



Dear Agent,

Congratulations on becoming a part of NPE! NPE is one of the largest clearing houses in the United States, offering one of the most extensive selections of magazines you will find anywhere!

I will be working with you and auditors from The Alliance of Audited Media (AAM). AAM is a not-for-profit organization responsible for establishing how audits are conducted in our industry and how Publishers report their circulation figures. Enclosed are examples of documentation you will need to provide when you are audited.

You are required to provide the following information for each audited magazine order:

- Order Documentation (Proof of Order)
- Payment Documentation (Payment History)
- Test of Cash/Payment Processing (Proof of Purchase)

Please make certain you are capturing this information. For further information regarding audits please go to the NPE website at www.npemags.com.

When I receive an audit request, I will notify you by email of the information needed and a due date that I need to have all documentation to me. If you have a designated person that provides the documentation, please notify me of how I can contact that person. Notify NPE of any changes in your address, email address or phone number, immediately so we can update our files. Also, whenever corresponding with NPE please include your Agent #. Should you have any questions please feel free to contact me.

Sincerely,

Tracy Wallace
Fulfillment Director
Twallace@npemags.com

GENERAL INFORMATION

All orders must be accompanied with a payment. Payments can be made by check, money order, ACH or Visa, MasterCard, and American Express via an online credit card payment (min \$25.00 payment). Please indicate your agency ID number on the bottom of your check or money order. Checks or money orders should be made out to National Publishers Exchange or NPE. **If a check is returned there will be a \$20.00 check fee.**

You can upload your orders in file format to www.npemags.com. OR data enter your orders on our website. Instructions for data entering orders at www.npemags.com are located under the help tab. Please email twallace@npemags.com for an order template if you plan to send files. If you will be sending files please send the first file to twallace@npemags.com for approval and to have your layout created. Please do not send in orders twice. We will not be responsible for the duplication of orders.

If you are ordering more than one copy (bulk) of the same magazine for the same address, submit the customer name and address once and indicate the number of copies on the order form. Please be aware that some magazines do not authorize bulk sales. Please refer to the comment section on your price list for eligibility.

REQUIRED FOR HARD COPY ORDERS

All orders must include the following information and must be accompanied by a complete summary and include payment:

- **Agency Number**
- **Magazine Number or UMC Number and Magazine Title**
- **Full name and address of subscriber**
- **Term or # of Years** - How many issues or the number of years purchased.
- **New or Renewal Indicator**- If the magazine is a renewal, please be sure the subscriber's name and address appears exactly as it does on the label of the subscription. It is not necessary to send the renewal label.
- **Correct field/Cost Type** - If you are submitting a trade order, your order must include the trade information, either in the address or on the bottom of the order. If you are submitting a student educator order, your order must include the school the subscriber is affiliated with, either in the address or on the bottom of the order. If you are submitting a gift, your order must include the full name and address of the donor or gift giver.
- **Sub rate** – Authorized price from your price list
- **Remit Amount** – Amount due NPE for the order

Mail payments & correspondence to: National Publishers Exchange, PO BOX 9084, Clearwater, FL 33758-9084.

As a reminder we do accept credit card payments online with a minimum payment amount of \$25.00 at no cost to you.

NPE CLEARING FILE LAYOUT

Files can be accepted in excel, csv, or text formats

Field Name

Agency Number
Reference Number

Mag # or UMC
Magazine Title
Cost Type*
Renew Flag

Years or Issues

Copies
Gift Flag
First Name
Last Name**
Address 1***

Address 2

City
State

Zip

Zip # 4

Country Code

Subrate

Remit

Subagent Type 1

Subagent Number 1

Subagent Type 2

Subagent Number 2

Subagent Type 3

Subagent Number 3

Donor Name/Trade/Student

Mag or UMC Indicator

Years or Issues Indicator

Description

Unique account number assigned by NPE

Unique number assigned to a customer by the Agent

Magazine number assigned by NPE located on the Price list/file. UMC industry assigned. Must use one or the other (not both) consistently.

Name of Publication

Code assigned by NPE. See legend below.

Y for Renewal; N for New

Use years or issues to identify the term of service.

Must use one or the other (not both) consistently.

of copies going to the same address

Y for Gift

Publisher's authorized price listed on NPE's price list

Amount due NPE for each order

F-Federal; S-Social Security; C-Canadian Central Business

Tax number, Social Security on file for unique Subagent

F-Federal; S-Social Security; C-Canadian Central Business

Tax number, Social Security on file for unique Subagent

F-Federal; S-Social Security; C-Canadian Central Business

Tax number, Social Security on file for unique Subagent

Information for Gift orders, Trade or Educator orders

Indicate P for NPE Magazine number or U for UMC

Y for Years to clear or I for number of issues

NPE CLEARING FILE LAYOUT

Notes:

*Cost Type Legend (refer to price list for availability)

"D" Direct Mail

"DI" Digital...Email address must be provided

"DP" Digital-Print...Email address must be provided

"L" Library

"Q" Online

"R" Consumer/Cash Field

"S" Student Educator

"T" Trade

**First and Last Name Fields combined, including spaces should not exceed 24 characters.

***If Address 1 exceeds 27 characters, including spaces then address 2 must be utilized

**** Orders should be listed as one line per record across the columns. Not in the format provided here.

An order template is available upon request.

