



Applying for Periodicals Mailing Privileges

Handbook DM-204

June 2002
Transmittal Letter

- A. Explanation.** This new handbook is designed to help mailers determine whether or not to apply for Periodicals mailing privileges from the United States Postal Service and, if so, how to proceed.
- B. Availability.**
- **Nonpostal users.** This handbook is available on the Internet at *www.usps.com* — click on *Info*, then *Postal Periodicals and Publications*, then *Handbooks* (either *PDF Format* or *Text Format*), and then Handbook DM-204.
 - **Postal Service personnel.** This handbook is available on the corporate intranet at *http://blue.usps.gov* — click on *Information*, then *Policies & Procedures*, then *HBKs*, and then the title of the handbook.
- C. Comments on Content.** Address comments or questions regarding the content of this handbook to:
- MAIL PREPARATION AND STANDARDS
U.S. POSTAL SERVICE
1735 N LYNN ST STE 3025
ARLINGTON VA 22209-6030
- D. Effective Date.** This handbook is effective June 2002.

A handwritten signature in black ink that reads "Stephen M. Kearney".

Stephen M. Kearney
Vice President
Pricing and Classification

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Introduction

This handbook and the accompanying applications, appendixes, and worksheets are designed to help you determine whether or not to apply for Periodicals mailing privileges from the United States Postal Service and, if so, how to proceed. Complete information on the requirements that apply to Periodicals mail is published in the *Domestic Mail Manual (DMM)*. You are responsible for fulfilling all DMM requirements for Periodicals mailing privileges. You can access the DMM online via Postal Explorer (<http://pe.usps.gov>).

This handbook provides basic information on whether or not your publication can qualify for Periodicals mailing privileges. If you decide to go forward with the application, additional instructions help you determine the appropriate category and provide the basic criteria that your publication must meet.

This handbook contains a copy of the new PS Form 3500, *Application for Periodicals Mailing Privileges*, with step-by-step instructions for completing the application. The new PS Form 3500 replaces PS Forms 3501, *Application for Periodicals Mailing Privileges (General)*; 3501-A, *Application for Periodicals Mailing Privileges (News Agents or Foreign)*; 3502, *Application for Periodicals Mailing Privileges (Institutions and Societies)*; and 3511, *Application for Periodicals Mailing Privileges (Requester)*.

This handbook contains appendixes to help you determine eligibility for publications of Institutions and Societies, nonprofit eligibility, and In-County rates. There is also information for Requester publications regarding telemarketing and Internet requests and a worksheet to verify the accuracy and completeness of your publication's identification statement.

This handbook also contains PS Form 3510, *Application for Additional Entry, Reentry, or Special Rate Request for Periodicals Publication*, with instructions for completing the form and obtaining an International Standard Serial Number (ISSN).

Basic Eligibility for Periodicals Rates

DMM E200 contains the standards for eligibility for a publication to qualify for Periodicals rates. DMM C200 contains the standards for Periodicals mailpiece components and mailpiece construction.

A publication must meet prescribed criteria to be eligible for Periodicals mailing privileges. These include basic criteria that all authorized publications must meet, as well as additional criteria for the qualification category selected for the publication.

Once you submit an application and pay the appropriate fee, the Postal Service reviews the application, copies of the publication, and supporting documents to determine whether or not the publication is eligible for Periodicals rates. This handbook explains the standards for Periodicals and describes the types of supporting documents you must submit with an application for Periodicals mailing privileges. In addition, this handbook helps you through the application process by describing each step in completing the application.

Basic Criteria

Although you must meet specific standards for your chosen qualification category, four basic criteria apply to all Periodicals:

1. Periodical Publication (DMM E211.2)

You must show intent to publish issues of a publication indefinitely with continuity from issue to issue. The purpose of the publication must be to transmit information of a general or specific nature.

2. Frequency of Publication (DMM E211.5)

Periodicals publications must be published (not necessarily mailed) at a regular frequency of at least four times a year. You must adopt a statement of frequency showing how many issues are to be published each year and at which regular intervals, and must adhere to this stated frequency. Some examples of acceptable frequencies are as follows:

- a. Quarterly.
- b. Four times a year, in January, April, July, and October.
- c. Monthly.
- d. Bimonthly (every other month).
- e. Daily except Sunday.
- f. Weekly.
- g. Monthly except August.

3. Known Office of Publication (DMM E211.4)

You must maintain a known office of publication at the location where the original entry Post Office for Periodicals mailing privileges is authorized. The known office of publication is a public office where normal business of the publication is conducted during normal posted business hours. You must keep circulation records of the publication at the office or make them available upon request at that office for review by Postal Service personnel.

4. Printed Sheets (DMM E211.3)

Periodicals publications must be formed of printed sheets. You may not reproduce them by stencil, mimeograph, or hectograph. However, you may reproduce them by any other process.

Mailpiece Construction

Bound Publications

There are a number of ways to create a bound publication. Bound publications are held together by two or more staples or in a wire binding process known as “saddle stitching.” Heavier bound publications may also be glued together at the spine edge in a process called “perfect binding.” Although rare, spiral binding is considered an eligible means of creating a bound publication.

Unbound Publications

Unbound publications are made of sheets forming pages that are nested, one within the other, to form an issue. Unbound publications may contain one staple to hold them together. Pamphlet-style publications may be a single or a folded sheet.

Filing the Application

You must file the application at the Post Office that serves the known office of publication. You must fully complete the application and include two copies of the issue published nearest to the date of application. These copies must have a complete identification statement (see Appendix A), and you must mark the copies to show the advertising content and indicate on the cover the percentage of advertising.

Application Fee

As of June 2002, the application fee for Periodicals mailing privileges is \$375.00. Because this fee is subject to change, please ask your local postmaster for the current amount. The fee covers the processing costs of the application and is nonrefundable, even if your application is denied. You may pay the fee by cash, check, or credit card. Make checks payable to “Postmaster.” Additional entry fees and services are covered in the instructions for completing PS Form 3510 later in this handbook.

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Mailing While Application Is Pending

Mailing Before Approval

You may not mail at Periodicals rates before the Postal Service approves your application for Periodicals mailing privileges. While the application is pending, you must pay postage at the applicable First-Class Mail, Standard Mail, Package Services, or international rates.

Record of Deposits

While your application is pending, the Postal Service keeps a record of your deposits and mailings that you prepare as Periodicals mail and for which you pay postage by advance deposit account. Until the Postal Service takes final action on your application, you must pay the applicable Standard Mail or Package Services rates or the airmail letter-post or economy letter-post international rates. **Note:** The Postal Service does not keep a record of postage paid at First-Class Mail rates or of postage not paid by advance deposit account.

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Decision On Application

Ruling

The rates and classification service center (RCSC) rules on all applications for Periodicals mailing privileges or news agent registry.

Effective Date

The authorization takes effect on the date of application or the date of eligibility for Periodicals mailing privileges (or for news agent registry), whichever is later.

Refunds

Except as noted below, when the RCSC grants an authorization for Periodicals mailing privileges, the postmaster refunds the difference, if any, between the postage amount deposited and the applicable Periodicals postage for copies mailed while the application was pending. The Postal Service provides refunds only for mailings deposited on or after the effective date of the authorization and only if you paid postage by advance deposit account.

No Refund

The Postal Service does not make refunds for the following:

- a. A denied or withdrawn application.
- b. The period before the effective date of the authorization.
- c. Postage not paid by advance deposit account.
- d. Postage at any rate affixed to copies of the publication.
- e. Postage paid at Express Mail rates.
- f. Postage paid at First-Class Mail rates. **Exception:** The Postal Service may authorize a refund for postage paid at single-piece First-Class Mail rates for a mailing that was presorted and prepared as Periodicals mail but that had fewer than 200 pieces or weighed less than 50 pounds.
- g. Postage on mailings not meeting the applicable preparation or other eligibility standards for Periodicals.

