



**Alliance for  
Audited Media**

**Rapid Report Upload Specifications**

Rapid Report data may be uploaded via a .csv file. The following specifications **must** be followed to ensure a successful upload. Any deviations from the following specifications may prevent the file from uploading properly.

**General tips:**

- There must be a column for each field, even if that field is not needed.
- Numeric fields cannot be formatted. Cell format must be “general” if using Excel.
- Issue date(s) must fall within the filing period selected in the filing application.
- Changes can be made in the filing application after the upload.
- Denoting special issues must be done in the filing application.
- If there is already data saved and/or posted for issue date(s) in the filing application, duplicates **must** be eliminated to save.

**Please enter issue names according to the following:**

- Monthly: First three letters of the month (e.g., May, Jun, Jul)
- Weekly: First three letters of the month followed by the two-digit date (e.g., Jun 01, Jun 08, Jun 15)
- Multi-month: Two three-letter abbreviations (e.g., Jun/Jul)
- Multi-week: Three-letter abbreviation followed by two-digit date/two-digit date (e.g., Jun 01/08)
- Other: Complete issue name (e.g., Football), Annual (e.g., 2016), Seasonal (e.g., Winter), Volume (e.g., Vol #24)

**Please note:**

- The first letter must be uppercase
- Do not use periods in abbreviations
- Include a leading zero in dates from 1 to 9 (e.g., Jun 08)

Field	Order	Type	Field Explanation
Issue Name	A	Text	See above for examples
Issue Date	B	Date	Date of the issue, MM/DD/YYYY
Rate Base	C	Number	Circulation by issue for category
Paid Subscriptions Print	D	Number	Circulation by issue for category
Paid Subscriptions Digital	E	Number	Circulation by issue for category
Verified Subscriptions Print	F	Number	Circulation by issue for category
Verified Subscriptions Digital	G	Number	Circulation by issue for category
Single Copy Print	H	Number	Circulation by issue for category
Single Copy Digital	I	Number	Circulation by issue for category
Analyzed Nonpaid Bulk Print	J	Number	Circulation by issue for category
Analyzed Nonpaid Bulk Digital	K	Number	Circulation by issue for category