

# A Guide to Free Pick Up Copies Regional Publications



## Setting the standard

### Definition

These are copies which are made available free of charge to the end reader. They are typically placed in display racks, but may be hand merchandised.

Before any pick up copies can be claimed you have to obtain ABC approval of your scheme. Copies cannot be claimed until the scheme has our approval. Just contact your account manager to arrange a meeting.

### Distribution Frequency

Distribution must be regular, both in frequency, quantities and distribution point types.

Daily titles may have a different distribution pattern each day, either by distributing/not distributing or by type and quantity of distribution. However each day needs to have a regular and consistent distribution on an ongoing basis. So every Monday must be the same, every Tuesday must be the same etc.

Any of your daily titles with an element of free circulation need to report a daily average and method of distribution on your ABC certificate.

Non-daily titles must also have consistent, regular and every issue distribution.

Please let us know straight away if there are any changes to the distribution quantity or number or type of distribution points/methods so that our database can be updated.

### Distribution Requirements

Receipts are required for every distribution point for each issue distributed.

For daily publications, copies must have been distributed and available for pick up and unused copies recorded before the next issue is published.

For non-daily publications, pick up copies must be available for pick up within 24 hours of the majority of the rest of the circulation.

Daily publications must report a net figure.

Other frequencies:

- A cap has to be in place for each distribution point which will apply. Caps are listed in Appendix 2 of the Regional Publications Reporting Standards. For example, you may supply copies up to 65% of rooms in an hotel.
- Copies that are circulated via Street Distribution report a net figure

### Distribution Evidence

Signed and dated delivery notes have to be obtained, and retained on an every issue basis for every distribution point. These are locations are agreed in advance with us where copies are either handed to, or left for pick up, by the final recipient. The points must be the same for every issue and if any changes are made you need to notify us.

A responsible 3<sup>rd</sup> party needs to sign to confirm the number of copies received and, if appropriate, damaged and/or returned. The person eligible to sign is dependent on whether the point is designated as manned or unmanned.

#### Manned Distribution Point:

- the copies are hand merchandised, or

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- staff employed at the location of the distribution point are responsible for making the copies available for pick up.

The 3<sup>rd</sup> party signature must be that of the responsible person or their deputy. They must confirm the title and issue, number of copies and that they are in good condition.

#### Unmanned Distribution Point:

- the deliverer is responsible for making the copies available for pick up, e.g. by filling dispensers
- if copies are left on a counter or outside premises as no staff from the location are present this is NOT an unmanned distribution point.

For ABC agreed unmanned distribution points only, the signature may be of a third party deliverer. This will only apply if the deliverer is the person actually responsible for making the copies available for pick-up – e.g. placing the copies in a dedicated display box, dispenser or rack and not simply leaving the copies on counters or bars, or outside premises. If copies are just being delivered to premises and not actually placed on display the signature of the responsible person at each point is required to confirm quantity delivered and any returned copies.

It may be acceptable for publishers to use their own delivery driver provided that there is an internal audit trail of timesheets etc.

All uncollected or damaged copies must be accounted for. For daily publications you may use a combined delivery/ returns note. This has to clearly state which issue is being delivered and which is being returned.

Nil returns must be recorded and signed for. If the number of returns is left blank or unsigned that point must be treated as having a zero distribution.

If no signatory is available at the time of collection from a manned distribution point a document may be left for signature and returned to the publisher before distribution of the next issue.

The date and time of delivery/collection must be recorded.

## Other Record Keeping Requirements

Master list showing:

- type of distribution point (e.g. hand merchandising or hotel) and whether manned/unmanned
- normal supply quantity
- name of responsible person and address and telephone number
- normal method and day of delivery (and returns collection if appropriate)

Issue by issue records, showing the quantity and date of supply and where appropriate, returns of the publication by individual distribution point.

## More Information

For more information about Reporting Standards and procedures please contact your account manager.

*This outline is intended as a brief user-friendly guide to the topic. It is not intended as a replacement for, or interpretation of the relevant ABC Reporting Standards. In all cases where this guide and the reporting standards differ, the reporting standards will prevail.*