



Data Collection Requirements For BULK and O&R Data

Dated: June 2003
Last Updated: March 2004
December 2005

RECOMMENDED FILE FORMATS FOR BULK AND ORDER REGULATION (O&R) DATA

Introduction

The purpose of this document is to describe CMG's requirements for receiving electronic data files from Distributors. This document will describe the file formats to be used, the frequency at which the files are to be provided, and a description of the methods that will be used to determine the accuracy of the data provided for BULK and Order Regulation (O&R) data.

Please reference our data collection requirements for Point of Sale (POS) if those data feeds are also required.

As noted in our IMPACT Programs, all distributors who execute a Key Distributor Agreement are required to provide data electronically as part of the service requirements. These same data collection requirements should be referenced for any other programs which require this data also (e.g., CMG's SBT Position Paper).

For the exchange of Order Regulation (O&R) data and store identification, we have elected to partner with Management Science Associates ("MSA") Publishing Industry Database Processing Center and Trade Dimensions to use their services to assist in our data exchange activities with each of you.

Format of Data Files

There will be three (3) files required to meet the exchange requirements for BULK and Order Regulation (O&R) data:

- A store file (modified MSA format C, as defined in Appendix 1)
- A data file (modified format D, as defined in Appendix 1)
- BULK data files – defined in Appendix 2 (wholesaler / title / issue level summarized draw / sale) sourced from Bulk Records.

As noted above, if point of sale data (POS) data is also required, please reference our POS data requirements.

Basic File Exchange Information – Store Volume and Store Address Data files

1) Timing

CMG requires compliance with MSA's existing rules for timing of when data files are to be received by MSA. These are summarized below:

- Data must be reported once each month.
- Data files must be sent to MSA's Publishing Industry Database Processing Center no later than noon EST of the fifth (5) business day of the month in order to be processed for that month.

- If a file is already being submitted to MSA on a monthly basis, it is not necessary to submit a separate file. Rather, we are requesting that you just add the additional fields that CMG is requesting into the existing file. All major computer vendors (of wholesale distributor systems) are aware of these requirements. *Please note that we are requiring the existing C/D formats (modified with some additional Fields) from MSA and will not accept the A/B and unmodified C/D formats.*

CMG requires 3 successful data feeds prior to being eligible under your service level agreement. As such, you should begin to set-up and test these feeds during the application process.

2) Content

CMG requires 36 months of historical data upon the initial set-up of your O&R data feeds.

Once that history is collected, all bipads/issues with off-sale dates within 180 days from the creation date of the file and any current activity product on-sale during the current or previous months not yet off-sale should be submitted in the file. If required, the Distributor may submit a complete set of their active store level (O&R) data as long as this meets the requirements stated above. CMG (via MSA) will provide an up-to-date list of requested titles on a quarterly or as-needed basis.

3) Naming convention for file

Please use the naming conventions already in use for data transmissions to MSA. These vary based on the media used to transmit the data. Please contact MSA's Publishing Industry Database Help Desk at 1-877-544-4435 for further information.

4) Location to send data

Please use MSA's standard locations. Please contact their Publishing Industry Database Help Desk at 1-877-544-4435 for further information.

If files are not received, or there are errors in data, MSA's Publishing Industry Database Processing Center will create an error flag and generate an email or a fax explaining the error and requesting resolution. MSA's Help Desk will assist you in correcting the error. Errors include such things as missing record types, missing customer names, or missing address information.

When an error occurs, the Help Desk is notified, and an email or fax is generated listing the errors and their severity. Faxes are sent out within the next business day. If you are unable to receive faxes, the fax will be printed and mailed to you via overnight service. If a resubmission is required, the Help Desk staff will precede the mailing with a phone call.

If the error is particular to a specific record, such as an incorrect zip code or item number, the record containing the error will be included in your fax. CMG may detect other data inconsistencies and will follow up directly with the Distributor supplying the data. Distributors are expected to resolve such problems in the next submission to MSA or as quickly as reasonably possible. In general, this implies that data problems are fixed in the next submission.

CMG requires that all fields designated as "Required" in the file formats below are completed in the file, otherwise the data will be treated as incorrect.

Basic File Information – Bulk Data file

- Sent by the fifteenth (15th) of each month for all titles off-sale less than 180 days as of the first (1st) of the month, and any product on-sale during the month or prior months that is not yet off-sale.
- The files are to be named <IPDANumber>B<Ymm>. DAT. For example: the January 2004 file might be named 1234B401.DAT
- This data is to be supplied monthly on CD-ROM to CMG's Helpdesk 1-800-397-9130 214 North Tryon Street, Charlotte, NC 28202, or via ftp to CMG's ftp site (ftp.i-cmg.com). Please contact CMG's Helpdesk as noted above.}
- CMG will follow up with Distributors directly if the files cannot be read or are not received.

