



## Applying for Periodicals Mailing Privileges

Handbook DM-204

May 2016  
Transmittal Letter

- A. **Explanation.** This handbook is designed to help mailers determine whether 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](http://www.usps.com) — click on *Forms and Publications*, 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> — under “Essential Links,” click *PolicyNet*, then *Policies & Procedures*, then *HBKs*, and then the title of the handbook.
- C. **Comments.** Address comments or questions about the content of this handbook to:
- PRODUCT CLASSIFICATION  
475 L'ENFANT PLAZA, SW, RM 4446  
WASHINGTON, DC 20260-4446
- D. **Effective Date.** This handbook is effective May 2016.

A handwritten signature in cursive script that reads "Steven Monteith".

Steven Monteith  
Executive Director  
Product



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# 1 Introduction: Periodicals Mailing Privileges

This handbook is 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 *Mailing Standards of the United States Postal Service*, the Domestic Mail Manual (DMM<sup>®</sup>). 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 PS Form 3500, *Application for Periodicals Mailing Privileges*, with step-by-step instructions for completing the application. This handbook also contains PS Form 3510, *Application for Additional Entry, Reentry, or Special Price Request for Periodicals Publication*, with instructions for completing the form and obtaining an International Standard Serial Number (ISSN).

The appendixes can help you determine eligibility for publications of institutions and societies, nonprofit eligibility, and in-county prices. There is also information for requester publications about telemarketing and Internet requests and a worksheet to verify the accuracy and completeness of your publication's identification statement.

## 1-1 Basic Eligibility for Periodicals Prices

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DMM 207.4.0 contains the standards for eligibility for a publication to qualify for Periodicals prices. DMM 207.30 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 prices. 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.

## 1-2 Basic Criteria

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

### 1-2.1 Periodical Publication

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.

### 1-2.2 Frequency of Publication

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.

### 1-2.3 Known Office of Publication

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.

### 1-2.4 Printed Sheets

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.

## 1-3 Mailpiece Construction

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### 1-3.1 **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.

### 1-3.2 **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.

## 1-4 Filing the Application

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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.

## 1-5 Application Fee

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As of April 2016, the application fee for Periodicals mailing privileges is \$685.00. 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.”

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# 2 Mailing While Application Is Pending

## 2-1 Mailing Before Approval

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You may not mail at Periodicals prices 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<sup>®</sup>, Standard Mail<sup>®</sup>, or Package Services prices.

## 2-2 Record of Deposits

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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. You may be eligible for a refund of the difference, if any, between the postage paid and the applicable Periodicals postage for copies mailed while the application was pending. Until the Postal Service takes final action on your application, you must pay the applicable Standard Mail or Package Services prices. **Note:** The Postal Service does not keep a record of postage paid at First-Class Mail prices or of postage not paid by advance deposit account.

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# 3 Decision on Application

## 3-1 Ruling

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The Pricing and Classification Service Center (PCSC) rules on all applications for Periodicals mailing privileges or news agent registry.

## 3-2 Effective Date

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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.

## 3-3 Refunds

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Except as noted below, when the PCSC 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.

## 3-4 No Refund

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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 price affixed to copies of the publication.
- e. Postage paid at Express Mail<sup>®</sup> prices.

- f. Postage paid at First-Class Mail prices. **Exception:** The Postal Service may authorize a refund for postage paid at single-piece First-Class Mail prices 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.

# 4 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 prices) in addition to any other part except Part C (Requester Publication).

## 4-1 General

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*Complete Parts A and B on PS Form 3500 and the worksheets in [Appendix A](#) and [Appendix 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 price. 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.

## 4-2 Requester

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*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. They may contain more than 75 percent advertising in no more than 25 percent of the issues published during any 12-month period. Requester publications are *not* entitled to In-County prices or special prices (on PS Form 3500 you cannot check the box for special prices or complete Part F), and each issue must contain at least 24 pages.

## 4-3 State Departments of Agriculture

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*Complete Parts A and D on PS Form 3500 and the worksheets in [Appendix A](#) and [Appendix B](#).*

State Departments of Agriculture may publish publications that further the objectives of the department. Such publications must not contain any advertising content.

