



Applying for Periodicals Mailing Privileges

Handbook DM-204

December 2025
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 <https://pe.usps.com> — at the top of the page, click on *Publications*, then *Handbook DM-204* to download in PDF Format.
 - **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 December 2025.

Dale E. Kennedy
Director
Product Classification

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1 Introduction: Periodicals Mailing Privileges

This handbook is designed to guide publishers with the Periodicals application and audit process to include the required documentation needed to successfully pass an audit. Complete information on the requirements that apply to Periodicals mail is published in *Mailing Standards of the United States Postal Service*, Domestic Mail Manual (DMM®). Publishers are responsible for fulfilling all DMM requirements for Periodicals mailing privileges, which can be found in the DMM online via Postal Explorer at www.pe.usps.gov.

This handbook provides basic information on whether or not a publication will qualify for Periodicals mailing privileges. If the publisher decides to go forward with the application, additional instructions help determine the appropriate category and provide the basic criteria that a publication must meet to be eligible.

This handbook contains a copy of PS Form 3500, *Application for Periodicals Mailing Privileges*, with step-by-step instructions for completing the application. It also contains PS Form 3510, *Application for Reentry or Special Price Request for Periodicals Publication* and PS Form 3510-M, *Application for Additional Mailing Office for Periodicals Publication*, required for any approved publication that needs to establish an additional entry at a non-*PostalOne!* site.

The appendixes can help publishers 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 a publication's identification statement.

1-1 Basic Eligibility for Periodicals

DMM 207.4.0 contains the standards for eligibility for a publication to qualify for Periodicals mailing privileges. 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.

After a Periodicals application is submitted and the appropriate fee is paid, 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 that must be submitted with an application for Periodicals mailing privileges. Additionally, this handbook helps publishers through the application process by describing each step to completion.

1-2 Basic Criteria

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

1-2.1 Periodicals Publication

Publishers must show intent to print issues of the publication in physical form 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

It is a requirement for Periodicals publications to be published (not mailed) in print at a regular frequency of at least four times a year. Publishers 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; four times a year (e.g., January, April, July, and October).
- b. Monthly.
- c. Bimonthly (every other month).
- d. Daily, except Sunday.
- e. Weekly.
- f. Monthly except August.

1-2.3 Known Office of Publication

Publishers must maintain a Known Office of Publication (KOP) at the location where the original entry Post Office™ for Periodicals mailing privileges is authorized. The KOP is a public office where normal business of the publication is conducted during normal posted business hours. This must be a domestic physical address and cannot be a post office box. Publishers must keep circulation records of the publication at the KOP or make them available upon request at that office for review by Postal Service personnel.

1-2.4 Printed Sheets

Periodicals publications must be published in physical form. Publishers may not reproduce them by stencil or hectograph. However, they may be reproduced by any other process.

1-3 Mailpiece Construction

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

The application must be filed at the Post Office that serves the KOP. The application must be fully completed, signed, and accompanied by two copies of the issue published nearest to the date of application. These copies must have a complete identification statement (see [Appendix A](#)), and the copies must be marked to show the advertising content and must indicate on the cover the percentage of advertising and non-advertising (rounded to two decimal places) in the issue.

1-5 Application Fee

An application fee is required to be paid at the time of application. The current fee price can be found in Notice 123, *Price List*. The fee covers the processing costs of the application and is nonrefundable, even if the application is denied. The fee may be paid 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

Publishers may not mail at Periodicals prices before the Postal Service approves an application for Periodicals mailing privileges. While the application is pending, postage must be paid at USPS Marketing Mail[®], Bound Printed Matter[®], and Parcel Select[®] prices or at single-piece Priority Mail[®], First-Class Mail[®], and USPS Ground Advantage[®] — Retail prices under the exception in DMM 207.5.3.6.

2-2 Record of Deposits

While a Periodicals application is pending, the Postal Service keeps a record of all deposits and mailings prepared as Periodicals mail and for which postage is paid by advance deposit account. The price of postage for a Periodicals publication pending authorization is calculated by applying the applicable percent in DMM Exhibit 207.5.2.3 to PS Form 3541, Part P, Line P-1.

If the postage for a Pending Periodicals PS 3541 is paid using an Enterprise Payment System (EPS) account, the Periodicals price is charged. In the event the application is denied, an invoice would be generated for the applicable USPS Marketing Mail or other postage rate.

