Home-Delivery Promotion Examples
Home-Delivery Promotion Examples
U.S. Newspapers

Newspaper publishers may develop various programs to promote sales.

These examples are designed to address newspaper publishers’ most frequently asked questions about home-delivery sales programs as they pertain to ABC rules, guidelines, and reporting formats.

When you click on a topic below, it will bring you directly to the page of explanations and examples as it relates to home-delivery sales.

If you are developing an initiative that is not addressed below, please contact your Publisher Relations Manager to discuss.

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See also:
- Electronic Edition Guidebook
- Intermittent Subscriptions
- Arrears - Rule C 1.2 Paid Circulation Defined, section (c)
- Publisher’s Statement prototype – Daily Newspaper
- Publisher’s Statement prototype – Weekly Newspaper
EXAMPLE #1

Assumptions:

The *Illinois Today* has the following home-delivery basic price:

7-Day Delivery: One month $10.00

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**Lease Addendum**

A 7-day subscription to the *Illinois Today* is included with your monthly rent of $900 (a $5.00 value per month). Would you like to receive this subscription?

___Yes    ___No

If you do not wish to receive the subscription, you will receive a refund of $5.00 each month.

_Jane Tenant_  May 28, 2007
Signature of Tenant  Date

The circulation generated from this program qualifies as paid for the following reasons:

- The term and frequency are clearly stated.
- The monetary amount of the monthly rent allocated for the subscription is clearly indicated.
- The allocation amount of $5.00 per month exceeds the minimum requirement of 25 percent of basic home-delivery prices.
- The tenant was asked if they wish to receive the subscription and agreed.
- A refund was offered if the subscription was declined, and the refund amount was the same as the allocated amount for the subscription.
- No reference is made to the subscription as being free, no additional cost, bonus, or other synonymous language.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery—Sold with Other Services” and classified as “Sold at 50% or more of basic prices” as the price category is based on the allocated subscription value.
EXAMPLE #2

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

7-Day Delivery: three months $30.00; six months $50.00; one year $100.00

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**Buy or renew a Monday – Sunday subscription to the *Illinois Today* today and a portion of your payment will benefit the *Kids of the World* foundation!**

Yes, sign me up or renew my 7-day subscription today!

___ 3 months @ $30 — $10 will be donated
___ 6 months @ $60 — $20 will be donated
___ 1 year @ $100 — $50 will be donated

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The circulation generated from this program qualifies as paid for the following reasons:

- The term and frequency is clearly stated.
- The purchase prices are clearly indicated.
- The specific monetary amount to be contributed to charity is clearly indicated.
- The purchase prices exceed the minimum price requirement of 25 percent of basic home-delivery prices plus the full value of the donation.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #3 (Easy Pay)

Assumptions:

The Illinois Today has the following home-delivery basic price:

7-Day Delivery: One month $10.00

Sign up for a 7-day subscription to the Illinois Today using Easy Pay and $1.00 per month will be donated to the Kids of the World foundation for the life of the subscription!

___Yes, sign me up a 7-day subscription using EZ Pay today!

I understand my debit or credit card will be billed monthly at $9.00 per month of which $1.00 will be donated.

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase price is clearly indicated.
- The specific monetary amount to be contributed to charity is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices plus the full value of the donation.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #4 (Newspaper and Newspaper)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:
7-Day Delivery: One year $100.00

The *Wisconsin Gazette* has the following home-delivery basic price:
7-Day Delivery: One year $50.00

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**Buy a one-year, 7-day subscription to both the *Illinois Today* and *Wisconsin Gazette* for the low price of only $100!**

Sign me up for a one-year, 7-day subscription to the *Illinois Today* and *Wisconsin Gazette* for only $100.

The circulation generated from this program qualifies as paid for the following reasons:

- The names of both publications are clearly identified.
- The term and frequency for each is clearly stated.
- The purchase price of the package is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices for each newspaper.
- No reference is made to any of the publications in the package as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery.” The value of each publication is:

- **Illinois Today** basic price: $100 = 67% of total \* $100 combo price = $67 (67% of basic)
- **Wisconsin Gazette** basic price: $50 = 33% of total \* $100 combo price = $33 (66% of basic)
- **Total** $150

As a result, the circulation for both newspapers would be classified in Paragraph 1A as “Sold at 50% or more of basic prices.”
EXAMPLE #5 (Newspaper and Newspaper)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:
7-Day Delivery: One year $100.00

The *Wisconsin Gazette* has the following home-delivery basic price:
7-Day Delivery: One year $50.00

---

**Buy a one-year, 7-day subscription to both the *Illinois Today* and *Wisconsin Gazette* for the low price of only $100!**

