



## THE SHERIDAN PRESS AUGUST POSTAL NEWSLETTER

### 2007 RATE INCREASES

May 14<sup>th</sup> signaled the first USPS rate increase for 2007. Many changes took place with the mailing procedures. One of the main changes was the difference in pricing for letters, flats, and cartons. Prior to May 14<sup>th</sup>, if those same letters, flats, and cartons weighed the same, the cost was the same. Now the cost is based on the shape of the mail plus the weight. The mail also has to pass a “flexibility” test. If you are requesting the automation discount rate, your journal must be able to flex two inches over the edge of a table. This flexibility allows the journal to conform to the rounded corners on the FS100 postal machine. The most significant change was the increase to the Standard A mailer. The increase ranged from approximately 9% to as high as 40% for some Non-Profit mailers. This increase was much higher than originally communicated when the USPS filed for the increase in 2006. The Board of Governors questioned the hike, asking the Postal Rate Commission to re-visit the numbers to see if the increase could be reduced. However, the rate increase remained the same.

On July 15<sup>th</sup>, the second set of changes became effective with the increase in periodicals rates. This increase included a new charge for both bundles and sacks used in mail preparation. The increase is averaging approximately 11%. In order to mail at periodicals rates and claim discounts, the Post Office is also now requiring documentation to prove that the journals are being sorted according to their rules. This documentation is provided only by software which is both CASS and PAVE approved by the Post Office. This means that both the address and sort must be correct. Several problems have occurred due to this ruling. We can only mail journals at periodicals rates if the labels are generated by a CASS/PAVE software program. Multiple copies (bulk copies) have also been disqualified from periodicals rates. We would like to suggest that if your multiple copies are few, such as 2 journals on 1 label, perhaps you could duplicate the address to make them single copies. They then would qualify for the periodicals rate. If we receive mailing labels that do not qualify for periodicals mailing, we must mail them at:

1. Standard A rates (if the domestic addresses number 200 pieces or 50 lb)
2. Bound printed matter rates (if it weighs in excess of 1 lb and a minimum of 300 pieces)
3. Parcel post, or,
4. First class rates.

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### ADDRESS CHANGES

As of August 1, 2007, the United States Post Office is requiring every address to include a house number and street. Our software will automatically change any rural route address to a street address. Also, the Postal Office offers a service ( NCOA) that will correct bad addresses in your database for a fee. This is helpful if you are receiving many returns because of incorrect addresses.

## 3526 STATEMENT OF OWNERSHIP DUE 10/1

**Attention Periodicals (2<sup>ND</sup> Class) Mailers:** An annual statement of ownership must be completed and filed with your local Post Office by October 1st of each year for each journal that has been authorized to mail at periodicals (2<sup>nd</sup> class) rates. If the Post Office does not provide you with this form, it can be downloaded from the USPS website: [www.usps.com](http://www.usps.com). Select “Forms”, “All Online PDF Forms in Numeric Order”, then “PS Form 3526 (PDF)”.

The penalty for not filing the form by October 1<sup>st</sup> is the suspension of your periodicals mailing authorization. This means that mailings of the journal would have to go either first class or under Standard A rates until the form is filed.

**Non-Subscriber Copies:** Many of our Periodicals customers are still not reporting their non-subscriber copies to the Post Office with each mailing. If we are generating your address labels and you are not reporting these copies, please contact our Label Generation Department to see what is required to claim these. This information is needed when you file your 3526 form in October.

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### LABEL CARRIERS (Carrier Sheet)

For Periodicals mail the Post Office now permits incidental, but limited, graphics in the return address area of a label carrier (carrier sheet) used to carry the delivery address for a mailpiece. They have also expanded the standards for text on the front of a label carrier to allow it to reference material on the reverse of the label carrier or within the contents of the host Periodicals publication. Call your account manager for additional information.

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### SUBSCRIBER FAQ'S

**Question: My mail is always delayed, whom should I notify of this problem?**

**Post Office Response:** It would be helpful if The Post Office could examine any delayed mail you may have. Often there are identifying marks on an envelope that pinpoint the cause of the delay. You may also record the delivery date on the envelope and present to your local Post Office for examination

**Question: Who do I contact if my magazine/periodical is late?**

**Post Office Response:** If you are experiencing a delay in receiving magazines or periodicals, please contact the publisher of the magazine to ensure that they have your correct name and address information and that the subscription has not expired. If the issue is recurring and you have already contacted the magazine publisher, please call 1-800-ASK-USPS (1-800-275-8777) to have customer service research the problem.

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Please feel free to contact me if you have any questions. I can be reached at (717) 632-8448 ext 8024 or [joycek@tsp.sheridan.com](mailto:joycek@tsp.sheridan.com).

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