

HOW to APPLY FOR PERIODICALS STATUS



PERIODICALS STATUS MAY, IN SOME CASES, GET YOU LOWER POSTAL RATES AND FASTER DELIVERY. AT PUBLISHERS PRESS, IT QUALIFIES YOU FOR PARTICIPATION IN THE PUBXPRESS DISTRIBUTION SYSTEM. BUT HOW DO YOU GET PERIODICALS STATUS? FIRST, YOU MUST KNOW IF YOU QUALIFY.



Periodicals status requires four basic criteria be met:

1. The publication must be a periodical, which means the intention is indefinite publication, with the purpose of transmitting information.
2. Periodicals must be published at least four times a year, and the frequency (quarterly, monthly, bimonthly, etc.) must be stated and adhered to.
3. A known office of publication—the authorized public office where the normal publishing business is conducted during regular business hours—must be maintained. Circulation records, such as subscription rates and number of paid and nonpaid or sample copies, for the publication must be kept at that office or made available upon request at that office to be reviewed by the Postal Service.
4. The publication must be formed of printed sheets, reproduced by any process other than stencil, mimeograph, or hectograph.

If you meet these criteria, outlined more specifically in the Domestic Mail Manual section 707.3, you must file the Application for Periodicals Mailing Privileges (PS Form 3500). The application needs to be submitted at the Post Office that serves the known office of publication. It must be filled out completely and submitted with two copies of

the latest issue with advertising marked and ad percentage calculated.

The application fee is subject to change, and may be paid by cash, check, or credit card. Information regarding current fees is available through your local postmaster.

While approval is pending (generally four issues), you may not mail at Periodicals rates, although it will be treated through the postal service as Periodicals mail. The Postal Service will, upon approval, refund any difference between the Periodicals rate and what you paid during the approval period. While the application period is pending, all Periodicals regulations must be adhered to or the application is disqualified and the application fee will not be refunded.

Other standards must be adhered to in order to maintain this status. For example, the publication must have an advertising portion of no more than 75 percent, and at least 50 percent have to be requested or paid subscriber copies. The USPS will verify this information regularly.

USPS Handbook DM-204, "Applying for Periodicals Mailing Privileges," is available online at www.usps.com. It contains more specific information as well as instructions for completing the application. You may also contact the Business Mail Entry Manager at your local post office, or consult with your Regional Sales Manager or Print Specialist at Publishers Press.