___ Sign me up for a one-year, 7-day subscription to the *Illinois Today* and *Wisconsin Gazette* for only $100
___ Sign me up for a one-year, 7-day subscription to the *Illinois Today* only for $87.50
___ Sign me up for a one-year, 7-day subscription to the *Wisconsin Gazette* only for $50.00

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The circulation generated from this program qualifies as paid for the following reasons:

- The names of both publications are clearly identified.
- The term and frequency for each is clearly stated.
- The purchase price of the package is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices for each newspaper.
- Since the publications are also offered individually, the purchase price meets the price requirement of 100 percent of the selling price for the highest priced publication ($87.50) plus 25 percent of the basic price for the other publication ($12.50).
- No reference is made to any of the publications in the package as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery.” The value of each publication is:

*Illinois Today* basic price: $100 = 67% of total * $100 combo price = $67 (67% of basic)
*Wisconsin Gazette* basic price: $  50 = 33% of total * $100 combo price = $33 (66% of basic)
Total: $150

As a result, the circulation for both newspapers would be classified in Paragraph 1A as “Sold at 50% or more of basic prices.”
EXAMPLE #6 (Newspaper and Periodical)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:
7-Day Delivery: One year $100.00

*Winter Forever* magazine has an annual publisher’s suggested price of $40.00

Buy a one-year, 7-day subscription to the *Illinois Today* and get *Winter Forever* magazine all for only $50!

The circulation generated from this program qualifies as paid for the following reasons:

- The names of both publications are clearly identified.
- The term and frequency for each is clearly stated.
- The purchase price of the package is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices for the newspaper, plus one cent for the periodical.
- No reference is made to any of the publications in the package as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery.” The value of each publication is:

- *Illinois Today* basic price: $100 = 71% of total * $50 combo price = $35.50 (35.5% of basic)
- *Winter Forever* basic price: $40 = 29% of total * $50 combo price = $14.50
- Total $140

As a result, the circulation for newspapers would be classified in Paragraph 1A as “Sold at less than 50%, but equal to or more than 25% of basic prices.” The magazine would report its circulation using the value of $14.50.
EXAMPLE #7 (Newspaper and Periodical)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:
7-Day Delivery: One year $100.00

*Winter Forever* magazine has an annual publisher’s suggested price of $40.00

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**Buy a one-year, 7-day subscription to *Illinois Today* and get *Winter Forever* magazine all for only $50!**

___ Sign me up for a one-year, 7-day subscription to the *Illinois Today* and *Winter Forever* for only $50
___ Sign me up for a one-year, 7-day subscription to the *Illinois Today* only for 49.99
___ Sign me up for a one-year subscription to the *Winter Forever* only for $30.00

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The circulation generated from this program qualifies as paid for the following reasons:

- The names of both publications are clearly identified.
- The term and frequency for each is clearly stated.
- The purchase price of the package is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices for the newspaper, plus one cent for the magazine.
- Since the publications are also offered individually, the purchase price meets the price requirement of 100 percent of the selling price for the highest price publication ($49.99) plus one cent for the magazine.
- No reference is made to any of the publications in the package as being free, no additional cost, bonus or other synonymous language.

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The subscription copies would be identified in Paragraph 1A as “Home-Delivery.” The value of each publication is:

- *Illinois Today* basic price: $100 = 71% of total * $50 combo price = $35.50 (35.5% of basic)
- *Winter Forever* basic price: $40 = 29% of total * $50 combo price = $14.50
- Total $140

As a result, the circulation for newspapers would be classified in Paragraph 1A as “Sold at less than 50%, but equal to or more than 25% of basic prices.” The magazine would report its circulation using the value of $14.50.
EXAMPLE #8
(Newspaper and Choice of Periodical)

Assumptions: (Newspaper and periodical combination)

The *Illinois Today* has the following home-delivery basic price:
7-Day Delivery: One year $100.00

Winter Forever, Short Summer, Football Always and Golf is Nice magazines all have an annual publisher’s suggested price of $40.00

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**Buy a one-year, 7-day subscription to *Illinois Today* and get a magazine of your choice all for only $85!**

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Choose your magazine (check one):

- [ ] Winter Forever
- [ ] Short Summer
- [ ] Football Always
- [ ] Golf is Nice

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The circulation generated from this program qualifies as paid for the following reasons:

- The names of both publications are clearly identified.
- The term and frequency for each is clearly stated.
- The purchase price of the package is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices for the newspaper, plus one cent for the magazine.
- No reference is made to any of the publications in the package as being free, no additional cost, bonus or other synonymous language.