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Eligibility Categories

Discussed below are the various eligibility categories that you can select in the “Filing Status” section at the top of PS Form 3500. Based on the category you select, complete the applicable part(s) of PS Form 3500 and any applicable worksheet(s). **Note:** You must complete Part A, and you can complete Part F (request for special rates) in addition to any other part except Part C (Requester Publication).

General (DMM E212.1)

Complete Parts A and B on PS Form 3500 and the worksheets in Appendixes A and B.

General publications are paid publications with at least 50 percent of the publication’s distribution going to persons who have paid above a nominal rate. The amount paid for a valid subscription must be half or more of the basic subscription price. Newsstand, vending machine, over-the-counter, and other single-copy sales count as subscriptions. Advertising content is restricted to no more than 75 percent advertising in more than half the issues published during any 12-month period.

Requester (DMM E212.4)

Complete Parts A and C on PS Form 3500 and the worksheet in Appendix A.

Requester publications are publications with at least 50 percent of the total distribution going to individuals who have made a request to receive copies of the publication. Paid subscriptions may also be included as part of the qualification for the minimum 50 percent. Advertising is restricted to no more than 75 percent in any issue. Requester publications are *not* entitled to In-County rates or special rates (so on the PS Form 3500 you cannot check the box for special rates or complete Part F), and each issue must contain at least 24 pages.

State Departments of Agriculture (DMM E212.3)

Complete Parts A and D on PS Form 3500 and the worksheets in Appendixes A and B.

State Departments of Agriculture may publish one publication that furthers the objectives of the department. It must not contain any advertising content.

News Agent Registry (DMM E212.6)

Complete Part A on PS Form 3500 and attach a separate sheet listing the publications you service and where they are published.

The term “news agent” means a person or concern selling two or more Periodicals publications published by more than one publisher.

Foreign Publications (DMM E212.5)

Complete Parts A and B on PS Form 3500 and the worksheets in Appendixes A and B.

Foreign publications originating in other countries may desire domestic distribution under Periodicals mailing privileges. Foreign publications need to meet the basic criteria of a domestic Periodicals publication and establish a known office of publication through an agent or broker in the United States. The publication must not violate any United States copyright. Only domestic circulation is considered in determining eligibility as a Foreign publication. Advertising restrictions also apply to Foreign publications.

Publications of Institutions and Societies (DMM E212.2)

Complete Parts A and D on PS Form 3500 (or Parts A, D, and E if there is general advertising) and the worksheets in Appendixes A and B.

Publications of Institutions and Societies must meet the basic requirements of Periodicals and are published by certain types of institutions and societies. Advertising in institution and society publications, if any, must be limited to the authorized publisher’s own advertising in some instances and general advertising in others. (On PS Form 3500, there are separate boxes you can check for publisher’s advertising only or for general advertising.) The type of approval the publication receives dictates advertising restrictions. Use the definitions and descriptions in Appendix C to determine your specific needs.

Special Rate Periodicals (DMM E270)

In addition to selecting one of the preceding categories (except Requester) and completing the appropriate part(s) and worksheet(s) described previously, you can apply for special Periodicals rates. *If you wish to do so, also complete Part F.*

To qualify for special rates, a publication must meet the requirements in DMM E270, Preferred Periodicals. See Appendix D to determine the nonprofit category that fits your organization.

Completing PS Form 3500

Overview

PS Form 3500, *Application For Periodicals Mailing Privileges*, has a section to indicate your type of publication (“Filing Status”) and different parts to be completed for different types of publications. Not all parts apply to all publication categories. A copy of PS Form 3500 is shown in Exhibit I.

- Part A — Must be completed for all publications.
- Part B — Must be completed for General (Paid) publications or for Foreign publications.
- Part C — Must be completed for Requester publications.
- Part D — Must be completed for all publications of Institutions and Societies.
- Part E — Must be completed for publications of Institutions and Societies that are authorized to contain general advertising.
- Part F — Must be completed for publications applying for nonprofit rate eligibility.

Complete the worksheets in Appendixes A and B to determine the accuracy of your identification statement and whether or not the publication is entitled to In-County rates of postage.

Filing Status

Check the box that best fits your publication and, if you wish (except if you check Requester), the box for requesting special Periodicals rates.

Part A

All applicants must complete Part A, items 1 through 19.

1. Title of Publication
Print the title of the publication as it appears on the publication.
2. Name of Publisher, Agent (for Foreign publications), or Organization
Print the name of the publisher or publishing company or, for foreign publications, the name of the agent or broker.

3. ISSN (If assigned)
Place the eight-digit ISSN (International Standard Serial Number) here if one is already assigned to the publication by the Library of Congress Serials Data Division. Leave blank if no number has been assigned.
4. Frequency of Issue
List the frequency as called for by the statement of frequency. (See the examples under "Basic Criteria" noted previously in this handbook.)
5. Number of Issues
List the number of issues published annually as called for by the statement of frequency.
6. Annual Subscription Price
Indicate the basic annual subscription price if the publication has one.
7. Full Name of Owner
Enter the name of the owner of the publication. This could be one or more individuals, a partnership, or a corporation.
8. Location of Known Office of Publication
Enter the physical address of the known office of publication where regular business is conducted and circulation records are kept or made available for review. For Foreign publications, this is the physical address of the mailing agent. Be sure to include the county when completing this item.
9. Corporate Stockholders
List the names of all stockholders owning 1 percent or more of stock in the company. Use a separate sheet if needed.
10. Financial Interest
Check the appropriate box. If "Yes," describe the interest in the box to the right of item 10.
11. Advertising Interest
Check the appropriate box. If "Yes," describe the interest in the box to the right of item 11.
12. Copies to Advertisers
Check the appropriate box. If "Yes," state the number of copies and the reasons for this extra distribution in the box to the right of item 12. Each advertiser may receive one proof copy that is counted as a valid subscriber or requester copy.
13. Issue Date
List the issue date. You may not file an application for Periodicals mailing privileges for publications not meeting Periodicals requirements. Therefore, the date of issue on which the application is based should be the date of the first issue meeting all Periodicals requirements.
14. Total Copies Printed
Print the total number of copies produced from your press run or print order for the issue listed in item 13. If there are multiple runs to complete an issue, indicate the total of all press runs or production orders.

15. Contact's Name
Print the name of the individual responsible for completing this form.
16. Contact's Address
Print the contact person's business address.
17. Contact's Phone Number
Print the contact person's business phone number.
18. Signature
After the rest of the form is completed, have the publisher or publisher's representative sign the application after reading the certification statement.
19. Date
After the rest of the form is completed, enter the date you sign and submit the application.

Items 20 through 26 must be completed by the postmaster or postmaster's designee.

20. Date of First Mailing
Enter the date of the first mailing made under the deposit arrangements after the application was filed. This coincides with the establishment of the pending account for the publication.
21. Amount of Fee Paid
Enter the amount of the fee collected for the application.
22. Date Fee Paid
Enter the date the fee was paid.
23. Name of Postal Contact
Print your name.
24. Signature
Sign your name.
25. Date Signed
Print the date the application fee was paid and the application was accepted. **Also, round-date the application in this area.**
26. Post Office Address
Enter the address of the Post Office accepting the application.
27. Telephone Number
Enter the telephone number of the Post Office accepting the application.

This completes Part A.

Part B

Complete Part B if you are applying for either a General publication or a Foreign publication.