Data Content Rules

CMG (via MSA) will supply Distributors with a file of titles and bipads for which data is requested. This list will include all CMG distributed titles as well as specified competitive titles. Any bipad changes should be incorporated into the next monthly feed from the Distributor. CMG will have the right to request thirty-six (36) months of history for any title on the list or for any new titles added to the list.

The files have to provide records for all stores and issues where the off-sale date is within 180 days of generation of the file, and any issues which is *on-sale during the current or prior months and not yet off-sale*.

CMG requires that data be supplied for all retail outlets receiving distribution.

File Shipment and Data Content Compliance

Both MSA and CMG will be evaluating the completeness and accuracy of the data sent by Distributors – data that is judged to be incomplete will cause follow up actions from either MSA or CMG to explain or correct the data. Continued failure to meet the data completeness expectations will be seen as non-compliance with these data requirements.

The evaluation of completeness of the data will cover, at a minimum, the following items:

- Are all required bipads in the data feed? This is based on the list of bipads supplied to Distributors by CMG on a quarterly (or more frequent) basis – every title on the list must be on the data feed if the Distributor distributes the bipad.
- Are all required fields completed and accurate?
- Does the total draw in the Volume file match the CMG allotments for CMG distributed titles for each title and issue?
- Do the total returns in the Volume file match the return affidavits supplied to CMG for CMG distributed titles for each title and issue?

Distributor Contact Information

Each Distributor must provide a primary contact point with phone, address, fax and email to both MSA and CMG.

The contact information should be supplied to CMG on the attached form in Appendix 4 and faxed to 704-375-9309 or emailed to cmghelpdesk@i-cmg.com. Any changes to this information should be supplied to CMG's Helpdesk at 1-800-397-9130, mail address 214 North Tryon Street, Charlotte, NC 28202, or faxed or emailed as before.

Data to be Provided by CMG – supplied electronically on a quarterly basis

CMG or CMG's designated data collection agent (MSA) will be responsible for sending electronic files, periodically, to support the administration of these data feeds. The file format is detailed in Appendix 3. In summary, it consists of:

- CMG's list of bipads and competitive bipads provided by CMG to the contact provided in the format defined in Appendix 3. Currently, we plan on updating this file, at a minimum, quarterly, and forwarding the electronic file through MSA.

Appendix 1 – FILE FORMATS

Distributors send modified C/D format files

C Record Type

Description	Column	Length	Mode	Justify/ Fill	Comment
Record Type	1	1	AN		Required
Customer Number {dealer number used by the Distributor}	2-21	20	N		Required
IPDA Number	22-25	4	N		Required
File Creation Date	26-31	6	N		Required, YYMMDD format
Retailer Name	32-61	30	AN	LJ	Required
Retailer Address #1	62-91	30	AN	LJ	Required
Retailer Address #2	92-121	30	AN	LJ	Optional
Retailer Address #3	122-151	30	AN	LJ	Optional
Retailer City	152-166	15	AN	LJ	Required
Retailer State	167-168	2	AN		Required
Retailer Zip Code +4	169-177	9	AN		Required
Retailer Chain Number	178-197	20	AN	LJ	Chain as defined by the wholesaler. Optional
Retailer Group Code	198-217	20	AN	LJ	Chain group code as defined by the wholesaler. Optional
Retailer Class of Trade	218-232	15	AN	LJ	COT as defined by the wholesaler. Optional
TD Linx Number	233-239	7	AN		For possible future use. Optional
Retail Store Number	240-247	8	AN	LJ	Required

D Record Type

Description	Column	Length	Mode	Justify/ Fill	Comment
Record Type	1	1	AN		Required
Customer Number {dealer number used by the Distributor to identify}	2-21	20	N		Required
IPDA Number	22-25	4	N		Required
BIPAD	26-31	6	N		Required
Issue Code {2 digit century, 2 digit year, add on issue code – e.g. 200310}	32-37	6	N		Required
Draw {net draw after reorders etc}	38-44	7	N	RJ/Z	Required
Returns	45-51	7	N	RJ/Z	Required
Title of Magazine	52-71	20	AN	LJ	Required
Issue Description	72-91	20	AN	LJ	Optional
Cover Price	92-97	6	N	RJ	Required, include decimal point (003.99 for a \$3.99 cover price)
Allotment {Original draw before reorders or adjustments}	98-104	7	N	RJ/Z	Required
UPC Code	105-116	12	AN	LJ	Optional
2 digit UPC Code Add On	117-118	2	AN	LJ	Optional
4 digit UPC Code Add On	119-122	4	AN		Optional
ANCO Issue Translation Indicator	123	1	N		Required for Anderson News
Business Type Code	124-125	2	N	See below	Required
Business Relationship	126-127	2	N	See below	Required
Draw Determined by Code	128-129	2	N	See below	For future use
IMPACT Status code	130, 131	2	N	See below	Required
Cumulative POS {sum of all POS sales}	132-138	7	N	RJ/Z	Required where POS data is available
Filler	139-247	109			

BOLD Type indicates new Fields specifically requested by CMG.

