

MORE THAN 30 YEARS OF EXPERIENCE CERTIFYING CIRCULATION

Independent Organization

ODC Certified Distribution Inc. is a non-profit corporation managed by a board of directors who are newspaper publishers or representatives of the advertising, marketing and business community.

Clear and Practical Mission

Founded in 1976, the ODC's mission is to provide advertisers and media planners with certified data regarding the circulation of publications.

Large Membership

The organization currently has 190* members across Canada, including 161 in Quebec alone, most of which are weeklies distributed free of charge.

*Data as of April 11, 2007.



CERTIFIED DISTRIBUTION INC

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Deloitte.
Samson Bélair/Deloitte & Touche

ODC Partners:



ODC – Guarding Your Investments!



For reliable
circulation data
on purchased and
free publications.



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WHAT ODC OFFERS YOU

To help you make enlightened media decisions, ODC Certified Distribution offers you access – on the website only – to a range of tools that provide relevant information for each member publication, including:

- **Directory of members**
- **Compiled circulation figures by postal code in the publication's distribution zone**
The number of copies distributed for each postal code, including the number of households, businesses and depots*.
- **Compiled average circulation by frequency of publication**
Information on the minimum, maximum and average circulation over a period of 12 months, with the weekly number of distributed and non-distributed copies.
- **Circulation profile by mode of distribution**
Information on the number of copies distributed and by the publication's mode of distribution: by newspaper carrier or mail, on newsstands or in depots, as well as the total circulation.

*A publication whose mode of distribution by depot is higher than 5% of its total circulation must count the returned copies, as they are not considered part of the distributed copies.

PROVEN METHODOLOGY!

To ensure the accuracy of the certified circulation for publications that are both purchased and distributed free, ODC has developed and successfully tested a methodology that it has been utilizing for more than 30 years and is regularly improved.

Recognized Outside Auditors

ODC has mandated the well-known firm **Samson Bélair / Deloitte & Touche** for the certification of data on each member publication. **Samson Bélair / Deloitte & Touche** auditors visit each publication at least once every 18 months to conduct their audit, which usually includes:

- Reviewing distribution methods
- Surveys and confirmations from printers and distributors
- Analyzing circulation
- Confirmations from households that receive the publication
- Overall reconciliation of the mode of distribution by region and clientele

NEW: SURPRISE VISITS!

In addition to the usual audit, carried out every 18 months, **Samson Bélair / Deloitte & Touche** auditors will conduct surprise visits to publications throughout the year. The aim of this exercise is to continue ensuring the maximum reliability of the data on the ODC member publications.

ODC ELIGIBILITY CRITERIA

To be a member of ODC, the publication must fill out a request and comply with the following conditions:

- In publication for at least six months
- Formally agree to comply with the regulations, resolutions and the ODC code of practice
- Make available to **Samson Bélair / Deloitte & Touche** all the documents and elements relevant to the certification process
- Pay the ODC annual fee and member's share

WHEN YOU SEE THE ODC LOGO ON A PUBLICATION, YOU KNOW THE CIRCULATION IS CERTIFIED!



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