



Canadian

Media Circulation
Audit

Interim Report Checklist - Newspapers

- Prepare your Annual report, using mandatory and optional forms as required:
 - o Form X: Publisher's Circulation Report
 - o Form X.3: Distribution Summary
 - o Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
 - o Form Y: Press Run Certificate – for all issues
 - o Form G: Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments (for Controlled Circulation) – for the month of the analyzed issue
 - o Subscriber list – for the most recent issue
- Gather all necessary supporting documentation:
 - o For the month of the analyzed issue
 - o For the last month of the each reporting period (note: analyzed issue cannot be from the last month of the reporting period)
- Obtain the signatures of the Circulation Manager and Publisher on page 4 of Form X.
- Make one copy of all forms and supporting documentation.
- Choose one of the following two options, and follow the instructions:

OPTION A: If you are using the CMCA Auditor:

- Submit one complete set of your Interim report package to the CMCA office at 890 Yonge Street, Suite 200 Toronto, ON M4W 3P4
- The CMCA office will process your report and issue a Publisher's Statement, bearing the phrase, "Subject to Audit."
- The CMCA office will store your Interim report and supporting documentation until your next Annual report is submitted.

OPTION B: If you are using an independent certified or chartered accountant:

- Submit one copy of all mandatory forms to the CMCA office. If your circulation has changed by +/- five percent since your last report, submit supporting documentation.
- Retain one copy of your completed Interim report and supporting documentation for eventual auditing by the chartered accountant.
- The CMCA office will process your Interim report and issue a Publisher's Statement, bearing the phrase, "Subject to Audit."

Mandatory forms may be downloaded at www.circulationaudit.ca. Discard all previous hard copy and electronic versions:

Optional forms may also be downloaded from the web site.