## 4-4 News Agent Registry

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*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.

## 4-5 Foreign Publications

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*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.

## 4-6 Publications of Institutions and Societies

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*Complete Parts A and D on PS Form 3500 (or Parts A, D, and E if there is general advertising) and the worksheets in [Appendix A](#) and [Appendix 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.

## 4-7 Special Price Periodicals

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In addition to selecting one of the preceding categories (except Requester) and completing the appropriate parts and worksheets described previously, you can apply for nonprofit Periodicals prices. *If you wish to do so, also complete Part F.*

To qualify for nonprofit prices, a publication must meet the requirements in DMM 207.10.0, Preferred Periodicals. See [Appendix D](#) to determine the nonprofit category that fits your organization.

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# 5 Completing PS Form 3500

## 5-1 Overview

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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 as [Exhibit I](#), in [Appendix G](#).

- 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 price eligibility.

Complete the worksheets in [Appendix A](#) and [Appendix B](#) to determine the accuracy of your identification statement and whether or not the publication is entitled to In-County prices of postage.

## 5-2 Filing Status

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

### 5-2.1 **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 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.

**5-2.2 Part B**

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

**5-2.2.1 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 price 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 as unpaid distribution.
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 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 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 as unpaid distribution.
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.

#### 5-2.2.2 **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 Price Subscriptions  
List all subscriptions sold at a price 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.

#### 5-2.2.3 **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 prices as a general publication, the percentage of qualified distribution must be 50 percent or more of the total distribution.

5-2.3 **Part C**

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

5-2.3.1 **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 prices 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 as unpaid distribution.

## 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 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 as unpaid distribution.

## 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 how they were requested (attach a separate sheet if necessary).

## 8. Total Requested Distribution

Add items 1 through 7.

### 5-2.3.2 **Nonrequested Distribution**

9. **Requests More Than Three Years Old**  
List the number of requests that are more than three 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 prices.
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.

### 5-2.3.3 **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 prices of postage, the percentage of qualified requester distribution must be 50 percent or more of the total distribution for the publication.

### 5-2.4 **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.

### 5-2.5 Part F

Complete Part F if you are applying for nonprofit prices 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 nonprofit prices.

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 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 prices as a Classroom publication or the Science-of-Agriculture prices as a Science-of-Agriculture publication.

In item 2, check the appropriate box.

## 5-3 Documentation

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

- a. The print orders or press runs 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.

## 5-4 Publication Copies

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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.



# 6 Additional Entry, Reentry, or Special Price Request

## 6-1 Additional Entry

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Authorized Periodicals publications may be mailed at any additional mailing office that is linked to PostalOne!. Additional entries are opened by notification through the mailing Post Office. Publishers who wish to present Periodicals for verification at additional mailing offices without access to PostalOne! must file PS Form 3510-M, *Application for Additional Mailing Office for Periodicals Publication*, indicating that mailings will be presented at these offices. Publishers of publications pending approval must submit PS Form 3510-M applications with their original entry application for all mailing offices where mail will be submitted during the pending period.

A copy of PS Form 3510-M is shown as [Exhibit II](#) in [Appendix G](#). Complete in full parts A, B, and C, describing the publication and the distribution plan to be used for delivery of your issues. You can use PS Form 3510-M to open one entry or multiple entries for a single publication, provided the effective dates for the additional entry authorizations all occur within 30 calendar days. See the next chapter for instructions for completing PS Form 3510-M.

## 6-2 Reentry or Special Price Request

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Use PS Form 3510, *Application for Reentry or Special Price Request for Periodicals Publication*, if you want to request a change to the publication's title, frequency of issue, location of the known office of publication, qualification category, or price category. A copy of PS Form 3510 is shown as [Exhibit III](#) in [Appendix G](#). See the next chapter for instructions for completing PS Form 3510.

## 6-3 Submitting PS Form 3510-M and 3510

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Submit your completed PS Form 3510-M or 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.