Publishers 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, the applicable USPS Marketing Mail or Package Services prices must be paid.

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

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

3-2 Effective Date

The authorization takes effect on the date of receipt of the application fee or the date of mailing of the issue upon which the audit was based, whichever is later. See [2-2](#) for exception to receiving a refund when using an EPS account.

3-3 Refunds

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 a Pending Periodicals Non-EPS account.

3-4 No Refund

The Postal Service does not make refunds for the following:

- a. A denied or withdrawn application.
- b. The period before the effective date of the authorization.
- c. Postage paid by a Pending Periodicals funded by an EPS account.
- d. Postage at any price affixed to copies of the publication.

- e. Postage paid at Priority Mail Express, Priority Mail, First-Class Mail, USPS Ground Advantage — Retail, or USPS Ground Advantage — Commercial prices. **Exception:** For a mailing presorted and prepared as Periodicals mail that is less than 200 pieces or 50 pounds, a refund may be authorized when postage is paid at single-piece Priority Mail, First-Class Mail, or USPS Ground Advantage — Retail prices as provided on the applicable postage statement.
- f. 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 publishers can select in the “Filing Status” section at the top of PS Form 3500, *Application for Periodicals Mailing Privileges*. Based on the category selected, the applicable part(s) of PS Form 3500 must be completed along with any applicable document(s). **Note:** All applicants must complete Part A, and some may complete Part F (request for special prices) in addition to any other part except Part C (Requester publication).

4-1 General

Complete Parts A and B on PS Form 3500 and [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 more than 30 percent of the basic subscription price. Newsstand, vending machine, over-the-counter, and other single-copy sales count toward the publication’s paid distribution. Advertising content is restricted. General publications cannot contain more than 75 percent advertising in more than half the issues published during any 12-month period.

4-2 Requester

Complete Parts A and C on PS Form 3500 and [Appendix A](#). Requester publications are publications with at least 50 percent of the total distribution going to individuals who have made a request to receive copies of the publication. Paid subscriptions may also be included as part of the qualification for the minimum 50 percent. Advertising content is restricted. Requester publications cannot contain more than 75 percent advertising in more than 25 percent of the issues published during any 12-month period. Requester publications are entitled to In-County prices. Requester publication applicants 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

Complete Parts A and D on PS Form 3500 and [Appendix A](#) and [Appendix B](#). State Departments of Agriculture may publish publications that further the objectives of the department. These publications must not contain any advertising content.

4-4 News Agent Registry

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 business selling two or more Periodicals publications published by more than one publisher.

4-5 Foreign Publications

Complete Parts A and B on PS Form 3500 and [Appendix A](#) and [Appendix B](#). Foreign publications originating in other countries may desire domestic distribution under Periodicals mailing privileges. Foreign publications must meet the basic criteria of a domestic Periodicals publication and establish a physical KOP through an agent or broker in the United States. No PO Box address is allowed. The publication must not violate any United States copyright and if printed in a foreign language, is required to submit a version translated in English. 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

Complete Parts A and D on PS Form 3500 (or Parts A, D, and E if there is general advertising) and [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 to check for publisher’s advertising only or for general advertising) The type of approval the publication receives determines which advertising restrictions apply. The definitions and descriptions in Appendix C can be used to determine the publisher’s specific needs.

4-7 Special Price Periodicals

In addition to selecting one of the preceding categories (except Requester) and completing the appropriate parts of PS Form 3500 and additional documents described previously, publishers can apply for nonprofit Periodicals prices by also completing Part F.

To qualify for nonprofit prices, a publication must meet the requirements in DMM 207.10.0, Preferred Periodicals. [Appendix D](#) can be used to determine the nonprofit category that matches the applying organization.

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5 Completing PS Form 3500

5-1 Overview

PS Form 3500, *Application For Periodicals Mailing Privileges*, has a section to indicate the type of publication (“Filing Status”) and different categories to complete 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 preferred price eligibility.

Applicants are encouraged to complete the documents in [Appendix A](#) and [Appendix B](#) to determine the accuracy of their identification statement and whether or not the publication is entitled to In-County prices.

5-2 Filing Status

Applicants must check the box that best fits their type of publication. Applicants, other than those selecting Requester publication, may also check the box to request 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 cover page.
2. Name of Publisher, Agent (for Foreign publications), or Organization

Print the name of the publishing company (or name of the publisher if independently/self-published). For foreign publications, print 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
Enter 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
Enter 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. **Note:** The KOP address cannot be a Post Office box address.
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. Publishers 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 the 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 Email Address

Print the contact person's email 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 the application is signed and submitted.