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The subscription copies would be identified in Paragraph 1A as “Home-Delivery.” The value of each publication is:

- *Illinois Today* basic price: $100 = 71% of total * $85 combo price = $60.35 (60.35% of basic)
- Magazine basic price: $40 = 29% of total * $85 combo price = $24.65
- Total: $140

As a result, the circulation for newspapers would be classified in Paragraph 1A as “Sold at 50% or more of basic prices.” The magazine would report its circulation using the value of $24.65.
EXAMPLE #9 (Easy Pay Add-on)

Assumptions:

The Illinois Today has the following home-delivery basic price:
7-Day Delivery: One month $10.00

Winter Forever magazine has an annual publisher’s suggested price of $40.00 ($40 divided by 12 months equals $3.33 per month.)

Add a subscription to Winter Forever magazine to your current subscription of Illinois Today for only a PENNY!

___ Yes! Please add Winter Forever to my Illinois Today’s subscription for only a penny more per month
___ No, please continue by subscription to the Illinois Today only for $9.00 a month

The circulation generated from this program qualifies as paid for the following reasons:

- The names of both publications are clearly identified.
- The term and frequency for each is clearly stated.
- The purchase price of the package is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices for the newspaper, plus one cent for the periodical.
- The difference in price for the Illinois Today individually and the package price is at least one cent for the magazine.
- No reference is made to any of the publications in the package as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery.” The monthly value of each publication is:

Illinois Today: $9.00 (as stated in the offer)
Winter Forever: 1¢ (difference between package price and Illinois Today only)

As a result, the circulation for newspapers would be classified in Paragraph 1A as “Sold at 50% or more of basic prices.” The magazine would report its circulation using the value of one cent per month which also equals 12 cents per year.
EXAMPLE #10

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

7-Day Delivery: One month $10.00; three months $30.00; six months $60.00; one year $100.00

Buy a subscription to the *Illinois Today* at regular prices and you will be entered into a drawing to win $25,000 cash!

The circulation generated from this program qualifies as paid for the following reasons:

- The purchase prices are clearly indicated as “regular prices” which equates to basic prices.
- The purchase prices exceed the minimum price requirement of 25 percent of basic home-delivery prices.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the purchase prices are basic prices.

The opportunity to enter a contest has no impact on the qualification of the subscription sale.
EXAMPLE #11 (Easy Pay)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:

7-Day Delivery: One month $10.00

Sign up for Easy Pay today at only $9.00 per month for a 7-day subscription to the *Illinois Today* and you will be entered into a drawing to win $25,000 cash!

DO IT TODAY!

The circulation generated from this program qualifies as paid for the following reasons:

- The purchase price is clearly indicated.
- The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices.”

The opportunity to enter a contest has no impact on the qualification of the subscription sale.
EXAMPLE #12

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

7-Day Delivery: One month $10.00; three months $30.00; six months $60.00; one year $100.00

Buy or renew a Monday – Sunday subscription to the *Illinois Today* for 50% off regular prices!

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices exceed the minimum price requirement of 25 percent of basic home-delivery prices.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #13 (Easy Pay)

Assumptions:

The Illinois Today has the following home-delivery basic price:

7-Day Delivery: One month $10.00

Sign up for Easy Pay today and get 10% off the regular price... ALWAYS!

___ Yes, sign me up or renew my subscription today!

I understand my debit or credit card will be billed at $9.00 per month and will continue until I cancel.

The circulation generated from this program qualifies as paid for the following reasons:

• The term and frequency is clearly stated.

• The purchase price is clearly indicated.

• The purchase price exceeds the minimum price requirement of 25 percent of basic home-delivery prices.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #14

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

7-Day Delivery: One month $10.00; three months $30.00; six months $60.00; one year $100.00

Buy or renew a Monday – Sunday subscription to the *Illinois Today* today at regular prices and get up to three extra months absolutely FREE!

Yes! Sign me up for or renew my 7-day subscription today!

___ 1 month for $10 plus 1 month free — that’s 2 months for the price of 1.
___ 3 months for $30 plus 1 month free — that’s 4 months for the price of 3.
___ 6 months for $60 plus 2 months free — that’s 8 months for the price of 6.
___ 1 year for $100 plus 3 months free — that’s 15 months for the price of 12.

The circulation generated from this program qualifies as paid for the following reasons:

- The total delivery terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices exceed the minimum price requirement of 25 percent of basic home-delivery prices for the entire delivery term as follows:
  
  2-month price is $10.00 = 50% of basic ($20 for 2 months)
  
  4-month price is $30.00 = 75% of basic ($40 for 4 months)
  
  8-month price is $60.00 = 75% of basic ($80 for 8 months)
  
  15-month price is $100.00 = 80% of basic ($125 for 15 months = $100 / 12 months * 15 months)

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for full delivery term of the subscription.
FREE - PART OF A SINGLE SUBSCRIPTION TERM STATED AS FREE

EXAMPLE #15

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

7-Day Delivery: One month $10.00; three months $30.00; six months $60.00; one year $100.00

Buy or renew a Monday – Sunday subscription to the *Illinois Today* today at 40% off regular prices AND get up to three extra months absolutely FREE!

