

HOW to QUALIFY FOR NONPROFIT PERIODICALS MAILING



NONPROFIT ORGANIZATIONS MAY MAIL AT THE NONPROFIT MAIL RATE, WHICH IS GENERALLY ABOUT 40 PERCENT LOWER THAN POSTAL RATES FOR COMMERCIAL MAILERS.



Nonprofit Periodicals are also discounted 5 percent on non-ad, in-county portions, and can count up to 10 percent of advertising as non-advertising. To qualify for this preferred postal rate, the U.S. Postal Service must approve an organization as Nonprofit. Please note that recognition of Nonprofit status by the USPS does not qualify your status with the federal government, and vice versa.

Nonprofit organizations must serve any of the following missions:

- Religious
- Agricultural
- Educational
- Labor
- Scientific
- Veterans
- Philanthropic
- Fraternal

Application for Nonprofit authorization is a separate process from applying for a mailing permit. Organizations can mail as Nonprofit Periodicals or Nonprofit Standard, but must apply for each classification separately.

A few basic steps will help you sort out the process. First, apply for Periodicals mailing status, if applicable (See “How to Apply for Periodicals Status” from

Publishers Press). Then submit USPS Form 3624 and all required documentation for authorization to mail at the Nonprofit Periodicals Mail Rate.

Once you are approved for the Nonprofit rate, you must apply to get a mailing permit and then make a payment which includes an annual mailing fee.

The tips below will help you maintain your Nonprofit authorization:

1. Complete a bulk mailing at least four times each year in any authorizing facility.
2. Consider mailing issues when designing pieces to be mailed to make sure the pieces comply with Nonprofit rate standards.
3. Check the accuracy of ZIP Codes at least every year.
4. Mail from the post office where your mailing permit is held.
5. Presort the mail by ZIP Code.

More information about specific mailing restriction for Nonprofit rates can be found in the USPS Domestic Mail Manual or by visiting the Alliance of Nonprofit Mailers online at www.nonprofitmailers.org. Your Regional Sales Manager or Print Specialist at Publishers Press will also be available to find answers to your questions regarding Nonprofit mailing.