This completes Part A.

5-2.2 **Part B**

Complete Part B when applying for either a General publication or a Foreign publication. Check the box if applying under the New Launch procedure.

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 70 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 30 percent of the basic subscription price and any subscriptions sold with a premium at a price that is not above 30 percent 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 and multiply by 100 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 when 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 and multiply by 100 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 when applying for an Institutions and Societies publication that will have no advertising or publisher's advertising only.

Complete both Parts D and E when applying for an Institutions and Societies publication that will have general advertising. Refer to [Appendix C](#) to determine whether or not you are eligible to have general advertising.

In Part D, check the type of organization that most closely describes the 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. Applicants must submit this evidence with the application.

5-2.5 **Part F**

Complete Part F when 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 under which the publication is applying. Provide copies of by-laws, constitution, and articles of incorporation, as appropriate, to provide proof that the organization meets its stated primary purpose. Applicants 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 when 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

Both Customer Support Ruling PS-054, *Requester Records-Periodicals* and DMM 207.6.4 discuss valid requests and the types of records publishers should maintain to support compliance with circulation standards for Requester publications.

The following circulation records must be available for examination by Postal Service personnel at the KOP:

- 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

All applications for Periodicals mailing privileges must be accompanied by two copies (.PDF copies also accepted) 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. The computed percentage of advertising must be rounded off to two decimal places.

6 Additional Entry, Reentry, or Preferred Price Request

6-1 Additional Entry

6-1.1 Pending Publications

Publishers of publications pending Periodicals approval must submit PS Form 3510-M, *Application for Additional Mailing Office for Periodicals Publication*, with their original entry application (PS Form 3500) for mailing at all additional offices. PS Form 3510-M is not required if using Mail Anywhere at *PostalOne!* offices.

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 issues. Publishers 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 on completing PS Form 3510-M.

6-1.2 Authorized Publications

Additional Entry permits for authorized Periodicals publications can be opened in *PostalOne!* by providing the mailing Post Office with the publications's USPS Publication Number. If the Mail Anywhere Program is used, no additional account is needed.

Publishers who wish to present authorized Periodicals publications for verification at additional mailing offices without access to *PostalOne!* must file PS Form 3510-M at the office serving the KOP, indicating that mailings will be presented at these offices.

6-1.3 Mail Anywhere Program

An alternative option to opening additional entry accounts is to use the Mail Anywhere program. Under Mail Anywhere, Periodicals (pending and authorized) mailers do not need to submit a PS Form 3510-M when using multiple entry points at *PostalOne!* offices. Mailers using Mail Anywhere can shift mail from one site to another without having to open another permit.

Mailers maintain one locally held trust account or a single Enterprise Payment System (EPS) account for mailings nationwide.

Under the Mail Anywhere program, the Publication number will be billed from the Original Entry location using the funding account that is linked to it in

PostalOne!. The requirement to participate in the Mail Anywhere program is the ability to submit mail using an electronic method. For additional information on Mail Anywhere, see: Mail Anywhere | PostalPro.

6-2 Reentry or Preferred Price Request

PS Form 3510, *Application for Reentry or Special Price Request for Periodicals Publication*, must be used to request a change to the publication's title, frequency of issue, location of the KOP, qualification category, or price category. A reentry fee must be paid. The current fee price is listed in Notice 123. A copy of PS Form 3510 is shown as [Exhibit III](#) in [Appendix G](#). See below for instructions on completing PS Form 3510.

6-3 Submitting PS Form 3510-M and 3510

Submit the completed PS Form 3510-M or PS Form 3510 at the Post Office of original entry. It may be submitted with the initial application for Periodicals privileges, or separately after Periodicals privileges have been approved.

Note: To change the location of the Known Office of Publication (KOP), the completed PS Form 3510 and fee must be submitted to the Post Office that serves the NEW KOP.

6-3.1 Completing PS Form 3510-M

6-3.1.1 Overview

Parts A, B, and C must be completed. 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 when intending to use the Plant-Verified Drop Shipment (PVDS) program (DMM 705.17.0). Otherwise, check the “no” box.

Item 3 — Enter the publication's ISSN (if one has been issued) and the USPS number. If a USPS publication number has not been assigned 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 Post 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

One or more additional entries may be opened 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 when 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 — appropriate box to open, close, or modify the entry information.

