Who this contact should be is your decision, it might be a Sales or Marketing contact for example.
6. Payment for the initial set up fee of £308 + VAT. This can be made by cheque (made payable to ABC Ltd and sent to the address below). For credit card or bank transfers please email [finance@abc.org.uk](mailto:finance@abc.org.uk) who will process the payment and give you our account details. Please note the Group Product Report cannot be issued until payment has been received.

Please send a completed application and product specification form to:

- email to [abcpost@abc.org.uk](mailto:abcpost@abc.org.uk)
- fax to +44 (0)1442 200700
- send by mail to:  
The Operations Department (GPR Application)  
Audit Bureau of Circulations Ltd  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire HP4 1AD  
United Kingdom

All image files should be emailed to:

- [abcpost@abc.org.uk](mailto:abcpost@abc.org.uk)

Please ensure you use the subject line: Group Product Report Files – [brand name]

The report will be issued as a PDF

For further details on the Group Product Report please contact [marketing@abc.org.uk](mailto:marketing@abc.org.uk)



**GROUP PRODUCT REPORT – APPLICATION FORM**

I would like to apply for an ABC Group Product Report.

Name of Group: .....

Products to be included in this report are:

Product 1: .....

Product 2: .....

Product 3: .....

Product 4: .....

Product 5: .....

Product 6: .....

From what period would you like ABC to commence producing Group Product Reports for the above products?

I enclose/will forward a completed specification form for each of these products.

My details are:

Name: .....

Job Title: .....

Company: .....

Telephone: .....

Fax: .....

Email: .....

I enclose payment of £308.00 + vat by cheque or have contacted ABC's finance department and arranged for payment to be made. I understand that initiation of a Group Product Report cannot be progressed without payment in advance.

Signed: .....





**GROUP PRODUCT REPORT – PRODUCT SPECIFICATION FORM**

Please use one of these pages for each product.

Product Name: .....

Contact Name: .....

Contact Position: .....

Company Name: .....

Company Address: .....

Telephone Number: .....

Fax Number: .....

Email Address: .....

Website Address: .....

Description of Product: .....

(a maximum of 400 characters can be accommodated).

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Product Logo: Have you emailed a logo file to ABC (Y/N)? .....

Product Image: Have you emailed an image file to ABC (Y/N)? .....

Normal ABC reporting period: .....