Please use address 2 for apt #, unit #, suite #, lot #, etc

If the data in address 1 exceeds 27 characters including spaces the address will be cut off.

FIELD DESCRIPTIONS/COST TYPES

CONSUMER

A consumer order is a subscription sold to a residence.

DIGITAL

Online magazine delivered in electronic form

DIGITAL-PRINT

Online magazine delivered in electronic and paper form

LIBRARY

A library order is a subscription sold to a library, learning resource center or media center.

ONLINE

An online order is a subscription sold to an individual over the Internet.

STUDENT/EDUCATOR

A student/educator order is a subscription sold to an individual either attending or affiliated with a school or educational institution.

TRADE/PUBLIC PLACE

A trade order is a subscription sold to a business address.

CUSTOMER SERVICE

1. Please allow 12 weeks before submitting an inquiry to allow for sufficient time for the first issue to arrive.
2. Always verify the address with your customer when they report a delivery problem to you.
3. Please be as specific as possible when stating your claim.
 - a. No service - customer is not receiving magazines
 - b. Incorrect term - wrong expiration date appears on label.
 - c. Missing issues - indicate the last issue received or which issue was missed.
 - d. Change of address – need the old and the new address
 - e. Duplicate issue – please provide labels from both magazines or provide information on both labels; (ex; account number, name, address)
 - f. Damaged issue – please indicate which issue was damaged
 - g. Start/Stop dates – allow 12 weeks from the date the order was cleared
 - h. Cancel order – need to include whether it is paid or unpaid subscription
4. All changes of addresses and cancellations can be faxed or mailed to NPE.
5. A file layout is available for you, if you are automated and would like to send the cancellations or inquiries electronically.
6. Please remember you may always visit our web site at www.npemags.com to check the status of your customer account. You can see when we received the order and when we submitted the order to the publisher.

If unable to resolve your inquiries, please call Mylrae Degregorio at 727-914-0247 Monday – Friday 7:30 am – 4:00 pm, EST.

Please include your agent name, ID number and batch date when calling our Client Service Department in any capacity.

HELPFUL HINTS GUIDELINES

DO check the status of your order on our website at www.npemags.com
DO sell all publications at the authorized subscription price.
DO review the magazine list carefully as price changes occur frequently.
DO maintain a higher number of new subscriptions generated than renewals.
DO focus on your customers' special interests and hobbies.
DO follow AAM, MPA and FTC rules and regulations.
DO include your agent number and name when sending orders or inquiries.
DO take advantage of hot list and bonus titles.

DON'T present yourself as NPE or as the publisher at any time
DON'T use the active subscription list of any publisher to obtain subscription sales without permission from the publisher.
DON'T solicit renewals only. Obtaining new business is a must.
DON'T turn in an order without double checking the spelling, address and magazine names.
DON'T forward customer concerns to NPE by having the subscriber call us directly.
DON'T delay in sending out your clearings. Do this at least every two weeks.
DON'T extend your customer's subscription for more than four years.
DON'T take bonus credit before magazines have cleared.
DON'T sell magazines on eBay.
DON'T sell magazines online if the title is not authorized for internet sales.