Yes! Sign me up for or renew my 7-day subscription today!

___ 1 month for $6 plus 1 month free — that’s 2 months for the price of 1.
___ 3 months for $18 plus 1 month free — that’s 4 months for the price of 3.
___ 6 months for $30 plus 2 months free — that’s 8 months for the price of 6.
___ 1 year for $60 plus 3 months free — that’s 15 months for the price of 12.

The circulation generated from this program qualifies as paid for the following reasons:

- The total delivery terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices exceed the minimum price requirement of 25 percent of basic home-delivery prices for the entire delivery term as follows:

  2-month price is $6.00 = 30% of basic ($20 for 2 months)
  4-month price is $18.00 = 45% of basic ($40 for 4 months)
  8-month price is $36.00 = 45% of basic ($80 for 8 months)
  15-month price is $60.00 = 48% of basic ($125.00 for 15 months = $100 / 12 months * 15 months)

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at less than 50%, but equal to or more than 25% of basic prices” as the price category is based on the amount the consumer actually paid for full delivery term of the subscription.
EXAMPLE #16 (Easy Pay)

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

One month: 7-day $10.00; 6-day $8.00; weekend-only $6.00; Sunday-only $5.00

Sign up for Easy Pay today and get your first month subscription to the *Illinois Today* absolutely FREE!
That’s right, the first month is on us!

Yes! Sign me up for Easy Pay today and get one month completely free!

*That’s your first two months for the price of one.*

___ 7-day ($9.00 per month)
___ 6-day ($7.00 per month)
___ Weekend only ($5.00 per month)
___ Sunday only ($4.00 per month)

The circulation generated from this program qualifies as paid for the following reasons:

- The total delivery terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices exceed the minimum price requirement of 25 percent of basic home-delivery prices for the entire delivery term as follows:

  7-day, first 2-months payment is $9.00 = 45% of basic ($20 for 2 months)
  6-day, first 2-months payment is $7.00 = 44% of basic ($16 for 2 months)
  Weekend, first 2-months payment is $5.00 = 42% of basic ($12 for 2 months)
  Sunday only, first 2-months payment is $4.00 = 40% of basic ($10 for 2 months)

For the first two months, the subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at less than 50%, but equal to or more than 25% of basic prices” as the price category is based on the amount the consumer actually paid for full delivery term associated with the free portion of the subscription.

After the first two months, the subscription copies would be classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer will continue to pay monthly for the subscription.
EXAMPLE #17 (Forced)

Assumptions:

The Illinois Today has the following home-delivery basic prices:
One week: Weekend $1.25

The Sunday frequency is being eliminated and will remain eliminated for at least three months. All Sunday-only customers paid 70 cents per week or more for their current Sunday-only subscription.

Dear Sunday-only subscribers:

As of today, we have eliminated the Sunday-only subscription option for the Illinois Today. Therefore, from now on, you will be receiving our weekend service included with the cost of your paid subscription. That’s Friday, Saturday and Sunday delivery included with what you already paid!

We hope you enjoy your new service. If you have any questions or wish to review other service options, please call us at 1-800-UPGRADE.

Thanks for being a loyal subscriber!

The circulation generated from this program (Friday, Saturday and Sunday) qualifies as paid for the following reasons:

- The notification to the consumer states the Sunday frequency is being eliminated.
- The Sunday only frequency will remain eliminated for no less than three months.
- The notification identifies the new frequency to be received.
- No reference is made to the additional days of delivery as being free, no additional cost, bonus or other synonymous language.
- All Sunday-only subscribers paid at least 25 percent of the basic price for the weekend frequency.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer originally paid for their Sunday-only subscription as compared to the weekend basic prices.
EXAMPLE #18 (Voluntary)

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:
One week: Weekend-only $1.25; Sunday-only $1.00

*The Sunday frequency is not being eliminated. All Sunday-only customers paid 70 cents per week or more for their current Sunday-only subscription.*

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**Upgrade Your Frequency Today!**

Dear Sunday-only subscribers:

We'd like to offer you weekend delivery included with your current paid subscription to the *Illinois Today*! That's Friday, Saturday and Sunday delivery included with what you already paid!

All you have to do is call us and tell us you want to begin your weekend service immediately.

**Call 1-800-UPGRADE now.**

Don’t miss out on this great offer — call NOW!

