



Publicity Claim Form – By-Law 39

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 Media Members provide information in accordance with the requirements of CAB By-Law 39 which requires statements or claims relating to distribution data certified or attributed to CAB must be approved by the CAB.

Publication Name:

Published by:

Contact details:

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

Phone: Email:

Current CAB Reported 'AND'¹: Audit Period:

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

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Information from CAB Reported Data to support statement or claim in accordance with By-Law 39.

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

Extract from CAB By-Laws, January 2009

- 39. Statements or Claims Relating to Data Certified by CAB**
- 39.1 Statements or claims relating to data certified by or attributed to CAB must be factually correct.
- 39.2 Statements or claims must quote the Average Net Distribution and the Reporting Period relating to the data.
- 39.3 Statements or claims relating to distribution data certified by or attributed to CAB must be approved by the CAB.
- 39.4 Members may not aggregate data audited under separate CAB Reporting Standards or audit services unless approved by the Board of Directors.
- 39.5 Non-CAB data must be sourced as a 'Media Member's claim' or other appropriate source and must not be sourced to CAB.

Office Use Only, Outcome - _____

¹ Average Net Distribution 'AND'