Paid Distribution

1. **Basic Annual Subscription Price**
Record the basic annual subscription price, which is the same as the amount in Part A, item 6.
2. **Subscriptions Received at the Basic Price**
Record the number of subscriptions for which the basic price was paid by individuals wishing to receive the publication. Copies to be billed (also called "promised to be paid") may count toward these subscriptions.
3. **Subscriptions Received Under a Premium Offer or Discount**
Record all subscriptions paid at a discounted price or with the understanding that a premium item will be included with the subscription. In the box below item 3, describe the discount or premium and its cost to the publisher, retail value, and value represented, if any. Subscriptions for which premium offers or discounts (or a combination of the two) exceed 50 percent of the basic subscription price are nominal rate subscriptions and disqualify that individual as a subscriber.
4. **Subscriptions Paid With Dues or Contributions**
Record the number of subscriptions paid for as part of dues or contributions to the organization. Attach a copy of the form used to obtain payments of dues or contributions and subscriptions. Such forms must show the amount of dues or contributions that are set aside for a subscription.
5. **Copies Purchased by Others**
List all subscriptions purchased by others (e.g., gift subscriptions). Attach a separate sheet showing who purchased these subscriptions, the price paid, and the purpose. Copies purchased in bulk for promotional purposes and copies purchased by advertisers for advertising purposes are not valid subscriptions and must be reported in item 11.
6. **Single-Copy Sales**
Record all single copies sold. This includes newsstand sales, vending machine sales, street copy sales, and copies sold over the publisher's counter. Many newsstand copies are consigned to newsstands with return privileges for unsold copies. List only the sold copies. Unsold copies must be reported in item 16.
7. **Advertiser Proof Copies**
Record the number copies furnished to the advertisers in the publication. Each advertiser in an issue is entitled to one proof copy to show that the ad was published. One copy per advertiser is counted as paid circulation.
8. **Exchange Copies**
Record any copies that are exchanged with other publications on a one-for-one basis. Additional copies are considered nonsubscriber/nonrequester copies and must be reported in item 11.

9. Other Paid Circulation
Record any other paid circulation that does not fit the previous items and describe how the subscriptions were sold (e.g., copies sold through agents).
10. Total Paid Distribution
Add items 2 through 9 to determine total paid distribution.

Unpaid Distribution (Nonsubscribers)

11. Number of Bulk and Sample Copies
Record the number of distributed sample copies and bulk orders. These include all promotional and complimentary copies.
12. Expired Subscriptions
Record the number of expired subscriptions. These are unpaid copies mailed to subscribers who have let their subscriptions run out without renewing.
13. Nominal Rate Subscriptions
List all subscriptions sold at a rate below half the value of the basic subscription price and any subscriptions sold with a premium that exceeded half the value of the basic subscription price of the publication.
14. Total Nonsubscriber Distribution
Add items 11 through 13 to determine the total nonsubscriber distribution.
15. Total Copies Distributed
Add items 10 and 14 to determine the total distribution of the publication.

Percentage

16. Unsold Newsstand and Vending Machine Copies, Plus Other Nondistribution
Record the total copies returned or recycled from newsstands and vending machines, spoiled copies from production runs, office copies, copies held in storage, and copies sent to the Post Office with this application. These copies are not distributed and are not considered when determining paid distribution. Attach documentation that substantiates the disposition of the nondistributed copies.
17. Total Copies Printed
Add items 15 and 16. This total should equal the total copies printed in Part A, item 14.
18. Percentage of Qualified Subscribers
Divide item 10 by item 15 to determine the percentage of qualified distribution. For the publication to be eligible for the Periodicals rates as a general publication, the percentage of qualified distribution must be 50 percent or more of the total distribution.

Part C

Complete Part C if you are applying for a Requester publication.

Requester Copies

1. **Requests Received by the Publisher**

Record the number of requests for free copies of the publication. Requests may be in the form of written, signed, and dated forms. They may be obtained through telemarketing or the Internet. Appendix E explains how those types of requests are verified and what documentation is needed. Persons are not deemed to have requested the publication if their request is induced by a premium offer or by receipt of material consideration.
2. **Paid Subscriptions**

List the number of copies received through subscriptions. Copies may be paid at nominal rates and still qualify as valid requester circulation.
3. **Advertiser Proof Copies**

Record the number of copies furnished to the advertisers in the publication. Each advertiser in an issue is entitled to one proof copy to show that the ad was published. One copy per advertiser is counted as requested circulation.
4. **Exchange Copies**

List any copies that are exchanged with other publications on a one-for-one basis. Additional copies are considered sample copies and must be reported in item 11.
5. **Copies Requested by Employers**

Enter all copies requested for employees by their employer or department head. Lists must be maintained to show who requested the copies and the recipients. The ultimate recipients must be listed by name and/or title. Requests by officials of membership organizations to have copies sent to members do not qualify as valid request circulation and must be reported in item 11.
6. **Single-Copy Sales**

Enter the number of single copies sold or requested over the publisher's counter or sold through vending machines.
7. **Copies Sent in Fulfillment of Requests in a Manner Not Covered Above**

Record the number of copies requested in manners not covered in items 1 through 6 and explain those manners (attach a separate sheet if necessary).
8. **Total Requested Distribution**

Add items 1 through 7.

Nonrequested Distribution

9. Requests More Than 3 Years Old
List the number of requests that are more than 3 years old. These are not considered valid requests.
10. Requests Induced by a Premium Offer or Material Consideration
List any requests obtained by a premium offer or other inducement. These are not eligible for the Periodicals rates.
11. Sample Copies
List all complimentary and other samples (e.g., trade show giveaways), regardless of whether they are mailed or distributed by other means.
12. Total Nonrequester Distribution
Add items 9 through 11 to determine the total nonrequester distribution.

Percentage

13. Total Distribution
Add items 8 and 12 to determine total distribution of the publication.
14. Nondistributed Copies
Record the total copies returned or recycled from newsstands and vending machines, spoiled copies from production runs, office copies, copies held in storage, and copies sent to the Post Office with this application. These copies are not distributed and are not considered when determining the qualified requester distribution. Attach documentation that substantiates the disposition of the nondistributed copies.
15. Total Copies Printed
Add items 13 and 14. This should equal the press run or print order listed in Part A, item 14.
16. Percentage of Requested Distribution
Divide item 8 by item 13 to determine the percentage of qualified requester distribution. To be eligible for the Periodicals rates of postage, the percentage of qualified requester distribution must be 50 percent or more of the total distribution for the publication.

Parts D and E

Complete Part D if you are applying for an Institutions and Societies publication that will have no advertising or publisher's advertising only.

Complete both Parts D and E if you are applying for an Institutions and Societies publication that will have general advertising. See Appendix C to help you determine whether or not you are eligible to have general advertising.

In Part D, check the type of organization that most closely describes your organization. Check only one type of organization and complete the rest of the details requested for that type of organization. Evidence to support the eligibility of the organization is defined in the right-hand column for each type. You must submit this evidence with the application.

Part F

Complete Part F if you are applying for special rates based on the eligibility of the organization. Appendix D describes the various types of organizations and how they qualify. **Note:** Requester publications (Part C) are not eligible for special rates.

In item 1A, check the type of organization you are applying under. Provide copies of by-laws, constitution, and articles of incorporation, as appropriate, to provide proof that your organization meets its stated primary purpose. You must also submit evidence of nonprofit status, such as a copy of an IRS exemption from the payment of federal income tax, or other evidence, such as a financial statement prepared by a responsible independent auditor (e.g., certified public accountant).

In item 1B, check the appropriate box if you are applying for either the Classroom rates as a Classroom publication or the Science-of-Agriculture rates as a Science-of-Agriculture publication.

In item 2, check the appropriate box.

Documentation

The following circulation records must be available for examination by Postal Service personnel at the known office of publication:

- a. The print order(s) or press run(s) for the entire production of issues of the publication.
- b. A list of subscribers or requesters.
- c. Records of newsstand sales and returns.
- d. Vending machine records.
- e. Records or lists to substantiate any other paid circulation, such as street sales, delivery by news carriers, and over-the-counter sales.
- f. Order forms for subscriptions or requests.
- g. Dues or membership forms.
- h. Cashbooks, credit receipts, bank deposit slips, or other financial records to support payment of subscriptions and other paid circulation.
- i. Records of copies destroyed, copies stored for future fulfillment, in-house office copies, and recycled newsstand returns.

Publication Copies

All applications for Periodicals mailing privileges must be accompanied by two copies of the issue published nearest to the date of the application. One of these copies must be marked to show the advertising and nonadvertising content. The percentage of advertising and nonadvertising must be shown on the cover.