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For those who call to accept the offer, the circulation generated from this program (Friday, Saturday and Sunday) qualifies as paid for the following reasons:

- The promotional material clearly states the new frequency being offered.
- The Sunday-only subscriber must take affirmative action to opt-in to the new frequency.
- No reference is made to the additional days of delivery as being free, no additional cost, bonus or other synonymous language.
- All Sunday-only subscribers paid at least 25 percent of the basic price for the weekend frequency.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer originally paid for their Sunday-only subscription as compared to the weekend basic prices.
EXAMPLE #19 (Forced — Easy Pay)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:
One month: Weekend-only $6.00

*The Sunday frequency is being eliminated and will remain eliminated for at least three months. All Sunday-only customers paid $3.50 per month or more for their current Sunday-only subscription.*

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**We have Upgraded Your Frequency!**

Dear Sunday-only subscribers:

As of today, we have eliminated the Sunday-only subscription option for the *Illinois Today*. From now on, you will receive our weekend service for the same monthly price you pay for Sunday-only. That’s Friday, Saturday and Sunday delivery included with the cost of your current subscription!

We hope you enjoy your new service. If you have any questions or wish to review other service options, please call us at 1-800-UPGRADE.

**Thanks for being a loyal Easy Pay subscriber!**

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The circulation generated from this program (Friday, Saturday and Sunday) qualifies as paid for the following reasons:

- The notification to the consumer states the Sunday frequency is being eliminated.
- The Sunday-only frequency will remain eliminated for no less than three months.
- The notification identifies the new frequency to be received.
- No reference is made to the additional days of delivery as being free, no additional cost, bonus or other synonymous language.
- All Sunday-only subscribers paid at least 25 percent of the basic price for the weekend frequency.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer originally paid for their Sunday-only subscription as compared to the weekend basic prices.
EXAMPLE #20 (Voluntary — Easy Pay)

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:
One month: Weekend-only $6.00; Sunday-only $5.00

*The Sunday frequency is not being eliminated. All Sunday-only customers paid $3.50 per month or more for their current Sunday-only subscription.*

---

**Upgrade Your Frequency!**

Dear Sunday-only subscribers:

We’d like to offer you weekend delivery included with the same monthly cost as your current Sunday-only subscription to the *Illinois Today*! That’s Friday, Saturday and Sunday delivery included with the cost of your current subscription!

All you have to do is call us and tell us you want to begin your weekend service immediately.

**Call 1-800-UPGRADE now.**

Don’t miss out on this great offer — call NOW!

---

For those who call to accept the offer, the circulation generated from this program (Friday, Saturday and Sunday) qualifies as paid for the following reasons:

- The promotional material clearly states the new frequency being offered.

- The Sunday-only subscriber must take affirmative action to opt-in to the new frequency.

- No reference is made to the additional days of delivery as being free, no additional cost, bonus or other synonymous language.

- All Sunday-only subscribers paid at least 25 percent of the basic price for the weekend frequency.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer originally paid for their Sunday-only subscription as compared to the weekend basic prices.
EXAMPLE #21 (Single Gift)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:

7-Day Delivery: One year $100.00

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**It’s Christmas in July!**

Buy a one-year, Monday – Sunday gift subscription to the *Illinois Today* today for only $25!

___ YES, I’d like to buy a one-year, 7-day gift subscription for a friend for only $25!

Please send my gift subscription to:
Name: ________________________________
Address: ________________________________
City, St, ZIP: ____________________________

The circulation generated from this program qualifies as paid for the following reasons:

- The term and frequency is clearly stated.

- The purchase price is clearly indicated.

- The purchase price meets the minimum price requirement of 25 percent of basic home-delivery prices.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at less than 50%, but equal to or more than 25% of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #22 (Multiple Subscriptions)

Assumptions:

The *Illinois Today* has the following home-delivery basic price:

7-Day Delivery: One year $100.00

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It’s *Christmas in July*!

Buy a one-year, Monday - Sunday subscription to the *Illinois Today* today for yourself for only $75 a year and give a gift to someone for an additional $50!

___ YES, I’d like to buy a one-year, 7-day gift subscription for myself for only $75!
___ YES, I’d like to buy a one-year, 7-day gift subscription as a gift for only an additional $50!

Please send my gift subscription to:
Name: 
Address: 
City, St, ZIP: 

The circulation generated from this program qualifies as paid for the following reasons:

- The number of subscriptions in the sale is clear.
- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices meet the minimum price requirement of 100 percent of the basic price for the highest priced subscription ($100), plus no less than 25 percent of basic price for the second subscription ($25)—since a total of $125 is being collected if both subscriptions are purchased.