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

Estimated Number of Copies — Enter the approximate number of copies for issues that will be mailed at this Post Office.

6-3.1.4 Part C

In items 9 through 14, print the publication's primary contact name, have them sign and date the application, and provide their email address and telephone number.

Submit the completed PS Form 3510-M with the completed PS Form 3500 (application for original entry).

6-3.2 Completing PS Form 3510**6-3.2.1 Overview**

Parts A, B, and C must be completed. A copy of PS Form 3510 is shown as [Exhibit III](#) 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 the publication's ISSN (if one has been issued) and the USPS publication number. If a USPS publication number has not been assigned 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 Post 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 (New Changes Only)

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 — one change or multiple changes can be entered on a single 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 and reentry fee to the Post Office that serves the new KOP.)

Item 7e — Enter the change in the publication category. Appropriate documentation and a Postal Service review of records may be required.

Item 7f — Enter the change in the applicable prices for the publication. Appropriate evidence must also be provided 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 the publication's primary contact name, have them sign and date the application, and provide their email 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 the publication's 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 Publication number if ISSN has not been assigned
- ☐ Issue Date (may be on cover)
- ☐ Statement of Frequency
- ☐ Issue Number (may be on cover)
- ☐ Subscription Price (optional)
- ☐ Publisher Name and Address of KOP
- ☐ Periodicals Postage Imprint "(Periodicals Postage Pending at ¼)"
- ☐ Change of Address Information ("POSTMASTER: Send address changes to...")

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

Note: If the publication does not contain a correct identification statement when the application is filed, a letter of intent showing the corrected identification statement as it will appear in the next printed issue of the publication must be attached to the application.

Sample Identification Statement (Pending Publication)

THE DAILY TIMES Issue 5 March 2001 (ISSN 7132-698X) is published daily except Sundays and federal holidays for \$28 per year by Wright News Co., 123 Maine Avenue, Washington, DC 20024-0001. Application to mail at Periodicals postage is 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 to determine whether issues of a publication are eligible for the lower, In-County prices. In-County prices are based on the paid (subscribed) or requested distribution of the publication.

Note: In-County price eligibility is determined on an issue-to-issue basis and remains subject to the total subscribed or requested distribution. Changes in subscribed or requested circulation can affect In-County price eligibility. Make copies of this worksheet and use it as needed to determine whether a publication remains eligible for In-County prices.

Also, subject to DMM 207.11.3.3, nonsubscriber or nonrequester copies may be mailed at In-County prices if they total no more than 50 percent of the total number of subscriber or requester copies of the publication mailed at In-County prices during the calendar year. If the 50-percent calendar year limit is exceeded, the nonsubscriber or nonrequester copies that exceed the limit are ineligible to be mailed at In-County prices.

For more information on In-County prices, refer to DMM 207.11.1.

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. Is your total subscribed or requested circulation less than 10,000 copies per issue?

- ☐ Yes
- ☐ No

If you answered “Yes,” all subscribed or requested 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 2.

2. Is your subscribed or requested circulation of 10,000 or more copies per issue more than half of the total circulation distributed within the same county as the Post Office of original entry?

- ☐ Yes
- ☐ No

If you answered “Yes,” all subscribed or requested 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 207.6.2.1 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 207.6.2.2, 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).

Appendix D

Nonprofit Preferred Price Periodicals

This appendix describes the various types of nonprofit authorizations permitted and explains what constitutes primary purpose for these organizations. Publishers applying for nonprofit preferred prices, must also provide supporting documentation that proves the organization is eligible in one of the following categories as specified in DMM 207.10.

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 (DMM 207.10.3) 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 (DMM 207.10.4).

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 (DMM 207.11.2).

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 (DMM 207.11.2.2).

Appendix E

Telemarketing, Internet, and Text Message 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 and the date signed by the requester.

E-0.2 Internet Requests

A request that expresses a desire to receive copies of future issues of the publication transmitted to the publisher by email communication may be counted if the request includes:

- a. The title of the publication.
- b. The requester’s name.
- c. Terms; length of the subscription.
- d. The requester’s physical address.
- e. The requester’s email address.
- f. The date of the request.
- g. A copy of the offer.

When audits are performed, publishers must print out all documents associated with a request for the names selected. If multiple titles are offered, they must be produced by a single publisher. If the title is printed in full on the subscription offer, abbreviations in requester records are acceptable.