### 6-3.1 **Completing PS Form 3510-M**

#### 6-3.1.1 **Overview**

You must complete Parts A, B, and C. A copy of PS Form 3510-M is shown as [Exhibit II](#) in [Appendix G](#).

#### 6-3.1.2 **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 207.16.0) or intend to use the Plant-Verified Drop Shipment (PVDS) program (DMM 705.17.0). 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).

#### 6-3.1.3 **Part B**

You may open one or more additional entries at one time. When opening multiple entries, the dates opened must be within an inclusive 30-day period. Item 8 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.

#### 6-3.1.4 **Part C**

In items 9 through 14, print your name, sign and date the application, and provide your e-mail address and telephone number.

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

### 6-3.2 **Completing PS Form 3510**

#### 6-3.2.1 **Overview**

You must complete Parts A, B, and C. A copy of PS Form 3510 is shown as [Exhibit II](#) in [Appendix G](#).

#### 6-3.2.2 **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 — 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 3 — List the number of issues (same as PS Form 3500, Part A, item 5).

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

Item 5 — List the city, state, and ZIP+4 code of the original entry office.

Item 6 — Enter the name and address of the known office of publication (same as PS Form 3500, Part A, item 8).

#### 6-3.2.3 **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 prices. **Note:** Complete only the applicable items — you can make one change or multiple changes on one PS Form 3510.

Item 7a — Enter the change in frequency.

Item 7b — Enter the change in the number of issues per year.

Item 7c — Enter the change in the title of the publication.

Item 7d — 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 7e — Enter the change in the publication category. You must also provide appropriate documentation, and a Postal Service review of records may be required.

Item 7f — Enter the change in the applicable prices for the publication. You must also provide appropriate evidence when requesting this action.

Item 7g — Enter the requested effective date of the changes.

6-3.2.4 **Part C**

In items 8 through 13, print your name, sign and date the application, and provide your e-mail address and telephone number.

## Appendix A

# Identification Statement Worksheet

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 Prices Eligibility Worksheet

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

**Note:** In-County price 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 price eligibility. Make copies of this worksheet and use it regularly to determine whether your publication remains eligible for In-County prices.

### B-0.1 **Worksheet for In-County Price Eligibility**

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

1. Are you applying as a Requester publication?

- Yes
- No

If you answered “Yes,” STOP HERE. The publication is not eligible for the In-County prices. 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 prices. 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 prices. Subsequent changes to your distribution may affect future eligibility for the In-County prices. If you answered “No,” you are not entitled to the In-County prices.

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## Publications of Institutions and Societies

### C-0.1 **Eligibility – Publisher’s Advertising Only**

A publication that meets the applicable standards in DMM 207.4.0 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.

### C-0.2 **Publications of Institutions and Societies With General Advertising**

The following types of publications are eligible for Periodicals mailing privileges if they meet the basic standards in DMM 207.4.0, 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 material, 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).

## Nonprofit Price Periodicals

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

### D-0.1 **Eligible Types of Organizations**

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

### D-0.2 **Primary Purpose**

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

#### D-0.2.1 **Religious**

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.

#### D-0.2.2 **Educational**

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.

D-0.2.3 **Scientific**

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.

D-0.2.4 **Philanthropic**

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.

D-0.2.5 **Agricultural**

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.

D-0.2.6 **Labor**

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).

D-0.2.7 **Veterans**

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.

**D-0.2.8 Fraternal**

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 genders. Fraternal organizations do not include such organizations as business leagues, professional associations, civic associations, or social clubs.

**D-0.3 Other Qualified Organizations****D-0.3.1 Basic Eligibility**

A publication (other than a requester publication) may qualify for the nonprofit prices 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.

**D-0.3.2 Eligibility Limitation**

Only one publication per qualifying organization may qualify for the nonprofit prices under this section.

**D-0.4 Classroom Publications****D-0.4.1 Authorization**

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

**D-0.4.2 Eligibility**

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

**D-0.5 Science-of-Agriculture Prices****D-0.5.1 Authorization**

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

**D-0.5.2 Eligibility**

Science-of-Agriculture prices 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.