The subscription copies for both subscriptions would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” since the minimum price requirement was met.
EXAMPLE #23

Assumptions:

The Chicago News publishes a newspaper Monday through Saturday only. It entered into a joint distribution agreement with the Illinois Today. Therefore, all Chicago News subscribers must receive the Sunday Illinois Today with their Chicago News subscriptions.

The basic home-delivery prices for the JDA frequency have been established as:
One month: $5.00; 3 months: $15.00; 6 months: $30.00; one year: $60.00.

Subscriptions to the Chicago News are not available for sale to anyone, at any time without the inclusion of the Sunday Illinois Today.

The Chicago News has their circulation audited.

Subscribe to the Chicago News (Mon. – Sat.) and the Sunday Illinois Today for only $4.00 per month!

YES, I want to subscribe today!
___ 6-months, $24.00
___ 1-year, $48.00
___ Easy Pay: I understand my debit or credit card will be billed monthly at $4.00 per month and will continue until I cancel the subscription.

The circulation generated from this program qualifies as paid for the following reasons:

- The agreement is for only one day which is below the maximum limit of two.
- Subscriptions to the Chicago News are not available without the Sunday Illinois Today included.
- The names of both newspapers are clearly stated.
- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices exceed the minimum price requirement of 25 percent of the joint distribution basic prices.
- No reference is made to the any of the delivery days as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be identified in Paragraph 1A as “Home-Delivery—Joint Distribution Agreement” and classified as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #24

Assumptions:

The *Illinois Today* has the following home-delivery basic price:

7-Day Delivery: One month $10.00; one year $100.00

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**No more sharing!**

*Buy two one-year, seven-day subscriptions to the Illinois Today for the low price of only $150!*  
*No more sharing the paper in the morning!*

___ YES, I'd like to buy a one-year, 7-day subscription for only $150.

___ Easy Pay: I understand my debit or credit card will be billed monthly at $12.50 per month and will continue until I cancel the subscription.

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The circulation generated from this program qualifies as paid for the following reasons:

- The number of subscriptions in the sale is clear.
- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The purchase prices meet the minimum price requirement of 100 percent of the basic price for the highest priced subscription ($100/$10), plus no less than 25 percent of basic price for the second subscription ($25/$2.50).

The subscription copies for both subscriptions would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” since the minimum price requirement was met.
EXAMPLE #25

Assumptions:
The *Illinois Today* has the following home-delivery basic prices:

7-Day Delivery: One month $10.00; one year $100.00

Circulation for both subscriptions is intended to be claimed as paid.

Get the *Illinois Today* Anywhere!

Buy a 7-day print subscription for $10 a month and get an online subscription for only an additional $2.50 per month!

___ YES, I’d like to buy a 7-day print and 7-day electronic subscription for one year for only $150!

___ Easy Pay: I understand my debit or credit card will be billed monthly at $12.50 per month and will continue until I cancel the subscription.

The circulation generated from this program qualifies as paid for the following reasons:

- The number of subscriptions in the sale is clear.
- The terms and frequencies are clearly stated.
- The purchase prices for the package is clearly indicated.
- The purchase prices meet the minimum price requirement of 100 percent of the basic price for the highest priced subscription ($100/$10), plus no less than 25 percent of basic price for the second subscription ($25/$2.50).

The subscription copies for both subscriptions would be identified in Paragraph 1A as “Home-Delivery” and classified as “Sold at 50% or more of basic prices” since the minimum price requirement was met.
EXAMPLE #26

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

Three months: 7-day $30.00; 6-day $24.00; weekend-only $18.00; Sunday-only $15.00

The *Illinois Today* had to purchase the umbrella with *Illinois Today* printed on it for $5.00 each. They will not make the umbrellas for sale to the general public.

**SPRING IS HERE!**

Subscribe to 3 months of the *Illinois Today* at regular price and get a FREE umbrella!

*YES, sign me up for my three-month subscription today!*

___ 7-day (Mon.-Sun.) $30 ___ Weekend-Only (Fri., Sat. & Sun.) $18
___ 6-day (Mon.-Sat.) $24 ___ Sunday-Only $15

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The premium offered is an *Illinois Today* umbrella. Since the newspaper purchased the umbrellas, did not make them available for sale to the public, and did not state any price in the offer, then the publisher’s cost is the value of the premium.
- The purchase prices exceed the minimum price requirement of 25 percent of the basic home-delivery prices, plus no less than the full value of the premium ($5.00).

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #27

Assumptions:
The *Illinois Today* has the following home-delivery basic prices:

One year: 7-day $100.00; 6-day $80.00; weekend-only $60.00; Sunday-only $50.00

The *Illinois Today* had to purchase the Great Buy gift cards at $50, $40, $30 and $20.

Subscribe to one-year of the *Illinois Today* at regular price and get a Great Buy gift card worth up to $75!

