



How are ABC rules made?

Since ABC's founding in 1914, rules governing circulation have grown in number and complexity. ABC rules cover membership eligibility, circulation statement filing procedures, circulation publicity and qualifying circulation procedures. These rules adapt in response to evolving circulation practices.

To stay current with industry dynamics, ABC's board of directors meets three times a year to review existing rules, establish new rules and/or consider member requests for exceptions to rules.

All ABC rules are deliberated and passed by ABC's board. Typically, preliminary approval is granted following a suitable response period. After member feedback is considered, final approval may be given at a subsequent board meeting. Less frequently, a rule is passed by the board's unanimous consent, taking immediate effect.

ABC's advisory committees play an important role in reviewing and recommending new and revised rules and changes. By representing the concerns of each ABC constituency, these committees regularly respond to issues that significantly impact the industry. To ensure balanced representation, each ABC division – Newspapers, Consumer Magazines, Business Publications and Farm Publications – is served by two committees: one consisting of advertisers and advertising agency executives and another composed of publishers. The Newspaper Division is served by an additional subcommittee that provides input regarding the impact of industry changes on a newspaper's daily operations.

Current committees are:

- Business Publication Buyers' Advisory Committee
- Business Publication Industry Advisory Committee
- Canadian Print Advertising Buyers' Committee
- Canadian Coupon Task Force
- Farm Publishers' Advisory Committee
- Farm Publication Buyers' Advisory Committee
- Magazine Buyers' Advisory Committee
- Magazine Directors' Advisory Committee
- Magazine Publishers' Liaison Committee
- Newspaper Association of America (NAA)/ABC Liaison Committee
- Newspaper Association of America (NAA) Circulation Sub-Committee
- Newspaper Buyers' Advisory Committee
- Reader Profile Advisory Committee
- Subscriber Profile Advisory committee

How are exception requests submitted?

Requests for rule exceptions may be submitted in writing by ABC members at least 10 days prior to an ABC board meeting. Bylaw and rule exceptions require a two-thirds affirmative vote of the ABC board.

Can members appeal board decisions?

Yes. ABC members also have the right to appeal rule interpretations to the ABC board. Appeals must be filed in written form and submitted to ABC headquarters at least 10 days prior to an ABC board meeting. Preliminary and final approval of rule changes as well as interpretation of ABC rules and policies are reported in ABC's member newsletter, *NewsBulletin*, following each board meeting.

You can view ABC's Bylaws & Rules online at www.accessabc.com/bylaws or call the Service Department at (847) 879-8267 to obtain a hard copy.