Additional Entry, Reentry, or Special Rate Request

Additional Entry

You may request authorization to mail publications at one or more additional entry Post Offices other than the original entry office. Complete PS Form 3510, *Application for Additional Entry, Reentry, or Special Rate Request for Periodicals Publication*, to apply for additional entry mailing privileges. You must be authorized to mail from a particular Post Office before you present publications there for acceptance and verification. You must also use PS Form 3510 to close or modify previously authorized additional entries (DMM D230). A copy of PS Form 3510 is shown in Exhibit II.

In order to mail at one or more additional entry offices, complete in full parts A, C, and D of PS Form 3510, describing the publication and the distribution plan to be used for delivery of your issues. You can use PS Form 3510 to open one entry or multiple entries for a single publication for the same fee, provided they are on the same form and the effective dates for the additional entry authorizations all occur within 30 calendar days.

Reentry

You also must use PS Form 3510 if you want to request a change to the publication's title, frequency of issue, location of the known office of publication, or qualification category of an authorized Periodicals publication (DMM E214). In such cases, complete Parts A, B, and D of PS Form 3510.

Special Rate Request

See the next chapter for complete instructions for completing PS Form 3510.

Submitting PS Form 3510

Submit your completed PS Form 3510 at the Post Office of original entry. You may submit it at the time you submit your initial application for Periodicals privileges, or separately after your Periodicals privileges have been approved.

Note: To change the location of the known office of publication, you must submit the completed PS Form 3510 to the Post Office that serves the new known office of publication.

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Completing PS Form 3510

Overview

If you intend to mail at additional entry mailing offices other than the original entry office where you file the application, these instructions can assist you. Some of the information provided on the additional entry portion of PS Form 3510 is self-explanatory. You must complete Parts A, C, and D. A copy of PS Form 3510 is shown in Exhibit II.

Part A

Item 1 — Print the full title of the publication. The title must be the same as on PS Form 3500, Part A.

Item 2 — Check the “yes” box *only* if you have applied for the Centralized Postage Payment (CPP) program (DMM P200) or intend to use the Plant-Verified Drop Shipment (PVDS) program (DMM P950). Otherwise, check the “no” box.

Item 3 — Enter your ISSN (if one has been issued) and your USPS number. If you do not have a USPS number yet (this number is provided when PS Form 3500 is approved), leave that line blank.

Item 4 — List the number of issues (same as PS Form 3500, Part A, item 5).

Item 5 — List the frequency of issue (same as PS Form 3500, Part A, item 4).

Item 6 — List the city, state, and ZIP+4 code of the original entry office.

Item 7 — Enter the name and address of the known office of publication (same as PS Form 3500, Part A, item 8).

For additional entry applications, skip Part B and go to Part C on the reverse of the form.

Part B

For reentry, complete the applicable items of Part B — a change to the publication’s frequency of issue, number of issues per year, title, location of known office of publication, qualification category, or rates. **Note:** Complete only the applicable items — you can make one change or multiple changes on one PS Form 3510.

Item 8a — Enter the change in frequency.

Item 8b — Enter the change in the number of issues per year.

Item 8c — Enter the change in the title of the publication.

Item 8d — Enter the change in the location of the known office of publication. (Submit the application to the Post Office that serves the *new* known office of publication.)

Item 8e — Enter the change in the publication category. You must also provide appropriate documentation, and a Postal Service review of records may be required.

Item 8f — Enter the change in the applicable rates for the publication. You must also provide appropriate evidence when requesting this action.

Item 8g — Enter the requested effective date of the change(s).

Note: You must also complete Part A when applying for these reentry changes.

Part C

You may open one or more additional entries at one time for a single fee. When opening multiple entries, the dates opened must be within an inclusive 30-day period.

Item 9 uses separate columns to capture information.

Item Number — Use the item number column on the extreme left and number each entry sequentially if you are listing more than one additional entry.

Post Office and ZIP Code — Enter the city, state, and ZIP Code of the Post Office where mail will be verified for acceptance. An additional entry is not required for PVDS destination offices. An additional entry is required only for a Post Office where copies of the publication are presented for Postal Service acceptance and verification.

Nature of Action — Check the appropriate box to open, close, or modify the entry information.

Requested Effective Date — Enter the date you wish the entry to be opened. Do not enter a date earlier than the date you filed PS Form 3500.

Estimated Number of Copies — Enter the approximate number of copies for an issue that you will be mailing at this Post Office.

Part D

In items 10 through 12, print your name, sign and date the application, and provide your telephone number.

For pending publications, submit your completed PS Form 3510 (application for additional entry) with your completed PS Form 3500 (application for original entry).

Appendix A

Identification Statement Worksheet (DMM E211.10)

All Periodicals publications must contain an identification statement. It must appear in easy-to-read type in one of the locations listed below. Check the box that indicates the location of your identification statement:

- One of the first five pages of the issue (count the cover only if it is marked as page 1).
- One of the last three nonadvertising pages (bound publications only).
- Masthead on the editorial page if the location of the editorial page is shown on the first page of the publication.
- The first page of the table of contents.

Please check that each of these elements appears in the identification statement and provide an example:

- Publication Title
- International Standard Serial Number (ISSN) or USPS number if ISSN not assigned
- Issue Date (may be on cover)
- Statement of Frequency
- Issue Number (may be on cover)
- Subscription Price (optional)
- Name and Address of Known Office of Publication
- Periodicals Imprint “(Periodicals Postage Pending at ...)”
- Change of Address Information

Issue dates and numbers may appear on the spine edge of perfect-bound publications.

Note: If you don't have a correct identification statement in your publication at the time you file this application, attach a letter to your application that shows the corrected identification statement as it will appear in the next printed issue of the publication.

Sample Identification Statement (Pending Publication)

THE DAILY TIMES Issue 5 March 2001 (ISSN 7132-698X) is published daily except Sundays and holidays for \$28 per year by Wright News Co., 123 Maine Avenue, Washington, DC 20024-0001. Periodicals postage pending at Washington, DC, and additional mailing offices.

POSTMASTER: Send address changes to THE DAILY TIMES, PO Box 4, Boulder, CO 80302-0004.

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Appendix B

In-County Rates Eligibility Worksheet

This worksheet helps you determine whether or not issues of your publication are eligible for the lower In-County rates. In-County rates are based on the paid distribution of the publication. Requester publications are not entitled to In-County rates.

Note: In-County rate eligibility is determined on an issue-to-issue basis and remains subject to your total paid distribution. Changes in paid circulation can affect In-County rate eligibility. Make copies of this worksheet and use it regularly to determine whether your publication remains eligible for In-County rates.

Worksheet for In-County Rate Eligibility

Answer each question to determine if your publication is eligible for the In-County rates.

1. Are you applying as a Requester publication under DMM E212.4?
 Yes
 No

If you answered "Yes," STOP HERE. The publication is not eligible for the In-County rates. If you answered "No," go to question 2.

2. Is your total paid circulation less than 10,000 copies per issue?
 Yes
 No

If you answered "Yes," all subscriber copies entered and addressed for delivery in the same county as the Post Office of original entry are entitled to the In-County rates. If you answered "No," go to question 3.

3. If your paid circulation is 10,000 or more copies per issue, is more than half of the total paid circulation distributed within the same county as the Post Office of original entry?
 Yes
 No

If you answered "Yes," all subscriber copies entered and addressed for delivery within the county of the Post Office of original entry are entitled to the In-County rates. Subsequent changes to your distribution may affect future eligibility for the In-County rates. If you answered "No," you are not entitled to the In-County rates.