YES, sign me up for my one-year subscription today!

___ 7-day (Mon.-Sun.) $100 and get a $75 gift card
___ 6-day (Mon.-Sat.) $80 and get a $50 gift card
___ Weekend-only (Fri., Sat. and Sun.) $60 and get a $40 gift card
___ Sunday-only $50 and get a $25 gift card

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.

- The purchase prices are clearly indicated.

- The premium offered is a Great Buy gift card at varying amounts depending on the delivery frequency. Although the newspaper purchased the gift cards at a discount, the stated (face) values are higher. Therefore, the transaction must qualify using the face value of the gift cards, not the cost to the publisher.

- The purchase prices exceed the minimum price requirement of 25 percent of the basic home-delivery prices, plus no less than the full value of the premium (face value of the gift cards).

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #28

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

One month: 7-day $10.00; one year $100.00

The *Illinois Today* had to purchase the Great Buy gift cards at $5.00 each.

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**Subscribe to the *Illinois Today* for seven days a week and if you choose Easy Pay, get a $10 Great Buy gift card!**

*YES, sign me up for a one-year 7-day subscription for $100!*

- [ ] Check enclosed
- [ ] Bill Me
- [ ] Charge My Credit Card #____________________________
- [ ] *Easy Pay:* I understand my debit or credit card will be billed monthly at $8.33 per month and will continue until I cancel the subscription. Please send me the $10 gift card!

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The gift offered is a $10 Great Buy gift card. The gift card is a premium since it is not being used to convert payment on a future subscription.
- Although the newspaper purchased the gift cards at a discount, the stated (face) values are higher. Therefore, the transaction must qualify using the face value of the gift cards, not the cost to the publisher.
- The purchase price for the one-year subscription exceeds the minimum price requirement of 25 percent of the basic home-delivery prices, plus no less than the full value of the premium ($10).
- The purchase price for the Easy Pay option is acceptable provided the subscriber does not cancel prior to making at least two payments (2-month basic is $20 * 25% = $5 + $10 premium = $15 minimum). After two monthly payments, the subscriber would have paid a qualifying price of $16.66.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #29

Assumptions:
The *Illinois Today* has the following home-delivery basic prices:

One month: 7-day $10.00; one year $100.00

The *Illinois Today* had to purchase the PC City gift cards at $5.00 each.

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**Subscribe to the *Illinois Today* for seven days a week at the great price of only $100!**

**AND if you enroll in Easy Pay today, we will give you a $10 gift card to PC City!**

YES, sign me up for a one-year 7-day subscription today for $100 and send me my $10 gift card!

___ Check enclosed
___ Bill Me
___ Charge my credit card #____________________________

( ) Yes, also sign me up for Easy Pay upon expiration of my one-year subscription. I understand my debit or credit card will be billed monthly at $8.33 per month and will continue until I cancel the subscription. And for signing up for Easy Pay today, I will get a $10 PC City gift card!

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The circulation generated from this program qualifies as paid for the following reasons:

- The term and frequency is clearly stated.
- The purchase price is clearly indicated.
- The purchase price for the one-year subscription and the Easy Pay monthly charge exceed the minimum price requirement of 25 percent of the basic home-delivery prices.
- The PC City gift card is not a premium. It is specifically positioned as a gift for converting payment methods for a future subscription. In these situations, the gift is exempt from the premium rules.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #30 (Loyalty Program)

Assumptions:
The *Illinois Today* has the following home-delivery basic prices:
Three months: 7-day $30.00

The *Illinois Today* has a reward program called Illinois Subscriber Rewards that offers discounts to local retailers, VIP ticket access and other benefits to its members.

- When an individual becomes a subscriber, they are automatically enrolled in the program by the newspaper and sent a membership card.
- Membership in the Illinois Subscriber Rewards program is available to non-subscribers for $1.00 per month.
- Free membership in the program ends when the subscription expires.

**Buy a 3-month, 7-day subscription of *Illinois Today* at regular price and be automatically enrolled in the Illinois Subscriber Rewards program!**

YES, sign me up for my three-month, 7-day subscription today for only $30!

In the promotion above, the subscriber is automatically enrolled in the program when a subscription is purchased. Since enrollment is automatic (not initiated by the consumer), then the reward program membership is a premium.