## Telemarketing and Internet Requests

### E-0.1 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.
- e. A business reply card or similar record-collection device that obtains the signature of the requester.

### E-0.2 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 of the alternative methods described below.

### E-0.3 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. 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 Pricing 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 Service reviewer. See Appendix H 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.

If you wish to apply for an ISSN before filing the application for Periodicals mailing privileges, you can download an application from the Library of Congress Web site at [www.loc.gov/issn](http://www.loc.gov/issn). After completing the 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 address on the form: Please allow 6–8 weeks for your ISSN application to be processed.


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Appendix G  
**Forms**

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Exhibit I  
PS Form 3500

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

		See instructions on pages 3 and 4		<b>Application for Periodicals Mailing Privileges</b>						
<b>Filing Status</b>	Type of Publication—See DMM® 207.6 (Check only one):		<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							
<b>Part A</b>										
<b>Publication Information</b>	1. Title of Publication as Shown on Publication		2. Name of Publisher (Agent for Foreign Publication)		3. ISSN (If already assigned)					
	4. Frequency of Issue (Be specific. For example, "weekly," "monthly except June")		5. Number of Issues Published Annually		6. Basic Annual Subscription Price					
	7. Full Name of Owner (Individual, partnership, or corporation)		8. Complete address of Known Office of Publication, including County. For foreign publications, agent's address (not a Post Office™ box 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)		<input type="checkbox"/> Yes If response is "Yes," explain the interest. <input type="checkbox"/> No							
	11. Do any of the persons or concerns that advertise in the publication have any interest therein? (Check one)		<input type="checkbox"/> Yes If response is "Yes," explain the interest. <input type="checkbox"/> No							
	12. Is more than one copy of each issue furnished to any one advertiser therein? (Check one)		<input type="checkbox"/> Yes If response is "Yes," how many copies are furnished and what are the reasons. <input type="checkbox"/> No							
	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 in support of this application, including the Business Plan supporting an application under the New Launch procedure (if applicable), and other supporting documentation, 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 of Publisher (or Agent for Foreign Publication)				
					19. Date Signed					
<b>Postmaster</b>	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 <input type="checkbox"/> Check if Centralized Acceptance Post Office		27. Area Code/Telephone Number							
<b>Part B</b> Check if Applicable: <input type="checkbox"/> Application under New Launch procedure (Attach publisher's signed business plan) <input type="checkbox"/> Initial Audit of circulation by Authorized Audit Bureau Requested <input type="checkbox"/> Electronic Copies — Initial Audit of circulation by Authorized Audit Bureau Required										
<b>Paid Distribution</b>	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)						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 30%;">Publisher's Cost Per Item</th> <th style="width: 30%;">Retail Value</th> <th style="width: 40%;">Value Represented</th> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>		Publisher's Cost Per Item	Retail Value	Value Represented					9. Other Paid Circulation (Describe)
Publisher's Cost Per Item	Retail Value	Value Represented								
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)							
<b>Nonsub.</b>	11. Single or Bulk Copies for Free Distribution (Samples/comps)			13. Nominal Rate Subscriptions (DMM 207.6.1.2)						
	12. Expired Subscriptions			14. Total Nonsubscriber Distribution (Add items 11 through 13)						
<b>Percentage</b>	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)									
PS Form 3500, December 2014 (Page 1 of 4) PSN: 7510-05-000-4625			This form is on the Internet at <a href="http://www.usps.com">www.usps.com</a> ®.							