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Appendix C

Publications of Institutions and Societies

Eligibility — Publisher’s Advertising Only (DMM E212.2.1)

A publication that meets the applicable standards in DMM E211 and contains only the publisher’s own advertising and not, under any condition, the advertising of other persons or organizations is eligible for Periodicals mailing privileges if it meets at least one of the following criteria:

- a. Published by a regularly incorporated nonprofit institution of learning (i.e., an organization of a permanent nature where instruction is given in the higher branches of education only, owing its origin to private or public munificence, and established solely for the public good and not for private gain).
- b. Published by a regularly established state institution of learning supported in whole or in part by public taxation.
- c. Published by any public or nonprofit private elementary or secondary institution of learning or its administrative or governing body.
- d. A bulletin issued by one of the following:
 - (1) A state board of health.
 - (2) A state industrial development agency.
 - (3) A state conservation agency or department.
 - (4) A state fish and game agency or department.
 - (5) A state board or department of public charities.
 - (6) A state board or department of corrections.
- e. A program announcement or guide published by an educational radio or television agency of a state or political subdivision thereof, or by a nonprofit educational radio or television station.

Publications of Institutions and Societies With General Advertising (DMM E212.2.2)

The following types of publications are eligible for Periodicals mailing privileges if they meet the basic standards in DMM E211, contain only the publisher’s own advertising or general advertising, and are published by one of the following:

- a. A benevolent or fraternal society or order organized under the lodge system and having a bona fide membership of at least 1,000 persons

- (publications under the auspices of the society or order are also eligible).
- b. A trade union (publications under the auspices of the union are also eligible).
 - c. A strictly professional society (i.e., a group consisting solely of persons who have obtained professional status by advanced educational training, experience, specialized interest, or peer examination). Where applicable, public certification in a particular field of the arts or sciences (such as engineering, law, or medicine) is considered in determining eligibility. The members must be engaged in their given profession under its binding standards of performance and conduct on which the public is entitled to rely.
 - d. A strictly literary society (i.e., an organization whose sole purpose is to encourage and cultivate an appreciation of general literature, a literary subject, or an author of recognized literary accomplishment). The membership must be composed of individuals who discuss or analyze the style, composition, or other characteristics of the literature or authors in which they have a common interest.
 - e. A strictly historical society (i.e., an organization whose sole purpose is to discover, collect, and systematically record the history of civilization or of a particular segment). Such a society should preserve this material and make it available to its members and the general public and should extend education by producing published matter, holding regular meetings, presenting addresses and lectures, or using mass media.
 - f. A strictly scientific society (i.e., an organization whose sole purpose is to bring individuals together for scientific investigations and pursuits in the applied, pure, or natural sciences and to disseminate technical information on these subjects).
 - g. A church (i.e., a congregation of worshippers who conduct religious services) or a church organization (i.e., organizations of individual churches, organizations that are subsidiary to individual churches, and national or regional organizations of churches).

Appendix D

Special Rate Periodicals (DMM E270)

This appendix describes the various types of nonprofit authorizations permitted and explains what constitutes primary purpose for these organizations. If you apply for special rates, you must also provide supporting documentation that proves the organization is eligible in one of the following categories.

Eligible Types of Organizations (DMM E270.2.1)

A publication issued by and in the interest of one of the types of organizations described in this section qualifies for the nonprofit Periodicals rates if the organization is not organized for profit and none of its net income inures to the benefit of any private stockholder or individual.

Primary Purpose (DMM E270.2.2)

The standard of primary purpose requires that the organization be both organized and operated for the primary purpose. Organizations that incidentally engage in qualifying activities do not meet the primary purpose test.

Religious (DMM E270.2.3)

A religious organization is a nonprofit organization whose primary purpose is to:

- a. Conduct religious worship (e.g., churches, synagogues, temples, or mosques).
- b. Support the religious activities of nonprofit organizations whose primary purpose is to conduct religious worship.
- c. Further the teaching of particular religious faiths or tenets, including religious instruction and the dissemination of religious information.

Educational (DMM E270.2.4)

An educational organization is a nonprofit organization whose primary purpose is the instruction or training of individuals or the instruction of the public. The following are examples of educational organizations:

- a. An organization (e.g., a primary or secondary school, a college, or a professional or trade school) that has a regularly scheduled curriculum, a regular faculty, and a regularly enrolled body of students in

attendance at a place where educational activities are regularly carried on.

- b. An organization whose activities consist of presenting public discussion groups, forums, panels, lectures, or similar programs, including on radio or television.
- c. An organization that presents a course of instruction by correspondence or on television or radio.
- d. Museums, zoos, planetariums, symphony orchestras, and similar organizations.

Scientific (DMM E270.2.5)

A scientific organization is a nonprofit organization whose primary purpose is to conduct research in the applied, pure, or natural sciences or to disseminate technical information dealing with the applied, pure, or natural sciences.

Philanthropic (Charitable) (DMM E270.2.6)

A philanthropic (charitable) organization is a nonprofit organization organized and operated to benefit the public. Examples include organizations that relieve the poor, distressed, or underprivileged; advance religion, education, or science; erect or maintain public buildings, monuments, or works; lessen the burdens of government; or promote social welfare for any of the above purposes or to lessen neighborhood tensions, eliminate prejudice and discrimination, defend human and civil rights secured by laws, or combat community deterioration and juvenile delinquency.

Agricultural (DMM E270.2.7)

An agricultural organization is a nonprofit organization whose primary purpose is the betterment of the conditions of those engaged in agricultural pursuits, improvement of the grade of their products, and the development of a higher degree of efficiency in agriculture; or the collection and dissemination of information or materials about agriculture. The organization may further agricultural interests through educational activities; by holding agricultural fairs; by collecting and disseminating information about cultivation of the soil and its fruits or the harvesting of marine resources; by rearing, feeding, and managing livestock, poultry, bees, etc.; or by other activities related to agricultural interests.

Labor (DMM E270.2.8)

A labor organization is a nonprofit organization whose primary purpose is the betterment of the conditions of workers. Labor organizations include, but are not limited to, organizations in which employees or workers participate, whose primary purpose is to deal with employers about grievances, labor disputes, wages, hours of employment, working conditions, etc. (e.g., labor unions and employee associations).

Veterans (DMM E270.2.9)

A veterans organization is a nonprofit organization of veterans of the armed services of the United States or an auxiliary unit or society of, or a trust or foundation for, any such post or organization.

Fraternal (DMM E270.2.10)

A fraternal organization is a nonprofit organization whose primary purpose is fostering fellowship and mutual benefits among its members. For this standard, a qualified fraternal organization also must be organized under a lodge or chapter system with a representative form of government; must follow a ritualistic format; and must be composed of members who are elected to membership by vote of the members. Qualifying fraternal organizations include organizations such as the Masons, Knights of Columbus, Elks, and college fraternities or sororities, and may have members of either or both sexes. Fraternal organizations do not include such organizations as business leagues, professional associations, civic associations, or social clubs.

Other Qualified Organizations (DMM E270.3)**Basic Eligibility**

A publication (other than a requester publication) may qualify for the nonprofit rates regardless of the nonprofit status of the publishing organization if the publication is:

- a. Issued by and in the interest of an association of rural electric cooperatives.
- b. A program announcement or guide published by an educational radio or television agency of a state or political subdivision thereof or by a nonprofit educational radio or television station.
- c. A publication of the official highway or development agency of the state that meets the standards for a general publication and contains no advertising other than the publisher's own advertising.
- d. A conservation publication published by a state agency responsible for management and conservation of the fish or wildlife resources of that state.

Eligibility Limitation

Only one publication (other than a requester publication) per qualifying organization may qualify for the nonprofit rates under this section.

Classroom Publications (DMM E270.4)

Authorization

To mail at the Classroom Periodicals rates, a publication must be granted Periodicals entry in any category other than the requester category and also have a Classroom rate authorization.

Eligibility

Classroom rates apply only to educational, religious, or scientific publications designed for use in school classrooms or religious instruction classes.

Science-of-Agriculture Rates (DMM E217.3)

Authorization

To be mailed at the Science-of-Agriculture Periodicals rates, a publication must be granted Periodicals entry in any category other than the requester category and also have a Science-of-Agriculture rate authorization.

Eligibility

Science-of-Agriculture rates apply to Outside-County copies of authorized Periodicals publications when at least 70 percent of the total copies in any 12-month period are mailed or distributed to subscribers residing in rural areas.