NATIONAL PUBLISHERS

EXCHANGE

Order Error Code Descriptions

ERROR_CODE	ERROR_TYPE	ERROR_DESC	Comments
AGTDEAUTH	AGENT	AGENT DEAUTHORIZED	Publisher has deauthorized this agent from this title - We can't process
ADDR	ORDER	ADDRESS NOT COMPLETE	There is something missing from the address
ADDUNDELIV	ORDER	ADDRESS NOT DELIVERABLE	The address is invalid according to the US Post Office
AFPOST	PRICE	AIR FREIGHT POSTAGE	
AGDEAUTH	PRICE	AGENT DEAUTHORIZED	The publisher has deauthorized this agency from selling their magazine
AIRMAIL	PRICE	NOT AVAILABLE FOR AIRMAIL	
AUTOSHOP	AGENT	NOT AUTH FOR AUTO SHOPS	Publisher does not want this magazine to go to Auto Shops
BULK	PRICE	NO BULK ORDERS	The publisher will not allow more than 1 copy to be sent to any one address
BUSCARD	SPECIAL	NEED BUSINESS CARD	The Publisher requires a business card to be submitted with this order
CABLE	ORDER	EXISTING CABLE ORDER	Agency order returned due to us due to the customer has an existing Cable order on file - TV Guide orders only. TV will not accept any agency orders
CANCEL	ORDER	CANCL BY AGENT BEFORE CLR	The agent requested the order to be cancelled before we cleared it.
CANPOST	PRICE	CANADA POSTAGE	There was no Canada postage included with the agency remit
CARDADDR	SPECIAL	ADDR MUST MATCH BUS CARD	The Publisher will not accept this order unless the address matches this business card.
CEASED	RULES	MAG CEASED PUBLICATION	The magazine has ceased publication. We are returning the order to the agent
CHGADDR	ORDER	CHANGE OF ADDRESS	We use this code to change the customers address
CONSUMER	PRICE	NOT QUAL AS CONSUMER ORDR	The sent in a Trade order under consumer
COSTTY	PRICE	COST TYPE NOT VALID	The cost type the agency sent is in not a valid cost type the magazine
COUNTRY	PRICE	COUNTRY NOT VALID	The magazine is not available for foreign or Canada
DUP	DUPLICATE	DUPLICATE ORDER	Order was duplicated within the last 6 weeks. Return to the agent
EDUC	SPECIAL	NEED SCHOOL OR STDNT INFO	The Publisher requires Student or school information in the address
EXCEEDS	ORDER	ORDERS EXCEEDS 5-YEAR LIMIT	TV Guide only - the customer has 5 years on file and the Publisher will not accept anymore renewals.
EXTEND	ORDER	EXTENDED TOO FAR	The customer has the max years allowed on file set by the Publisher
FORM	SPECIAL	NEED DEMOGRAPHIC FORM	The Publisher requires a demographic form to filled out by the customer. Uses for Women's Wear Daily - Retailers
FORPOST	PRICE	FOREIGN POSTAGE	There was no foreign postage included with the agency remit

GIFT	ORDER	NEED GIFT/DONOR INFO	Seasonal Code- Returned because there was not gift or Donor information listed
INCOMPFORM	SPECIAL	DEMOG FORM NOT COMPLETE	The demographic form is not filled out completely
INCREASE	PRICE	RETURNED DUE TO PRICE INC	There was a large price increase on this magazine, and we need to get the agency permission to process this order at the higher remit.
MAG	ORDER	UNABLE TO DETERMINE MAG SEL	The magazine the agent sent us is not offered by NPE or there was not magazine listed.
MAXCPS	RULES	MAX COPIES	The Publisher will not allow us to send Bulk orders for this magazine
NAME	ORDER	INCOMPLETE NAME	The agent did not send the customers first & last name.
PLYRS	PRICE	NOT AVAIL THIS TERM/ISSUE	The magazine is not available for the years the agency sent in
PRICEERR	PRICE	PRICE ERROR	There is something wrong with the magazine QC needs to return the order or correct the order
PRICENF	PRICE	PRICE NOT FOUND	There is something wrong with the magazine QC needs to return the order or correct the order
PRODUCT	PRICE	PRODUCT NOT VALID	The magazine is not a valid magazine
RECEPTION	SPECIAL	NO RECEPTION ROOM	The Publisher only wants this magazine to be distributed to a business with a reception room.
RENEW	PRICE	NO RENEWALS ALLOWED	The Publisher will not accept renewals for this magazine
RETAIL	ORDER	NO RETAILERS	The Publisher will not allow this magazine to be sent to retail shops
SADEAUTH	SUBAGENT	SUBAGENT DEAUTHORIZED	The subagent of the agent is deauthorized by the Publisher
SANACT	SUBAGENT	SUBAGENT NOT ACTIVE	The subagent of the agent is not an active subagent.
SANF	SUBAGENT	SUBAGENT NOT ON FILE	The subagent of the agent is not listed in the agency file
SPECIAL	SPECIAL	OTHER	Generic return error code - Used for anything
STATE	PRICE	STATE NOT VALID	The magazine is not available for this state
STGROUP	PRICE	STATE/GROUP NOT VALID	The magazine is not available for this state
STUDENT	AGENT	DOES NOT QUALIFY AS A S/E	Publisher requires student information - name of school, teacher etc.
TAXNBR	AGENT	NO TAX NUMBER ON TIME'S FILE	Time Publishers did not receive the agents W-9 form
TRADE	SPECIAL	NEED MORE TRADE INFO	The Publisher requires Trade information in the address.
UNAVAIL	RULES	NO LONGER AVAILABLE	The magazine is no longer available through NPE
ZIPCODE	ORDER	ZIP CODE IS NOT VALID	The zip code is invalid