



OUR DATA SPEAKS VOLUMES

MEMBERSHIP REQUEST

Publication

Company Name/Corporate Affiliation: _____

Publication Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____ Web Site: _____

Please list a contact in the fields below:

General Manager: _____ Advertising: _____ Circulation: _____

Frequency of Publication

Weekly 2+ Weekly Daily (5+ wk) Monthly Annual Other – explain: _____

Edition Day(s) Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

Printing Method Own Press Commercial Printer

Format Broadsheet Tabloid Magazine Other

Average Page Count _____ pages

Previous Auditing Company _____

If you have been audited by another audit company, you will be asked to provide a copy of your most recent audit report.

Distribution Quantities

| Quantities | Distribution Type | Distribution Explanation |
|------------|----------------------------------|--|
| | Carrier Home Delivery | Delivery to residences by carrier. |
| + | Controlled Bulk Drop/Single Copy | Delivery of bulk copies to stores or racks. |
| + | Mail | U.S. Postal Service deliveries to individuals. |
| + | Office Copies | File, tear sheet, office use and restock editions. |
| + | Other | Please explain: |
| = | Total copies printed | Total number printed to distribution types above. |

The balance of audit fees will be due upon approval of audit proof. Upon receipt of your membership request, we will contact you regarding circulation records and audit preparation. If you have any questions, please feel free to call our office. Submitting this form confirms that the indicated services have been requested with complete understanding of the Service Conditions Agreement on the back of this page.

Signature: _____ Title _____

Print Name: _____ Date: _____

CVC SERVICE CONDITIONS AGREEMENT

1. **AVAILABILITY OF RECORDS-** CVC has permission to access any business records for the audit period including, but not limited to, records from corporate entities, employees, vendors and independent contractors.
2. **AUDIT PERIOD-** The publisher may choose the time period to be audited. Initial CVC audits are for a minimum 6 month period, and the period must end on either March 31, June 30, September 30 or December 31 quarterly ending dates. Publications with prior CVC audits must maintain continuous annual audit dates. CVC audits expire one year and 30 days after the audit period ending date.
3. **AUDIT SERVICE RENEWAL-** CVC audits are completed annually unless specified on the audit report cover. Although CVC will contact the client prior to audit expiration, it is the client's responsibility to keep their audit current. It is the client's responsibility to submit a quarterly report to CVC every 90 days during and after the audit period.
4. **ALTERATION OF CVC REPORTS-** CVC reports may not be altered.
5. **REPRODUCTION OF REPORTS-** CVC reports may not be reproduced without prior CVC approval.
6. **ACCURACY OF RECORDS-** The client agrees to provide accurate records for review. Publishers who submit records with a variance of +/-25% of their actual printing, distribution and/or circulation numbers will be charged a record resubmission fee in order to have their audit completed.
7. **BULK DROP DISTRIBUTION-** Records will be maintained by the publisher for the audit period showing drop location name, address, zip code, quantity dropped and quantity remaining unclaimed at the end of the edition period.
8. **RELEASE OF AUDIT REPORTS-** The client grants CVC permission to release audit reports and client service updates to CVC approved organizations. Client grants CVC permission to release audit reports through the CVC Reciprocal Audit Trade Agreement.
9. **PAYMENT TERMS-** A deposit of 50% of the annual audit fee is required with the membership request. The remaining 50% is payable at the time the audit proof is delivered. Audit reports in printed or electronic formats will not be delivered until all balances are paid in full. Audit deposits are non-refundable and non-transferable. If the publisher does not submit the audit preparation forms and support documents to CVC within 180 days of the audit ending date the deposit is forfeited.
10. **AUDIT PENDING STATUS-** Upon approval of the membership request, CVC will send the publisher an audit preparation package. After the implementation package has been received, the publisher is granted "audit pending" status for up to 180 days during which the publisher must return the completed audit package to CVC. If the publisher does not complete audit preparation by the deadlines outlined in the audit preparation package, the "audit pending" status is revoked, and the publisher may not use the CVC "audit pending" logo. CVC "audit pending" members cannot refer to CVC in marketing materials without prior written approval by CVC. Revocation of "audit pending" status will be sent by CVC to organizations who were informed of audit activity.
11. **ACCOUNT BALANCES-** Invoiced account balances and deposits are payable 30 days after invoicing for service. After 30 days, a service charge of 1.5% per month is added.
12. **NSF CHECKS-** A fee of \$40.00 per check will be charged for checks returned due to insufficient funds.
13. **UNAUTHORIZED USE OF CVC LOGO OR NAME-** Anyone who continues to use the CVC logo or name without having official "current" or "pending" audit status is in violation of this agreement and is subject to a \$1,000 per occurrence misuse fee and any expenses related to correcting the situation, including legal fees. This agreement is subject to Missouri law and court jurisdiction.
14. **REPORT CHANGES AFTER APPROVED PROOF-** After the report proof has been approved by the client, each change to the audit report will incur a \$45.00 fee, plus audit report printing charges.
15. **ADDITIONAL REPORTS-** Ten (10) printed audit reports and a PDF are included with your circulation audit package. Additional reports are available for the costs listed below:

| Report Pages | 50 Copies | 100 Copies - 15% Discount | 200 Copies - 25% Discount |
|---|-------------------------|---------------------------|---------------------------|
| 4-6 | 72.00 | 122.40 | 216.00 |
| 7-10 | 120.00 | 204.00 | 360.00 |
| 11-14 | 168.00 | 285.60 | 504.00 |
| 15-19 | 228.00 | 387.60 | 684.00 |
| 20+ | Call for a custom quote | | |
| All reports are shipped via U.S. Postal Service with delivery confirmation. Actual shipping costs, plus a \$3.00 handling charge apply. | | | |