Appendix E

Telemarketing and Internet Requests

Telemarketing Requests

A request obtained by telephone must have an auditable record that substantiates the request. At a minimum, the following is needed:

- a. The name, address, telephone number, and signature of the interviewee (i.e., requester).
- b. The date of the telephone interview.
- c. A copy of the text or script used by the caller.
- d. An indication that a “code” word (e.g., mother’s maiden name) was established between the caller and the interviewee (i.e., requester).
- e. A business reply card or similar record-collection device that obtains the signature of the requester.

Internet Requests

A request received via the internet must be substantiated by a business reply mail system or similar technique of obtaining the requester’s signature and date of the request, or it must be substantiated using one the alternative methods described below.

Validating Telemarketing and Internet Requests

If a telephone or internet request is not substantiated by a business reply mail system or similar technique of obtaining the requester’s signature, there are three alternative methods of validating such a request:

- a. PS Form 3845, *Annual Verification of Circulation*. The Postal Service sends a card to names selected by a Postal Service reviewer soliciting a response confirming that the recipient has requested and is receiving the publication.
- b. A publisher’s letter approved by the rates and classification service center. The publisher sends a letter, preapproved by the Postal Service, to selected names with a reply card or letter to be returned to the postal reviewer. See Exhibit III for a sample of this letter.
- c. Authorized audit bureau reviews. The publisher can present a review from a certified audit bureau.

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Appendix F

Optional ISSN Assignment from the Library of Congress

The ISSN (International Standard Serial Number) is an internationally used identification number for serial publications. Serials include magazines, newspapers, journals, annuals, yearbooks, and series — a broader range of publications than those eligible for Periodicals mailing privileges. Once assigned, the ISSN remains the same for the life of the serial, regardless of changes in publisher or place of publication. However, if the title of the serial changes, a new ISSN is usually assigned.

ISSNs are assigned by national ISSN centers in over 70 countries worldwide. In the United States, the National Serials Data Program, an office within the Library of Congress, is responsible for assigning ISSNs.

Applications for Periodicals Mailing Privileges are reviewed by the Library of Congress for possible ISSN assignment; therefore no separate application by the publisher is necessary.

Certain categories of publications are not routinely assigned an ISSN by the Library of Congress. These include Periodicals published by local churches, scouting groups, and civic clubs, as well as international publications without already-assigned ISSNs.

If you wish to apply for an ISSN before filing the application for Periodicals Rate mailing privileges, you can download an application from the Library of Congress Web site at www.lcweb.loc.gov/issn. After completing the downloaded application, mail it with a copy of the publication or a photocopy of the cover or title page and masthead directly to the Library of Congress at the following address:

LIBRARY OF CONGRESS
NATIONAL SERIALS DATA PROGRAM
101 INDEPENDENCE AVE SE
WASHINGTON DC 20540-4160

Please allow 6–8 weeks for your ISSN application to be processed.

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Exhibit I

PS Form 3500

This exhibit contains a copy of PS Form 3500, *Application for Periodicals Mailing Privileges*.

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United States Postal Service

Application for Periodicals Mailing Privileges

See instructions on pages 3 and 4

Filing Status	Type of Publication—See DMM E212	<input type="checkbox"/> Foreign Publication—Complete Parts A and B
	<input type="checkbox"/> General Publication—Complete Parts A and B <input type="checkbox"/> Requester Publication—Complete Parts A and C <input type="checkbox"/> Publication of State Department of Agriculture—Complete Parts A and D <input type="checkbox"/> News Agents—Complete Part A and attach a separate sheet listing the publications you handle and where they are published.	<input type="checkbox"/> Publication of Institutions and Societies With Publisher's Advertising Only—Complete Parts A and D <input type="checkbox"/> Publication of Institutions and Societies With General Advertising—Complete Parts A, D, and E <input type="checkbox"/> Request for Permission to Mail at Special Periodicals Rates—Complete Part F and all other applicable parts

Part A

Publication Information	1. Title of Publication as Shown on Publication		2. Name of Publisher, Agent, or Organization	3. ISSN (if already assigned)	
	4. Frequency of Issue (Be specific. For example, "weekly," "monthly except June")		5. Number of Issues Published Annually	6. Annual Subscription Price	
	7. Full Name of Owner (Individual, partnership, or corporation)		8. Location of Known Office of Publication, Including County (For foreign publications, agent's address)		
	9. If owned by a corporation, list the names of all stockholders owning or holding 1 percent or more of the total stock. (Attach a separate sheet if necessary)				
	10. Are any of the owners or stockholders interested financially in any business or trade represented by the publication? (Check one)		If "Yes" at left, what is the interest?		
	11. Do any of the persons or concerns that advertise in the publication have any interest therein? (Check one)		If "Yes" at left, what is the interest?		
	12. Is more than one copy of each issue furnished to any one advertiser therein? (Check one)		If "Yes" at left, how many copies are furnished and what are the reasons?		
	13. Date of issue on which application is based. (Usually issue published closest to date of filing)		14. Total Number of Copies Printed (For foreign publications, number of copies imported into United States)		
	15. Contact's Name		16. Contact's Address	17. Contact's Telephone Number	
	I hereby certify that all information furnished on this form is accurate, truthful, and complete. I understand that anyone who furnishes false or misleading information or who omits material information requested on this form may be subject to criminal sanctions (including fines and imprisonment) and/or civil actions (including multiple damages and civil penalties).				18. Signature
				19. Date Signed	
Postmaster	20. Date of First Mailing Under Deposits After Application Was Filed		21. Amount of Application Fee Paid	22. Date Fee Paid	
	23. Name of Postal Employee to Contact With Any Questions About This Application (Print)		24. Signature of Postmaster	25. Date Signed	
	26. Post Office Address		27. Area Code/Telephone Number		

Part B

Paid Distribution	1. Basic Annual Subscription Price		\$	5. Copies Purchased by Others (Attach a separate sheet showing who purchased, for what price, and for what purposes)
	2. Subscriptions Received by the Publisher at the Basic Annual Subscription Price From Persons to Whom Publication Is Sent			6. All Single Copies Sold (Newsstand, vendor, street sales)
	3. Subscriptions Received Under Offer of a Premium or Other Reduction Arrangement (Attach a separate sheet if necessary)			7. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (One copy per advertiser)
	Description of Premium or Reduction Arrangement			8. Copies Exchanged With Other Publications (One copy for another)
	Publisher's Cost Per Item	Retail Value	Value Represented	9. Other Paid Circulation (Describe)
	4. Subscriptions Paid for With Dues or Contributions (Attach printed copies of forms used for taking these subscriptions)			10. Total Paid Distribution (Add items 2 through 9)
Nonsub.	11. Single or Bulk Copies for Free Distribution (Samples/comps)			13. Nominal Rate Subscriptions (DMM E212.1.2)
	12. Expired Subscriptions			14. Total Nonsubscriber Distribution (Add items 11 through 13)
Percentage				15. Total Copies Distributed (Add items 10 and 14)
	16. Unsold Newsstand and Vending Copies on Hand, Inventory for Future Orders, Copies Destroyed, etc. (Attach documentation)			17. Total Copies Printed (Add items 15 and 16. Should match total on press run/order or number imported. Attach press run or print order)
				18. Percentage of Qualified Subscribers (Divide item 10 by item 15)

Application for Periodicals Mailing Privileges (Continued)