Application for Periodicals Mailing Privileges (Continued)				
<b>Part C</b>				
Check if Applicable: <input type="checkbox"/> Application under New Launch procedure (Attach publisher's signed business plan) <input type="checkbox"/> Initial Audit of circulation by Authorized Audit Bureau Requested <input type="checkbox"/> Electronic Copies — Initial Audit of circulation by Authorized Audit Bureau Required				
Requester Copies	1. Requests Received by the Publisher From the Persons to Whom the Publication Is Sent (Not paid subscription copies)		6. All Single Copies Sold (Newsstand, vendor, street sales)	
	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 through 5 (Explain)	
	3. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (One copy per advertiser)			
	4. Copies Exchanged With Other Publications (One copy for another)			
	5. Copies Requested by Employers for Employees by Name or Position (Attach samples of these requests)			
8. Total Requested Distribution (Add items 1 through 7)				
Percentage Nonreq.	9. Requests More Than 3 Years Old		11. Total Sample Copies Distributed (In the mails or otherwise)	
	10. Requests Induced by a Premium Offer or Material Consideration		12. Total Nonrequester Distribution (Add items 9 through 11)	
	13. Total Copies Distributed (Add items 8 and 12)			
	14. Unsold Newsstand and Vending Copies on Hand, Inventory for Future Orders, Copies Destroyed, etc. (Attach documentation)		15. Total Copies Printed (Add items 13 and 14. Should match total on order or number imported. Attach press run or print order)	
16. Percentage of Qualified Requesters (Divide item 8 by item 13)				
<b>Part D</b>				
Type of Organization (Completes one row)			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	
	2. Society	Type: <input type="checkbox"/> Literary <input type="checkbox"/> Professional <input type="checkbox"/> Historical <input type="checkbox"/> Scientific	Certified copy of the constitution and bylaws and the resolution or order showing the date publication was adopted by the organization	
	3. Trade Union	Publication Is Published: <input type="checkbox"/> By trade union <input type="checkbox"/> Under auspices of trade union		
	4. Church or Church Organization	Publication Is Issued By: <input type="checkbox"/> Church <input type="checkbox"/> Church organization	Evidence that the publication is actually issued by a church or church organization	
	5. Institution of Learning	Is publication issued by a regularly incorporated institution of learning? <input type="checkbox"/> Yes <input type="checkbox"/> No	Is publication issued by a regularly established state institution of learning supported in whole or in part by public taxation? <input type="checkbox"/> Yes <input type="checkbox"/> No	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
	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
<b>Part E</b>				
Institutions/Societies w/Adv.	1. Subscriptions From Members Who Received the Publication Paid for by Dues or Assessments, Contributions, or Otherwise (Attach a certified copy of the resolution or arrangement used for taking these subscriptions)		7. Total Sample Copies Distributed (In the mails or otherwise)	
	2. Copies Sent to Other Subscribers		8. Disposition and Number of Remaining Copies (Explain)	
	3. Copies Exchanged With Other Publications (One copy for another)			
	4. Subscriptions Obtained in a Manner Not Covered Above (Explain in block 9)		9. Explanation From Item 4	
	5. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads (One copy per advertiser)			
	6. Total Subscriptions (Add items 1 through 5)			
<b>Part F</b>				
Special Rates	1. If this application includes a request for special Periodicals privileges, submit documentation that shows your organization meets the requirements in DMM 207.10. (Check one box in either A or B)	<b>A. Nonprofit Category (Check one box only)</b> <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		
	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	<b>B. Price (Check one box only)</b> <input type="checkbox"/> Science-of-Agriculture (DMM 207.11.2) <input type="checkbox"/> Classroom (DMM 207.10.4)		
PS Form 3500, December 2014 (Page 2 of 4)				

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

Complete PS Form 3500 when applying for any category of Periodicals mailing privilege.

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>.

<b>If you're looking for...</b>	<b>Then turn to...</b>
General eligibility for Periodicals rates	DMM 207.4
Standards for physical construction and mailpiece components	DMM 207.3
Postage rates for Periodicals	DMM 207.1

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

- Call the manager of Business Mail Entry at the district office that serves your ZIP Code™. This information is listed in DMM 608.8.4.1
- 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.

<b>If...</b>	<b>Then your publication may be eligible as a...</b>	<b>And you can read more in...</b>	<b>To apply, complete...</b>
At least 50 percent of your total distribution goes to individuals who have paid above a nominal rate	<i>General Publication</i>	DMM 207.6.1	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 207.6.4	Parts A and C
Your publication is issued by a state department of agriculture	<i>Publication of a State Department of Agriculture</i>	DMM 207.6.3	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 207.6.6	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 207.6.2	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 207.6.2	Parts A, D, and E

In addition, if your publication is issued by a nonprofit organization, you may qualify for discounted rates. Read DMM 207.10 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 207.6.7 and complete Part A. Attach a separate sheet listing the publications you handle and where they are published.