E-0.3 Text Message Requests

A request that expresses a desire to receive copies of future issues of the publication transmitted to the publisher by text message (i.e., transmitted to

the publisher through a Short Message Service (SMS) or Multimedia Messaging Service (MMS) may be counted if the request includes:

- a. The title of the publication.
- b. The requester's name.
- c. Terms; length of the subscription.
- d. The requester's physical address.
- e. The requester's email address or phone number.
- f. The date of the request.
- g. A copy of the offer.

When audits are performed, publishers must print out all documents associated with a request for the names selected. If multiple titles are offered they must be produced by a single publisher. If the title is printed in full on the subscription offer, abbreviations in requester records are acceptable.

E-0.4 **Validating Telemarketing, Internet, and Text Message Requests**

In order for the Postal Service to validate requests obtained by telemarketing, the Internet, or text message during an audit, all items in sections E0.1–E0.3 must be available at the time of the audit. As an alternative to having the Postal Service validate requests, the publisher may elect to contract with an authorized audit bureau to review such requests.

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.

Publishers who wish to apply for an ISSN before filing the application for Periodicals mailing privileges can download an application from the Library of Congress website at 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 ISSN applications to be processed.

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Appendix G

Forms

Exhibit I

PS Form 3500

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

Application for Periodicals Mailing Privileges					
Filing Status	Type of Publication—See DMM® 207.6 (Check only one): <input type="checkbox"/> General Publication—Complete Parts A and B. <input type="checkbox"/> Requester Publication—Complete Parts A and C. <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 State Department of Agriculture—Complete Parts A and D. <input type="checkbox"/> New Launch—Complete Part A and check appropriate box in either Part B or C.				
	<input type="checkbox"/> Foreign Publication—Complete Parts A and B. <input type="checkbox"/> Publication of Institutions and Societies with Publisher's Advertising Only—Complete Parts A and D. <input type="checkbox"/> Publication of Institutions and Societies with General Advertising—Complete Parts A, D, and E. <input type="checkbox"/> Request for Permission to Mail at Special Periodicals Rates—Complete Part F and all other applicable parts.				
Part A					
Publication Information	1. Title of Publication as Shown on Publication		2. Name of Publishing Company <i>(Agent for Foreign Publication)</i>	3. ISSN <i>(If already assigned)</i>	
	4. Frequency of Issue <i>(Be specific. For example, "weekly," "monthly except June")</i>		5. Number of Issues Published Annually	6. Basic Annual Subscription Price	
	7. Full Name of Owner <i>(Individual, partnership, or corporation)</i>		8. Complete Address of Known Office of Publication, including County. For foreign publications, list the agent's address <i>(not a PO Box™ address)</i> .		
	9. If owned by a corporation, list the names of all stockholders owning or holding 1 percent or more of the total stock. <i>(Attach a separate sheet, if necessary)</i>		8.a. County _____		
	10. Are any of the owners or stockholders interested financially in any business or trade represented by the publication? <i>(Check one)</i>		<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? <i>(Check one)</i>		<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? <i>(Check one)</i>		<input type="checkbox"/> Yes If response is "Yes," explain how many copies are furnished and what are the reasons. <input type="checkbox"/> No		
	13. Date of Issue <i>(Usually issue published closest to date of filing)</i>		14. Total Number of Copies Printed for Issue in Box 13 <i>(For foreign publications, number of copies imported into United States)</i>		
	15. Contact's Name		16. Contact's Email Address	17. Contact's Telephone Number	
	I hereby certify that all information furnished on this form 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 Person Applying	
			19. Date Signed		
Part B					
Check if Applicable: <input type="checkbox"/> Application under New Launch Procedure <i>(Attach publisher's signed business plan)</i> <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					
Paid Distribution	1. Basic Annual Subscription Price		\$	5. Copies Purchased by Others <i>(Attach a separate sheet showing who purchased, for what price, and for what purposes)</i>	
	2. Subscriptions Received by the Publisher at the Basic Annual Subscription Price from Persons to Whom Publication Is Sent			6. All Single Copies Sold <i>(Newsstand, vendor, street sales)</i>	
	3. Subscriptions Received Under Offer of a Premium or Other Reduction Arrangement <i>(Attach a separate sheet, if necessary)</i>			7. Copies Furnished to Actual Advertisers in This Issue to Prove Insertion of Ads <i>(One copy per advertiser)</i>	
	3.a. Description of Premium or Reduction Arrangement			8. Copies Exchanged with Other Publications <i>(One copy for another)</i>	
	3.b. Publisher's Cost per Item	3.c. Retail Value	3.d. Value Represented	9. Other Paid Circulation <i>(Describe)</i>	
	4. Subscriptions Paid for with Dues or Contributions <i>(Attach printed copies of forms used for taking these subscriptions)</i>			10. Total Paid Distribution <i>(Add items 2 through 9)</i>	
Nonsub.	11. Single or Bulk Copies for Free Distribution <i>(Samples/comps)</i>			13. Nominal Rate Subscriptions <i>(DMM 207.6.1.2)</i>	
	12. Expired Subscriptions			14. Total Nonsubscriber Distribution <i>(Add items 11 through 13)</i>	

