



January 14, 1976

Mr. John M. Mitchell
Circulation Director
ENCORE
515 Madison Avenue
New York, N. Y. 10022

Dear Mr. Mitchell:

We were pleased to receive your January 13 letter and to learn of your plans for "applying for membership very shortly."

Unfortunately, we cannot comply with that part of your letter requesting a current copy of our Bylaws and Rules. A new edition is being printed now and we will be sure to send you a copy just as soon as it becomes available.

Printed material is enclosed which will help answer your questions about "membership costs and related information." As you will note from the small leaflet on "Facts for Magazines...", publisher members are billed only for the actual number of audit hours required to conduct and complete the audit. The current auditing rates are \$20 per hour for work done in publishers' offices and \$14 per hour for work conducted in ABC offices.

The initial deposit amounts shown in the "Facts" booklet are intended to approximate the cost of the Initial Audit based on an estimate of the time involved. If records are such that less time would be required, you would have a credit balance in your account. However, if more time would be required, you would be billed for the excess amount.

As for the kinds of records that are necessary in order to meet ABC requirements, please refer to the "Circulation Record Analysis Blank." We ask that one copy of this form accompany the application and answers to the questions will give you a good idea of the basic records required for audit.

Also enclosed are sample copies of Publisher's Statements and Audit Reports for several magazine members. These will give you a better idea

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of how the data are shown in the reports that interested advertiser and advertising agency members receive as a part of their membership service.

We look forward to hearing from you soon as well as to the early release of the Initial Audit which will constitute ABC membership. After you submit application for membership, it will be possible for you to mention this fact in your promotional material.

Should you have any questions or wish to have any additional information, let me know.

Sincerely,

Robert W. Roberts
Vice President - Marketing Services

RJR/bk
enclosures

cc: Hugh Brooks

bcc: Art Edelstein

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