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The membership is a premium and is available to non-subscribers for $1.00 per month. Therefore, the value of the premiums is $1.00 per month for ABC qualification purposes – a total of $3.00 for a three-month subscriptions.
- The purchase prices exceed the minimum price requirement of 25 percent of basic prices, plus the full premium value.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.
EXAMPLE #31

Assumptions:
The *Illinois Today* has the following home-delivery basic prices:

Three months: 7-day $30.00; 6-day $24.00; weekend-only $18.00
Sunday-only $15.00

The *Sunday single-copy price is $1.00.*

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**Subscribe to 3 months of the *Illinois Today* today!**

**YES, sign me up for my three-month subscription today!**

___ 7-day (Mon. - Sun.) $30
___ 6-day (Mon. - Sat.) $24
___ Weekend only (Fri., Sat. & Sun.) $18
___ Sunday only $15

( ) Yes, please deliver last week’s Sunday paper included with the cost of my subscription!

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The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated
- The consumer must take affirmative action to accept the previous Sunday.
- The purchase prices exceed the minimum price requirement of 25 percent of the basic home-delivery prices, plus no less than 25 percent of the single-copy basic price for Sunday.
- No reference is made to the previous Sunday as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription (inclusive of the previous Sunday).
EXAMPLE #32

Assumptions:

The *Illinois Today* has the following home-delivery basic prices:

Three months: 7-day $30.00; 6-day $24.00; weekend-only $18.00
Sunday-only $15.00

*The Sunday single-copy price is $1.00.*

Subscribe to 3 months of the *Illinois Today* today!

YES, sign me up for my three-month subscription today!

___ 7-day (Mon. - Sun.) $7.75
___ 6-day (Mon. - Sat.) $6.25
___ Weekend-only (Fri., Sat. and Sun.) $4.75
___ Sunday-only $4.00

( ) Yes, please deliver last week’s Sunday paper included with the cost of my subscription!

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.

- The purchase prices are clearly indicated.

- The consumer must take affirmative action to accept the previous Sunday.

- The purchase prices meet the minimum price requirement of 25 percent of the basic home-delivery prices, plus no less than 25 percent of the single-copy basic price for Sunday.

- No reference is made to the previous Sunday as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be classified in Paragraph 1A as “Sold at less than 50%, but equal to or more than 25% of basic prices” as the price category is based on the amount the consumer actually paid for the subscription (inclusive of the previous Sunday).
EXAMPLE #33 (Easy Pay)

Assumptions:
The *Illinois Today* has the following home-delivery basic prices:

One month: 7-day $10.00; 6-day $8.00; weekend-only $6.00
Sunday-only $5.00

*The Sunday single-copy price is $1.00.*

Subscribe to 3 months of the *Illinois Today* and use Easy Pay today!

YES, sign me up for my *Illinois Today* subscription using Easy Pay* today!

___ 7-day (Mon. - Sun.) $9.00 per month
___ 6-day (Mon. - Sat.) $7.00 per month
___ Weekend-only (Fri., Sat. and Sun.) $4.00 per month
___ Sunday-only $4.00 per month
(   ) Yes, please deliver last week's Sunday paper included with the cost of my subscription!

*Easy Pay: I understand my debit or credit card will be billed monthly at the price stated above and will continue until I cancel the subscription.*

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The purchase prices are clearly indicated.
- The consumer must take affirmative action to accept the previous Sunday.
- The purchase prices exceed the minimum price requirement of 25 percent of the basic home-delivery prices, plus no less than 25 percent of the single-copy basic price for Sunday.
- No reference is made to the previous Sunday as being free, no additional cost, bonus or other synonymous language.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription (inclusive of the previous Sunday).
EXAMPLE #34

Assumptions:
The Illinois Today has the following home-delivery basic price:

One month: 7-day $10.00

Direct Digital Cable is available without the newspaper for $33.00 per month.

Sign up for Direct Digital Cable Today!

Sign up for Direct Digital Cable today for only $33 per month and get a 7-day Illinois Today subscription included for only an additional $5 per month. That’s $38 for both Direct Digital Cable and a newspaper subscription!

Contract for Direct Digital Cable

___ YES! I want to add a 7-day subscription to the Illinois Today for only an additional $5.00 per month.

Monthly Billing Statement for Direct Digital Cable Service (portion):

Cable .................................................... $33.00
Illinois Today Subscription ..................... $5.00
Taxes, Fees, etc. ....................................... $9.36
Total Due ........................................... $49.86

The circulation generated from this program qualifies as paid for the following reasons:

- The terms and frequencies are clearly stated.
- The consumer must take affirmative action to accept the subscription.
- The purchase price is clearly indicated and incremental (additive) to the cost of the cable service.
- The purchase price exceeds the minimum price requirement of 25 percent of the basic home-delivery prices.
- No reference is made to the subscription as being free, no additional cost, bonus or other synonymous language.
- The billing statement itemizes the monthly charge for the subscription.

The subscription copies would be classified in Paragraph 1A as “Sold at 50% or more of basic prices” as the price category is based on the amount the consumer actually paid for the subscription.