PS Form 3500, September 2025 (Page 1 of 3) PSN: 7510-05-000-4625

This form is available online on the [USPS.com](https://www.usps.com)® website.

Application for Periodicals Mailing Privileges



Percentage	15. Total Copies Distributed (Add items 10 and 14)		
	16. Unsold Newsstand and Vending Copies on Hand, Inventory for Future Orders, Copies Destroyed, etc. (Attach documentation)		17. Total Copies Printed (Add items 15 and 16. Should match total on press run/order or number imported. Attach press run or print order)
	18. Percentage of Qualified Subscribers (Divide item 10 by item 15)		

Part C

Check if Applicable: ☐ Application under New Launch Procedure (Attach publisher's signed business plan) ☐ Initial Audit of Circulation by Authorized Audit Bureau Requested ☐ 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 6 (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)						
Nonreq.	9. Requests More Than 3 Years Old			11. Total Sample Copies Distributed (In the mail or otherwise)		
	10. Requests Induced by a Premium Offer or Material Consideration			12. Total Nonrequester Distribution (Add items 9 through 11)		
Percentage	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)					

Part D

Type of Organization (Complete one row only)				Attach to Application	
Institutions/Societies	1. Benevolent or Fraternal		1.a. No. of Members	1.b. Publication Is Published: <input type="checkbox"/> By Society or <input type="checkbox"/> Under Auspices of Society or Order	
	2. Society		2.a. Type:	<input type="checkbox"/> Literary <input type="checkbox"/> Professional <input type="checkbox"/> Historical <input type="checkbox"/> Scientific	
	3. Trade Union		3.a. Publication is Published:	<input type="checkbox"/> By Trade Union <input type="checkbox"/> Under Auspices of Trade Union	
	4. Church or Church Organization		4.a. Publication is Issued by:	<input type="checkbox"/> Church <input type="checkbox"/> Church Organization	
	5. Institution of Learning	5.a. Is publication issued by a regularly incorporated institution of learning? <input type="checkbox"/> Yes <input type="checkbox"/> No	5.b. 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	5.c. 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		6.a. Agency Issuing Publication		Evidence that the publication is issued by a church or church organization
	7. Educational Radio or Television Agency of a State or Political Subdivision of a State, or a Nonprofit Educational Radio or Television Station		7.a. Category under Which Applying		Evidence that the publication is issued by a church or church organization

Application for Periodicals Mailing Privileges



Part E

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 mail 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)			

Part F

Preferred Prices	1. If this application includes a request for Preferred Periodicals privileges, submit documentation that shows your organization meets the requirements in DMM 207.10. (Check one box in either A or B)	
	A. Nonprofit Category (Check one box only) <input type="checkbox"/> Religious <input type="checkbox"/> Philanthropic <input type="checkbox"/> Veterans <input type="checkbox"/> Educational <input type="checkbox"/> Agricultural <input type="checkbox"/> Fraternal <input type="checkbox"/> Scientific <input type="checkbox"/> Labor <input type="checkbox"/> Other Qualified Organizations	B. Price (Check one box only) <input type="checkbox"/> Science-of-Agriculture (DMM 207.11.2) <input type="checkbox"/> Classroom (DMM 207.10.4)
	2. Was this 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	

PCSC	PCSC Specialist — Date	Origin Entry Office	Fee Payment Date	PP#
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INSTRUCTIONS FOR COMPLETING PS FORM 3500, APPLICATION FOR PERIODICALS MAILING PRIVILEGES

Basic Criteria

A publication must first meet these basic criteria to qualify for Periodicals prices:

- The publication must be **published in printed form at a frequency of at least four times per year** indefinitely, showing continuity from issue to issue with the purpose to transmit information of a general or specific nature.
- The publication must maintain a Known Office of Publication (KOP) where normal business is conducted during posted hours. The KOP may not be a PO Box™ or Commercial Mail Receiving Agency address.
- The total distribution of the publication must be sent to a minimum of 50 percent legitimate subscribers or requesters, which must be validated by an audit.