PS Form **3500**, December 2014 (Page 3 of 4)



**INSTRUCTIONS FOR COMPLETING PS FORM 3500** *(Continued)***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. For an application filed under the "General" or "Requester" category, the publisher must check the appropriate space in Part B or Part C, as applicable, if the application is being submitted under the New Launch procedure.
3. The publisher must check the applicable space in Part B or Part C, as applicable, if requesting or if required to have the initial audit of circulation be performed by an authorized audit bureau.
4. 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.
5. The application fee. This fee is nonrefundable and may be paid by cash, check (payable to "Postmaster"), or credit card.
6. 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-M, *Application for Additional Mailing Office for Periodicals Publication*.

**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. *(Not applicable for an application filed under the "General" or "Requester" category if the initial verification of circulation will be performed by an authorized audit bureau.)*

**POSTMASTER**

Process PS Form 3500 as follows:

1. Review the application for completeness.
2. Complete items 20 through 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 Pricing and Classification Service Center (PCSC).

**PRICING AND CLASSIFICATION SERVICE CENTER  
90 CHURCH STREET, STE 3100  
NEW YORK NY 10007-2951**

**PRICING AND CLASSIFICATION SERVICE CENTER**

1. Review the application to determine if the basic Periodicals criteria are met.
2. If the criteria are met, the PCSC 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 PCSC manager rules on the application.



Exhibit II  
**PS Form 3510-M**

This exhibit contains a copy of PS Form 3510-M, *Application for Additional Mailing Office for Periodicals Publication*.

Item Number		Post Office and ZIP Code™ (Not a station, branch, or transfer hub)			Nature of Action			Requested Effective Date	Estimated Number of Copies
		Open (Add)	Close (Cancel)	Modify					
Attach Additional Sheets if Necessary									

Part C. Applicant Signature

9. Applicant's Name (print)	10. Applicant's Title (print)	11. Date
12. Applicant's Signature (print)	13. Applicant's E-mail (print)	14. Telephone Number (Include area code)

PS Form 3510-M, December 2014 (Page 1 of 2) This form is on the Internet at [www.usps.com](http://www.usps.com)®.

**Part D. Postmaster**

- A. Review the application and identification statement for accuracy and completeness.
- B. 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 telephone number where you can be reached if there are questions about the application. Provide a copy of the completed application to the publisher.
- C. Furnish each new additional mailing Post Office™ with a copy of PS Form 3510 marked "Pending." Forward a copy of the completed form and all attachments directly to the Pricing and Classification Service Center (PCSC). If this application accompanies an application for original entry, attach a **copy** of this form to the PS Form 3500.

PRICING AND CLASSIFICATION SERVICE CENTER  
 PO BOX 3510  
 NEW YORK NY 10008-3510


D. You will be notified of the ruling on the application by letter.

15. Postmaster's Comments (*Attach additional sheets if necessary*)

16. Signature of Postmaster	17. Date	18. Telephone Number ( <i>include area code</i> )
19. Name of Employee to Contact With Questions Concerning the Application (print)	20. Employee's e-mail (print)	

