of this Issue, the barter transaction should be recorded based on the carrying amount of the advertising surrendered, which likely will be zero.

6. A period not to exceed six months prior to the date of the barter transaction should be used to determine whether a historical practice exists of receiving cash or marketable securities for similar advertising. If economic circumstances have changed such that prior (but not more than six months old) transactions are not representative of current fair value for the advertising surrendered, then a shorter, more representational period should be used. In addition, it is inappropriate to consider cash transactions subsequent to the barter transaction to determine fair value (that is, there is no look back allowed to value and record past barter transactions).

7. For advertising surrendered for cash to be considered "similar" to the advertising being surrendered in the barter transaction, the advertising surrendered must have been in the same media and within the same advertising vehicle (for example, same publication, same web site, or same broadcast channel) as the advertising in the barter transaction. In addition, the characteristics of the advertising surrendered for cash must be reasonably similar to that being surrendered in the barter transaction with respect to:

- a. Circulation, exposure, or saturation within an intended market
- b. Timing (time of day, day of week, daily, weekly, 24 hours a day/7 days a week, and season of the year)
- c. Prominence (page on web site, section of periodical, location on page, and size of advertisement)
- d. Demographics of readers, viewers, or customers
- e. Duration (length of time advertising will be displayed).

8. The quantity or volume of advertising surrendered in a qualifying past cash (or near-cash) transaction can only evidence the fair value of an equivalent quantity or volume of advertising surrendered in subsequent barter transactions. In other words, a past cash transaction can only support the recognition of revenue on advertising barter transactions up to the dollar amount of the cash transaction. When the cash transaction has been used to support an equivalent quantity and dollar amount of barter revenue, within the limits of this Issue, that transaction cannot serve as evidence of fair value for any other barter transaction.

9. Entities shall disclose the amount of revenue and expense recognized from advertising barter transactions for each income statement period presented. In addition, if an entity engages in advertising barter transactions for which the fair value is not determinable within the limits of this Issue, information regarding the volume and type of advertising surrendered and received (such as the number of equivalent pages, the number of minutes, or the overall percentage of advertising volume) shall be disclosed for each income statement period presented.

10. The EITF observed that the consensus described above should be applied to transactions on or after January 1, 2001.

INT 00-29 Status

11. No further discussion is planned.