See [Mailing Standards of the United States Postal Service, Domestic Mail Manual \(DMM®\), section 207](#) for the full list of requirements, pricing, and preparation. Additional resource:

- [Handbook DM-204, Applying for Periodicals Mailing Privileges](#)

Questions? Contact the Pricing and Classification Service Center (PCSC) at PCSC@usps.gov with "Periodicals Application Questions" as the subject line.

Filing the Application — Existing Periodicals

The completed application and supporting documentation must be submitted via email to PCSC@usps.gov with the subject line "New Periodicals Application." See below for a full list of required attachments:

1. A completed PS Form 3500, *Application for Periodicals Mailing Privileges*.
2. If you intend to mail at a Post Office™ location other than the Post Office location that serves your known office of publication, you must also submit a completed PS Form 3510-M, *Application for Additional Mailing Office for Periodicals Publication*.
3. A completed PS Form 3548, *Review and Verification of Circulation*.
4. A PDF of the front page of the publication.
5. A PDF of the ID statement (an example is available in [Handbook DM-204, Appendix A](#)).
6. A pure and complete list of legitimate subscribers or requesters in Excel format.
7. A copy of print order (press run) and printer's invoice for issue noted on application.

A non-refundable application fee payment will be required after initial documents are reviewed. The fee may be paid by cash, check (payable to "Postmaster"), or credit card, and must be paid at the Post Office location serving as the original entry office.

New Launch Instructions — Planned Periodicals

To submit PS Form 3500, *Application for Periodicals Mailing Privileges*, under the **New Launch** procedure, the publisher must complete Part A of the form and check the appropriate box in Part B or Part C. In addition, the publisher must include a business plan that:

- Outlines actions to be taken to develop the publication's subscriber or requester circulation, including forecasted dates of completion. Examples of such actions include, but are not limited to, marketing efforts such as direct mail, telemarketing, and the Internet; sample copies in and outside the mail; and other forms of promotion and advertising.
- Includes a statement that the publisher will declare circulation data on an updated PS Form 3500 within 15 months of the date of initial application.

The business plan must be signed by the publisher and dated the same day as the initial application date, and must include the following statement:

"I understand that a denial by the Pricing and Classification Service Center (PCSC) of an application submitted under the New Launch procedure may be appealed to the manager of Mailing Standards, who will issue the final agency decision on the application. I agree that the decision by the manager of Mailing Standards, or the manager's designee, is not subject to an appeal to the Office of Administrative Law Judges or the Judicial Officer under 39 CFR 954, or otherwise subject to further review, and that neither I nor anyone else on behalf of the publisher will seek such review."

The partially completed PS Form 3500 along with the business plan must be submitted via email to PCSC@usps.gov with the subject line "New Launch Periodicals Application." The publisher has 15 months from the date of the initial application to submit an updated PS Form 3500 with Part B completed for a "general" publication, or Part C completed for a "requester" publication, and all supporting information required by PS Form 3500. The PCSC will notify the publisher in writing if any additional information is needed to complete or clarify the application.

INSTRUCTIONS FOR COMPLETING PS FORM 3500, APPLICATION FOR PERIODICALS MAILING PRIVILEGES (CONT.)


Determining Your Filing Status

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

If...	Then your publication may be eligible as a...	And you can read more in...	To apply, complete...
At least 50 percent of your total distribution goes to individuals who have paid above a nominal rate.	<i>General Publication</i>	DMM 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