Part C

Requester Copies	1. Requests Received by the Publisher From the Persons to Whom the Publication Is Sent (<i>Not paid subscription copies</i>)		6. All Single Copies Sold (<i>Newsstand, vendor, street sales</i>)	
	2. Subscription Copies Paid for or Promised to be Paid for Including Those Below Nominal Rate		7. Copies Sent in Fulfillment of Requests in a Manner Not Covered in Items 1 - 6 (<i>Explain</i>)	
	3. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (<i>One copy per advertiser</i>)			
	4. Copies Exchanged With Other Publications (One copy for another)			
	5. Copies Requested by Employers for Employees by Name or Position (<i>Attach samples of these requests</i>)			
8. Total Requested Distribution (<i>Add items 1 through 7</i>)				
Percentage Nonreq.	9. Requests More Than 3 Years Old		11. Total Sample Copies Distributed (<i>In the mails or otherwise</i>)	
	10. Requests Induced by a Premium Offer or Material Consideration		12. Total Nonrequester Distribution (<i>Add items 9 through 11</i>)	
	13. Total Copies Distributed (<i>Add items 8 and 12</i>)			
	14. Unsold Newsstand and Vending Copies on Hand, Inventory for Future Orders, Copies Destroyed, etc. (<i>Attach documentation</i>)		15. Total Copies Printed (<i>Add items 13 and 14. Should match total on order or number imported. Attach press run or print order</i>)	
16. Percentage of Qualified Requesters (<i>Divide item 8 by item 13</i>)				

Part D

Type of Organization (<i>Complete one row</i>)			Attach to Application					
Institutions/Societies	1. Benevolent or Fraternal	No. of Members Publication Is Published: <input type="checkbox"/> By society or order <input type="checkbox"/> Under auspices of society or order	Certified copy of the constitution and bylaws and the resolution or order showing the date publication was adopted by the organization					
	2. Society	Type: <input type="checkbox"/> Literary <input type="checkbox"/> Professional <input type="checkbox"/> Historical <input type="checkbox"/> Scientific						
	3. Trade Union	Publication Is Published: <input type="checkbox"/> By trade union <input type="checkbox"/> Under auspices of trade union	Evidence that the publication is actually issued by a church or church organization					
	4. Church or Church Organization	Publication Is Issued By: <input type="checkbox"/> Church <input type="checkbox"/> Church organization						
	5. Institution of Learning	<table border="0"> <tr> <td>Is publication issued by a regularly incorporated institution of learning?</td> <td>Is publication issued by a regularly established state institution of learning supported in whole or in part by public taxation?</td> <td>Is publication issued by a public or nonprofit private elementary school or secondary institution of learning or its administrative or governing body?</td> </tr> <tr> <td><input type="checkbox"/> Yes <input type="checkbox"/> No</td> <td><input type="checkbox"/> Yes <input type="checkbox"/> No</td> <td><input type="checkbox"/> Yes <input type="checkbox"/> No</td> </tr> </table>		Is publication issued by a regularly incorporated institution of learning?	Is publication issued by a regularly established state institution of learning supported in whole or in part by public taxation?	Is publication issued by a public or nonprofit private elementary school or secondary institution of learning or its administrative or governing body?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
	Is publication issued by a regularly incorporated institution of learning?	Is publication issued by a regularly established state institution of learning supported in whole or in part by public taxation?	Is publication issued by a public or nonprofit private elementary school or secondary institution of learning or its administrative or governing body?					
	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No					
6. State Agency of Health, Public Charities, Corrections, Agriculture, Conservation, Fish and Game, or Industrial Development	Agency Issuing Publication	Evidence that authorized agency issues the publication						
7. Educational Radio or Television Agency of a State or Political Subdivision of a State, or a Nonprofit Educational Radio or Television Station	Category Under Which Applying	Evidence that authorized station issues the publication						

Part E

Institutions/Societies w/Adv.	1. Subscriptions From Members Who Received the Publication Paid for by Dues or Assessments, Contributions, or Otherwise (<i>Attach a certified copy of the resolution or arrangement used for taking these subscriptions</i>)		7. Total Sample Copies Distributed (<i>In the mails or otherwise</i>)	
	2. Copies Sent to Other Subscribers		8. Disposition and Number of Remaining Copies (<i>Explain</i>)	
	3. Copies Exchanged With Other Publications (One copy for another)			
	4. Subscriptions Obtained in a Manner Not Covered Above (<i>Explain in block 9</i>)		9. Explanation From Item 4	
	5. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (<i>One copy per advertiser</i>)			
6. Total Subscriptions (<i>Add items 1 through 5</i>)				

Part F

Special Rates	1. If this application includes a request for special Periodicals privileges, submit documentation that shows your organization meets the requirements in DMM E270. (<i>Check one box in either A or B</i>)	A. Nonprofit Category (<i>Check one box only</i>) <input type="checkbox"/> Religious <input type="checkbox"/> Philanthropic <input type="checkbox"/> Veterans <input type="checkbox"/> Educational <input type="checkbox"/> Agricultural <input type="checkbox"/> Fraternal <input type="checkbox"/> Scientific <input type="checkbox"/> Labor <input type="checkbox"/> Other Qualified Organizations	B. Rate (<i>Check one box only</i>) <input type="checkbox"/> Science-of-Agriculture (<i>DMM E217.3</i>) <input type="checkbox"/> Classroom (<i>DMM E270.4</i>)
	2. Was organization formed for profit or does any net income inure to the benefit of any private stockholder or individual? <input type="checkbox"/> Yes <input type="checkbox"/> No		

INSTRUCTIONS FOR COMPLETING PS FORM 3500, APPLICATION FOR PERIODICALS MAILING PRIVILEGES

APPLICANT

Complete PS Form 3500 when applying for any type of Periodicals mailing privilege. PS Form 3500 consolidates and replaces PS Forms 3501, 3501-A, 3502, and 3511.

Information about Periodicals mail is published in the *Domestic Mail Manual* (DMM). You can access the DMM on the Internet at <http://pe.usps.gov>. Printed copies may be ordered by calling 202-512-1800 and paying the subscription fee.

If you're looking for...	Then turn to...
General eligibility for Periodicals rates	DMM E200
Standards for physical construction and mailpiece components	DMM C200
Postage rates for Periodicals	DMM R200

If you have questions about Periodicals mailing, check the DMM first. If you still need help:

- Call the manager, Business Mail Entry at the district office that serves your ZIP Code. This information is listed in DMM G042.
- Call the USPS help line at 800-ASK-USPS.

All publications must first meet these basic standards to qualify for Periodicals rates:

1. You must show intent to publish issues indefinitely with continuity from issue to issue. Your purpose must be to transmit information of a general or specific nature.
2. You must publish issues at a regular frequency of at least four times a year.
3. You must maintain a known office of publication where normal business is conducted during posted hours.
4. Your publication must be formed of printed sheets.

Completing the Application

There are several eligibility categories. Consult the DMM for full requirements, including advertising restrictions.

If...	Then your publication may be eligible as a...	And you can read more in...	To apply, complete...
At least 50 percent of your total distribution goes to individuals who have paid above a nominal rate	<i>General Publication</i>	DMM E212.1	Parts A and B
At least 50 percent of your total distribution goes to qualified requesters, whether or not they have paid for the subscription	<i>Requester Publication</i>	DMM E212.4	Parts A and C
Your publication is issued by a state department of agriculture	<i>Publication of a State Department of Agriculture</i>	DMM E212.3	Parts A and D
Your publication originates in another country but you have a known office of publication through an agent or broker in the United States	<i>Foreign Publication</i>	DMM E212.5	Parts A and B
Your publication is issued by an institution or society and contains the institution's or society's advertising only	<i>Publication of an Institution or Society With Publisher's Advertising Only</i>	DMM E212.2	Parts A and D
Your publication is issued by an institution or society and contains general advertising	<i>Publication of an Institution or Society With General Advertising</i>	DMM E212.2	Parts A, D, and E

In addition, if your publication is issued by a nonprofit organization, you may qualify for discounted rates. Read DMM E270 and complete Part F.

If you are a person or business selling two or more publications from different publishers, you are considered a *News Agent*. Read DMM E212.6 and complete Part A. Attach a separate sheet listing the publications you handle and where they are published.

Filing the Application

Submit your application to the post office that serves your known office of publication. Bring all of the following:

1. A completed PS Form 3500.
2. Two copies of the issue of the publication described in this application marked to show the advertising content. Indicate on the cover both the total units (e.g., column inches, square inches, pages) and the percentage of advertising and nonadvertising. If the publication is in a foreign language, provide a brief translation of its contents.
3. The application fee. This fee is nonrefundable and may be paid by cash, check (payable to "Postmaster"), or credit card.
4. If you intend to mail at a post office other than the post office that serves your known office of publication, you must submit a completed PS Form 3510, *Application for Additional Entry*, and pay the applicable fee.

