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• NOTICE •

22 July 2011

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REFERENCE NO: ABC NOTICE /NO. 6/2011

TO : ALL MEMBERS

Dear Member

The following titles transgressed the Rules regarding use of ABC data or Insignia, or false claims of membership (all of which have since been corrected):

<u>Title</u>	<u>Date detected</u>	<u>Transgression</u>
Echo	July 2011	Rate card erroneously indicated that the title is ABC registered. Membership was applied for in May 2010, and provisional membership granted on 18 June 2010. As no data has been submitted, provisional membership was cancelled on 30 June 2011.
Words etc	June 2011	Incorrectly used the ABC logo in the publication whilst under suspension.
Auto Forum	June 2011	In marketing material on the website did not indicate the latest circulation data. Instead supplied data for a prior period.
Leisure Wheels	May 2011	In marketing e-mails, incorrectly used total circulation figures as paid circulation when comparing to other titles in the category.
CEO Magazine	March 2011	Overstated print run on website.
Echo Newspaper (Botswana)	February 2011	A Grassroots member which erroneously used the ABC logo instead of the Grassroots logo.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Mishack Nekhavhambe', with a horizontal line extending to the right.

Mishack Nekhavhambe
Administrator