

Publicity Claim Form

Application form for statements or claims relating to distribution data certified by or attributed to the CAB.

This form serves as a companion to the Guide to Publicity Claims to assist CAB audited Media Members provide information in accordance with the requirements of CAB Rule 11.5 (CAB Print Standards) which requires statements or claims relating to distribution data certified or attributed to CAB must be approved by the AMAA.

Publication Name:

Published by:

Contact details:

Mr/Mrs/Ms:..... First Name:..... Last Name:

Phone: Email:

Current CAB Reported 'ATD'¹: Audit Period:

Statement or claim relating to distribution data submitted to AMAA for approval.

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Information from CAB Reported Data to support statement or claim in accordance with CAB Print Standards 11.5.

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Return this form by fax to: 02 9956 8220 or by email to marketing@auditedmedia.org.au.

Extract from CAB Print and Digital Standards, V5 August 2015

11.5. Statements or Claims Relating to Data Certified by AMAA

- (a) Statements or claims relating to data certified by or attributed to AMAA must be factually correct.
- (b) Statements or claims must quote the Average Total Distribution and the Reporting Period relating to the data.
- (c) Statements or claims relating to distribution data certified by or attributed to AMAA or CAB must be approved by AMAA.
- (d) Members may not aggregate data audited under separate Standards or audit services unless approved by the Board of Directors.
- (e) Non-CAB data must be sourced as a 'Media Member's claim' or other appropriate source and must not be sourced to CAB or AMAA.

Office Use Only, Outcome - _____

ATD means Average Total Distribution