Publisher's Records

You must make adequate records available to the Postal Service to permit verification of the figures on your application. The Postal Service will contact you to schedule this review.

POSTMASTER

Process PS Form 3500 as follows:

1. Review the application for completeness.
2. Complete items 20–27 on page 1. Round-date the application in this area.
3. Forward the application and one marked copy of the publication to the manager of the rates and classification service center (RCSC) that serves your area.

RATES AND CLASSIFICATION SERVICE CENTER

1. Review the application to determine if the basic Periodicals criteria are met.
2. If the criteria are met, the RCSC manager sends a memo to the postmaster or BME manager giving instructions on how to audit the publication, with a list of the specific records to be reviewed. These records may include the following, as applicable:
 - a. Print order and printer's invoice.
 - b. Mailing labels or a mailing list.
 - c. Subscription/requester list.
 - d. Records of newsstand and over-the-counter sales and returns.
 - e. Stubs or copies of receipts issued.
 - f. Records of vending machine sales and returns.
 - g. Records of membership dues paid (if they include a subscription fee).
 - h. Assignment and collection records for carriers other than USPS.
 - i. Cash receipts, cashbook, or similar source records that show subscription payments.
 - j. Records showing the number of copies destroyed.
 - k. Records of gift subscriptions.
 - l. Records of bulk orders.
3. Once the audit is completed and returned, the RCSC manager rules on the application.

Exhibit II

PS Form 3510

This exhibit contains a copy of PS Form 3510, Application to Mail at Additional Entry, Reentry, or Request for Special Rate Request for Periodicals Publication.

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United States Postal Service

Application for Additional Entry, Reentry, or Special Rate Request for Periodicals Publication

Instructions

1. You must prepare mailings of the publication in accordance with Postal Service standards in the *Domestic Mail Manual* (DMM). These standards are available at your local post office and on the Internet at <http://pe.usps.gov>. The legal rate of postage must be paid on all mailings. Failure to pay this rate at the time of mailing does not relieve payment of any deficient postage at a later date.
2. Complete Part A and either Part B (if application is for reentry) or Part C (if application is for additional entry). Complete all applicable items. Note: If change in frequency is requested, complete item 8a to show the exact new frequency of issuance.
3. **Separate applications are required for reentry (including reentry at special rates) and additional entry.** One application may be filed for multiple additional entry actions to be effective within a span of 30 calendar days.
4. Applications for special rates of postage must include evidence to establish the organization's eligibility, to demonstrate compliance with DMM E270, and to show that it meets one of the qualifying categories in DMM E270. No fee is charged if application is **ONLY** for special rates.
5. Your application must be accompanied by two copies of your publication showing the identification statement as revised to correspond to the change(s) requested in Part(s) B and/or C.
6. Complete Part D and submit this form and the applicable fee to the post office serving your known office of publication or new known office of publication.

Part A. General

1. Full Title of Publication (<i>Show current authorized title, even if title is being changed</i>)		2. Is postage paid under CPP? <input type="checkbox"/> Yes <input type="checkbox"/> No	
3. Publication Number USPS _____ ISSN _____	4. No. of Issues per Year	5. Frequency of Issuance (<i>Current</i>)	
6. Post office serving known or new known office of publication, state, and ZIP + 4 TO: • POSTMASTER		7. Publisher's Name and Address of Known Office of Publication (<i>Street, apt. lste. no., city, state, and ZIP + 4</i>) (<i>Must be within the delivery limits of the original entry office</i>)	

Part B. Reentry Application

8. I am applying for reentry. I request the following changes to the conditions of entry for the above publication.

a. Change Frequency to: (<i>See note to item 2 under "Instructions" above</i>)	b. Change Number of Issues per Year to:
c. Change Title to:	d. Publisher's Address if Changed From the Authorized Known Office of Publication in Item 7: (<i>Street, apt. lste. no., city, state, and ZIP + 4</i>) (<i>Must be within the delivery limits of the new original entry office</i>)
e. Change Category of Authorization to: (<i>See DMM E214. Note: You must also submit Form 3500 with evidence of qualification</i>)	
<input type="checkbox"/> DMM E212.1 General Publications <input type="checkbox"/> DMM E212.3 Publications Issued by State Departments of Agriculture <input type="checkbox"/> DMM E212.2 Publications of Institutions and Societies With: <input type="checkbox"/> General Advertising <input type="checkbox"/> Publisher's Advertising Only <input type="checkbox"/> DMM E212.5 Foreign Publications <input type="checkbox"/> DMM E212.4 Requester Publications	
f. Change Rates to:	
<input type="checkbox"/> Regular <input type="checkbox"/> Nonprofit - Publications of qualified nonprofit organizations (if selected check one other category below)	
<input type="checkbox"/> Science-of-Agriculture <input type="checkbox"/> Religious <input type="checkbox"/> Educational <input type="checkbox"/> Scientific <input type="checkbox"/> Veterans <input type="checkbox"/> Philanthropic <input type="checkbox"/> Labor <input type="checkbox"/> Agricultural <input type="checkbox"/> Fraternal <input type="checkbox"/> Classroom <input type="checkbox"/> Other (<i>specify</i>) _____	
g. Requested Effective Date:	

Part C. Additional Entry Application

9. Use a sequential item number for each additional entry office affected by this request. Furnish information in each applicable column for each item (entry).

Item Number	Post Office and ZIP Code <i>(Not a station, branch, or transfer hub)</i>	Nature of Action			Requested Effective Date	Estimated Number of Copies
		Open (Add)	Close (Cancel)	Modify		

Attach Additional Sheets if Necessary

Part D. Applicant Signature

10. Please print your name and title. Sign the application.	11. Telephone Number ()	12. Date
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Part E. Postmaster

1. Review the application and identification statement for accuracy and completeness; collect the applicable fee(s). (Do not collect a fee if application is only for special Periodicals rates.)
2. Sign and date the form. Use the comments block to note any additional information necessary for review of this application. Be sure to include a phone number where you can be reached if there are questions about the application. Provide a copy of the completed application to the publisher.
3. a. For applications for reentry, forward the completed form with the required copies to the Memphis Nonprofit Service Center (NSC).
b. For applications for additional entry, furnish each additional entry post office with a copy of Form 3510 marked "Pending." Forward a copy of the completed form and all attachments directly to the Memphis NSC. If this application accompanies an application for original entry, attach a copy of this form to the Form 3500.
4. You will be notified of the ruling on the application by letter.

13. Postmaster's Comments <i>(Attach additional sheets if necessary)</i>	14. Amount of Fee Collected and Date Paid \$
15. Signature of Postmaster	16. Date
18. Print Name of Employee to Contact With Questions Concerning the Application	17. Telephone Number ()

Exhibit III

Sample Publisher's Letter for Verifying Requesters

This exhibit contains a sample publisher's letter for verifying requesters.



[Name]

[Address]

Dear [Name]:

You recently began receiving copies of our "[frequency]" magazine, [name of publication].

We hope you enjoy the magazine and continue to receive it as you have requested. Because our publication is entitled to Periodicals postage rates, we are required to prove to the Postal Service that our customers have requested [name of publication] and wish to continue receiving it. The Postal Service has randomly selected your name from our mailing list to help confirm this information.

To confirm that you did request the publication and that you are receiving it, please check the appropriate boxes and sign the acknowledgment.

- I requested and receive [name of publication]. Request Date _____
- I did not request nor do I receive [name of publication].
- I receive the publication but did not request it.

SIGNATURE _____ DATE _____

Please respond as soon as possible so that we may continue to provide you with the best possible delivery and service. Return your response to the Postal Service in the envelope provided. Thank you for your assistance.

Sincerely,

[Name of Publisher or Designee]