Business Type Codes (relates to Store / Location):

- 01 - *Traditional Retailer*
- 02 - *Distributor Pay From Scan (Scan Based Trading)* – Servicing Relationships where Distributor has agreed to Pay From Scan with a particular Retailer / Store. **
- 03 - *For future use*
- 04 - *Airport Stock Account*
- 05 - *Distributor Inventory Stock Account* {in some systems, stock accounts are not maintained in the data. In these cases, the stock account should be created with a unique, dummy customer number (dealer number) with the Distributor's address, and the copy quantity in the Draw field = Total copies received – total copies distributed}
- 06 – *Firm Sale* – Servicing Relationships where Distributor has agreed to sell product with no returns.
- 07 – *Other*

** Per CMG's Wholesale and Specialty Distributor Magazine Policy Manuals, our SBT Position Paper and CMG'S IMPACT Programs, all returns must continue to be physically counted by each Distributor.

Business Relationship Codes: (related to Store / Location)

- 01 - *Traditional Distribution – Accounts serviced by the Distributor.*
- 02 - *Sub-Contractor* (Owns the Relationship to the Retailer) – Accounts are serviced by another 3rd party or another Distributor through a Sub-Contracted Relationship.
- 03 - *Sub-Contracted* - Accounts you have been engaged to service through a Sub-Contracted Relationship
- 04 - *Other*

Draw Determined by Code: (related to Title with beginning / end issue code or date)

- 01 – *Wholesaler Draw* - calculated by the Distributor based on internal distribution formulas
- 02 – *Publisher Controlled Draw*
- 03 - *Other*

IMPACT Status Code (Key Incentive)

This designation applies to the data record's store zip code, for the title and issue (related to IMPACT titles between start and end issue codes or dates, and the Key Distributor ZIP CODES in the store addresses. It would not include Stock accounts and direct sales (cash and carry) from the Distributor's location}

- 01 - *Key discount expected by Distributor*
- 02 - *No Key discount expected*

Appendix 2

File Format X – Bulk data file(s) (to be provided monthly on CD-ROM or via ftp to CMG's ftp site) - Required

Description	Column	Length	Mode	Justify/fill	Comments
IPDA number	1-4	4	Numeric	Right / zero fill	
Bipad	5-9	5	Numeric	Right/ zero fill	
Title	10-35	26	Alpha	Left	
Issue code	36-41	6	Numeric	Left	CCYYII (century, year, issue)
Allotment Quantity Received	42-47	6	Numeric	Right / zero fill	
Net Draw Distributed	48 – 53	6	Numeric	Right / zero fill	
Net Return	54 – 59	6	Numeric	Right / zero fill	
File Creation Date	60-67	8	Numeric		CCYYMMDD
On-sale date	68-75	8	Numeric		CCYYMMDD
Off-sale date	76-83	8	Numeric		CCYYMMDD

Definitions

Allotment Quantity Received – Total copies received at this Billing Location (IPDA number identifies the billing location)

Net Draw Distributed – Total copies that were distributed to sales outlets – includes reordering and any adjustments

Net Return – Total copies returned to CMG

Appendix 3 – File format for required Bipads supplied to Distributor by CMG or by CMG’s designated data collection agent (MSA) (Note this may also be supplied in Excel spreadsheet form)

BIPAD Formats

Description	Column	Length	Mode	Justify/fill	Comments
BIPAD	<u>1-5</u>	5	Numeric	Right/ zero fill	
Title name	<u>6-31</u>	26	Alpha		
Add / Delete	<u>32</u>	1	Alpha		A for add, D for deleted from list, otherwise blank
Title	<u>33</u>	1	Alpha		
IMPACT start date	<u>34 – 41</u>	8	Numeric		{CCYYMMDD E.g. 20030701 = July 1 2003} Used only if distributor is part of CMG’s IMPACT program

Appendix 4 – Contact Information for BULK and O&R data feeds

Distributor Name _____

Contact Name _____

Contact Tel () _____

Contact email _____

Contact Address _____

Billing Account Name	IPDA Number