



CIRCULATIONS
AUDIT BOARD

UNADDRESSED DISTRIBUTION AUDIT

Distributor: **Distributor Name**

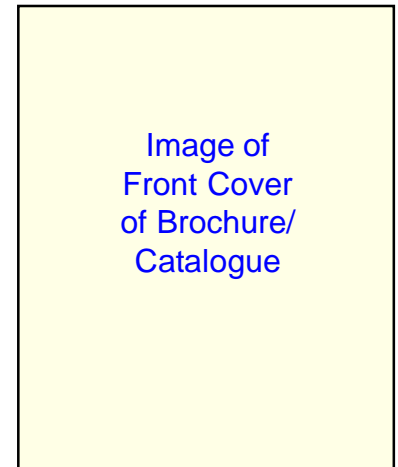
Client: **Client's Name**

Campaign Name: **Name of item/type**

Campaign Dates: **Distribution dates**

Quantity Booked: **2,500,000**

Quantity Received: **2,500,000**



Unaddressed Item Net Distribution: **2,500,000**

State	Distribution Breakdown		Volume of Distribution Checks			
	Unaddressed Items Distributed	% of Distribution	Door Knock	Telephone	Visual Letterbox	Total Distribution Check
NSW	750,000	30%			7,500	7,500
VIC	620,000	25%			6,200	6,200
QLD	400,000	16%			4,000	4,000
SA	300,000	12%			3,000	3,000
WA	350,000	14%			3,500	3,500
TAS	80,000	3%			800	800
NT	-	0%			-	-
ACT	-	0%			-	-
Totals	2,500,000	100%	0	0	25,000	25,000

An analysis of a sample of 25,000 distribution checks was conducted. The results have been extrapolated to represent the entire distribution.

This CAB Unaddressed Item Distribution Audit verifies the number of unaddressed items distributed during an unaddressed distribution engagement.

About this audit

The Circulations Audit Board (CAB) is a not-for-profit industry organisation governed by advertisers, agencies and publishers. With over 51 years of auditing experience, the CAB stands as an integral part of the advertising industry offering credible and independent circulation audits for the publishing media. This experience and knowledge base has now formed the foundation of a unique range of auditing services including Unaddressed Distribution audits, Exhibition audits, Web Site Traffic audits and Email Newsletter audits. The CAB now audits the distribution engagements of Unaddressed Items to give distributors of unaddressed items the third-party verification needed to reaffirm advertiser confidence.

The CAB Unaddressed Distribution Audit is a comprehensive audit of the distribution of unaddressed items bringing further credibility to distributors claims and therefore raising advertiser confidence. The methodology is such that it can accommodate the ever-changing nature of the industry to provide a standard measure of accountability.

Definitions

Campaign

An engagement to distribute a specific unaddressed item.

Client

A person or organisation who engages a distributor to conduct an unaddressed item distribution.

Distribution Check

A check made to establish that an unaddressed item was distributed to a household.

Distributor

A CAB member engaged to distribute an unaddressed item.

Door Knock

An inspection in person to confirm that an unaddressed item has been distributed to the household.

Quantity Booked

The quantity of an unaddressed item ordered for delivery by the client.

Quantity Received

The quantity of an unaddressed item delivered to the CAB member for distribution.

Telephone Check

An inspection by telephone to confirm that an unaddressed item has been distributed to the household.

Unaddressed Item Delivery

The number of a particular unaddressed item distributed to households, net of returns.

Unaddressed Item

Printed Advertising material distributed to an unaddressed householder.

Visual Letterbox Check

A visual inspection to confirm that the unaddressed item distributed has been placed in a letterbox.



Authorised for issue by the Circulations Audit Board Date of Audit

All data published in this Unaddressed Distribution Audit has been audited by the CAB staff auditors and is authorised for issue by the Circulations Audit Board as at *date of audit*. The audit was conducted in accordance with generally accepted auditing principles and industry standards. The statements made in this document fairly and accurately represent the attendance of this exhibition.

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