Exhibit III  
**PS Form 3510**

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

	<h2 style="margin: 0;">Application for Reentry or Special Price Request for Periodicals Publication</h2>																											
<p><b>Instructions</b></p> <ol style="list-style-type: none"> <li>1. You must prepare mailings of the publication in accordance with Postal Service™ standards in the <i>Domestic Mail Manual (DMM®)</i>. These standards are available at your local Post Office™ and on the Internet at <a href="http://pe.usps.com">http://pe.usps.com</a>. The legal price of postage must be paid on all mailings. Failure to pay this price at the time of mailing does not relieve payment of any deficient postage at a later date.</li> <li>2. Complete all applicable items in Part A and Part B. Note: If change in frequency is requested, complete item 7a to show the exact new frequency of issuance.</li> <li>3. Applications for special postage prices must include evidence to establish the organization's eligibility, to demonstrate compliance with DMM 207.10 and to show that it meets one of the qualifying categories defined in DMM 207.10. No fee is charged if application is <b>ONLY</b> for special prices.</li> <li>4. Your application must be accompanied by two copies of your publication showing the identification statement as revised to correspond to the change(s) requested.</li> <li>5. Complete Part C and submit a copy of this form and the applicable fee to the Post Office serving your known office of publication or new known office of publication.</li> </ol>																												
<p><b>Part A. General</b></p> <p>1. Full Title of Publication (<i>Show current authorized title, even if title is being changed</i>)</p> <hr/> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; padding: 2px;">                 2. Publication Number                  USPS® _____ ISSN _____             </td> <td style="width: 33%; padding: 2px;">                 3. No. of Issues per Year             </td> <td style="width: 33%; padding: 2px;">                 4. Frequency of Issuance (<i>Current</i>)             </td> </tr> <tr> <td colspan="2" style="padding: 2px;">                 5. Post Office serving known or new known office of publication, state, and ZIP+4®  <p style="text-align: center; margin: 0;"><b>TO: POSTMASTER</b></p> </td> <td style="padding: 2px;">                 6. Publisher's Name and Address of Known Office of Publication (<i>street, apt./ste. no., city, state, and ZIP+4</i>) (<i>must be within the delivery limits of the original entry office</i>)             </td> </tr> </table>		2. Publication Number USPS® _____ ISSN _____	3. No. of Issues per Year	4. Frequency of Issuance ( <i>Current</i> )	5. Post Office serving known or new known office of publication, state, and ZIP+4® <p style="text-align: center; margin: 0;"><b>TO: POSTMASTER</b></p>		6. Publisher's Name and Address of Known Office of Publication ( <i>street, apt./ste. no., city, state, and ZIP+4</i> ) ( <i>must be within the delivery limits of the original entry office</i> )																					
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5. Post Office serving known or new known office of publication, state, and ZIP+4® <p style="text-align: center; margin: 0;"><b>TO: POSTMASTER</b></p>		6. Publisher's Name and Address of Known Office of Publication ( <i>street, apt./ste. no., city, state, and ZIP+4</i> ) ( <i>must be within the delivery limits of the original entry office</i> )																										
<p><b>Part B. Reentry Application</b></p> <p>7. I am applying for reentry. I request the following changes to the conditions of entry for the above publication.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 2px;">                 a. Change Frequency to: (<i>See note to item 2 under "Instructions" above</i>)             </td> <td style="width: 50%; padding: 2px;">                 b. Change Number of Issues per Year to:             </td> </tr> <tr> <td style="padding: 2px;">                 c. Change Title to:             </td> <td style="padding: 2px;">                 d. Publisher's Address if Changed From the Authorized Known Office of Publication in Item 6 (<i>street, apt./ste. no., city, state, and ZIP+4</i>) (<i>must be within the delivery limits of the new original entry office</i>)             </td> </tr> </table> <p>e. Change Category of Authorization to: (<i>See DMM 207.6 — you must also submit PS Form 3500 with evidence of qualification</i>)</p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> DMM 207.6.1 General Publications</td> <td><input type="checkbox"/> DMM 207.6.3 Publications Issued by State Departments of Agriculture</td> </tr> <tr> <td><input type="checkbox"/> DMM 207.6.2 Publications of Institutions and Societies With:</td> <td><input type="checkbox"/> DMM 207.6.4 Requester Publications</td> </tr> <tr> <td>    <input type="checkbox"/> General Advertising</td> <td><input type="checkbox"/> DMM 207.6.6 Foreign Publications</td> </tr> <tr> <td>    <input type="checkbox"/> Publisher's Advertising Only</td> <td></td> </tr> </table> <p>f. Change Prices to:</p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> Regular</td> <td><input type="checkbox"/> Religious</td> <td><input type="checkbox"/> Educational</td> <td><input type="checkbox"/> Scientific</td> <td><input type="checkbox"/> Veterans</td> </tr> <tr> <td><input type="checkbox"/> Science-of-Agriculture</td> <td><input type="checkbox"/> Philanthropic</td> <td><input type="checkbox"/> Labor</td> <td><input type="checkbox"/> Agricultural</td> <td><input type="checkbox"/> Fraternal</td> </tr> <tr> <td><input type="checkbox"/> Classroom</td> <td><input type="checkbox"/> Other (<i>specify</i>) _____</td> <td></td> <td></td> <td></td> </tr> </table> <p>g. Requested Effective Date</p>		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 6 ( <i>street, apt./ste. no., city, state, and ZIP+4</i> ) ( <i>must be within the delivery limits of the new original entry office</i> )	<input type="checkbox"/> DMM 207.6.1 General Publications	<input type="checkbox"/> DMM 207.6.3 Publications Issued by State Departments of Agriculture	<input type="checkbox"/> DMM 207.6.2 Publications of Institutions and Societies With:	<input type="checkbox"/> DMM 207.6.4 Requester Publications	<input type="checkbox"/> General Advertising	<input type="checkbox"/> DMM 207.6.6 Foreign Publications	<input type="checkbox"/> Publisher's Advertising Only		<input type="checkbox"/> Regular	<input type="checkbox"/> Religious	<input type="checkbox"/> Educational	<input type="checkbox"/> Scientific	<input type="checkbox"/> Veterans	<input type="checkbox"/> Science-of-Agriculture	<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> ) _____			
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 6 ( <i>street, apt./ste. no., city, state, and ZIP+4</i> ) ( <i>must be within the delivery limits of the new original entry office</i> )																											
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<input type="checkbox"/> Regular	<input type="checkbox"/> Religious	<input type="checkbox"/> Educational	<input type="checkbox"/> Scientific	<input type="checkbox"/> Veterans																								
<input type="checkbox"/> Science-of-Agriculture	<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> ) _____																											
<p>PS Form <b>3510</b>, December 2014 (<i>Page 1 of 2</i>) PSN: 7530-01-000-9928 <span style="float: right;">This form is on the Internet at <a href="http://www.usps.com">www.usps.com</a>®.</span></p>																												