Exhibit II
PS Form 3510-M

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

		Application for Additional Mailing Office for Periodicals Publication (Pending Applications and Mailing at Non-Postal/One! Offices Only)				
Instructions						
1. You must prepare mailings of the publication in accordance with Postal Service™ standards in the <i>Domestic Mail Manual</i> (DMM®). These standards are available at your local Post Office™ and on the Internet at http://pe.usps.com . 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.						
2. Complete all applicable items in Part A and Part B.						
3. Your application must be accompanied by two copies of your publication showing the identification statement as revised to correspond to the change (see DMM 207.4.11.5g).						
4. Complete Part C and submit a copy of this form to the Post Office serving your known office of publication.						
Part A. General						
1. Full Title of Publication				2. Is postage paid under CPP? <input type="checkbox"/> Yes <input type="checkbox"/> No		
3. Publication Number USPS® _____ ISSN _____		4. No. of Issues per Year		5. Frequency of Issuance		
6. Post Office serving known office of publication, state, and ZIP+4® TO: POSTMASTER			7. 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>)			
Part B. Additional Mailing Office Application						
8. Use a sequential item number for each additional entry office affected by this request. Furnish information in each applicable column for each item (entry).						
Item Number	Post Office and ZIP Code™ (<i>Not a station, branch, or transfer hub</i>)	Nature of Action			Requested Effective Date	Estimated Number of Copies
		Open (Add)	Close (Cancel)	Modify		
Attach Additional Sheets if Necessary						
Part 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 (<i>Include area code</i>)	
PS Form 3510-M , December 2014 (Page 1 of 2) This form is on the Internet at 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 for Reentry or Special Price Request for Periodicals Publication*.

 UNITED STATES POSTAL SERVICE®	Application for Reentry or Special Price Request for Periodicals Publication
Instructions	
<ol style="list-style-type: none"> 1. You must prepare mailings of the publication in accordance with Postal Service™ standards in the <i>Domestic Mail Manual</i> (DMM®). These standards are available at your local Post Office™ and on the Internet at http://pe.usps.com. 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. 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. 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 ONLY for special prices. 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. 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. 	
Part A. General	
1. Full Title of Publication (<i>Show current authorized title, even if title is being changed</i>)	
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® <div style="text-align: center;">TO: POSTMASTER</div>	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>) _____ _____ _____
Part B. Reentry Application	
7. I am applying for reentry. I request the following changes to the conditions of entry for the above publication.	
a. Change Frequency to: (<i>See note to item 2 under "Instructions" above</i>) _____	b. Change Number of Issues per Year to: _____
c. Change Title to: _____	d. Publisher's Address if Changed From the Authorized Known Office of Publication in Item 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>) _____ _____ _____
e. Change Category of Authorization to: (<i>See DMM 207.6 — you must also submit PS Form 3500 with evidence of qualification</i>)	
<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> DMM 207.6.1 General Publications </div> <div style="width: 48%;"> <input type="checkbox"/> DMM 207.6.3 Publications Issued by State Departments of Agriculture </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 48%;"> <input type="checkbox"/> DMM 207.6.2 Publications of Institutions and Societies With: <input type="checkbox"/> General Advertising <input type="checkbox"/> Publisher's Advertising Only </div> <div style="width: 48%;"> <input type="checkbox"/> DMM 207.6.4 Requester Publications <input type="checkbox"/> DMM 207.6.6 Foreign Publications </div> </div>	
f. Change Prices to:	
<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <input type="checkbox"/> Regular <input type="checkbox"/> Science-of-Agriculture <input type="checkbox"/> Classroom </div> <div style="width: 48%;"> <input type="checkbox"/> Nonprofit — Publications of qualified nonprofit organizations (<i>if selected, check one other category below</i>) <input type="checkbox"/> Religious <input type="checkbox"/> Philanthropic <input type="checkbox"/> Other (<i>specify</i>) _____ </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 48%;"> <input type="checkbox"/> Educational <input type="checkbox"/> Labor </div> <div style="width: 48%;"> <input type="checkbox"/> Scientific <input type="checkbox"/> Agricultural <input type="checkbox"/> Veterans <input type="checkbox"/> Fraternal </div> </div>	
g. Requested Effective Date _____	
<div style="display: flex; justify-content: space-between; font-size: small;"> PS Form 3510, December 2014 (Page 1 of 2) PSN: 7530-01-000-9928 This form is on the Internet at www.usps.com®. </div>	

Part C. Applicant Signature

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>

Part D. Postmaster

- A. Review the application and identification statement for accuracy and completeness; collect the applicable fee(s). (Do not collect a fee if application is **only** for special Periodicals prices.)
- 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. **Note:** If you are serving as the Centralized Acceptance Post Office for this publication, complete 14b.
- 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.

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.

14. a. Postmaster's Comments <i>(Attach additional sheets if necessary)</i>		15. Amount of Fee Collected and Date Paid \$
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 _____		
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)