<b>Part C. Applicant Signature</b>		
8. Applicant's Name (print)	9. Applicant's Title (print)	10. Date
11. Applicant's Signature (print)	12. Applicant's E-mail (print)	13. Telephone Number <i>(Include area code)</i>
<b>Part D. Postmaster</b>		
<p>A. Review the application and identification statement for accuracy and completeness; collect the applicable fee(s). (Do not collect a fee if application is <b>only</b> for special Periodicals prices.)</p> <p>B. 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 telephone number where you can be reached if there are questions about the application. Provide a copy of the completed application to the publisher. <b>Note:</b> If you are serving as the Centralized Acceptance Post Office for this publication, complete 14b.</p> <p>C. For applications for reentry, forward a copy of the completed form with a single copy of the revised publication to the Pricing and Classification Service Center (PCSC). This copy will not be returned to your office.</p> <p style="margin-left: 40px;">PRICING AND CLASSIFICATION SERVICE CENTER PO BOX 3510 NEW YORK NY 10008-3510</p> <p>D. You will be notified of the ruling on the application by letter.</p>		
14. a. Postmaster's Comments <i>(Attach additional sheets if necessary)</i>  b. <input type="checkbox"/> If you are serving as the Centralized Acceptance Post Office for this publication, check this box and complete the city, state, and ZIP+4 information below.  City _____ State _____ ZIP+4 _____		15. Amount of Fee Collected and Date Paid  \$
16. Signature of Postmaster	17. Date	18. Telephone Number <i>(include area code)</i>
19. Name of Employee to Contact With Questions Concerning the Application (print)		20. Employee's e-mail (print)
<hr/> PS Form <b>3510</b> , December 2014 <i>(Page 2 of 2)</i> <span style="float: right;">PRIVACY NOTICE: See our privacy policy on <a href="http://www.usps.com">www.usps.com</a>®.</span>		

Appendix H

## **Sample Publisher's Letter for Verifying Requesters**

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

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[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 prices, 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]

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