

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

Application for Periodicals Mailing Privileges



Filing Status	Type of Publication—See DMM® 207.6 (Check only one):	
	General Publication—Complete Parts A and B.	Foreign Publication—Complete Parts A and B.
	Requester Publication—Complete Parts A and C.	Publication of Institutions and Societies with Publisher’s Advertising Only—Complete Parts A and D.
	News Agents—Complete Part A and attach a separate sheet listing the publications you handle and where they are published.	Publication of Institutions and Societies with General Advertising—Complete Parts A, D, and E.
	Publication of State Department of Agriculture—Complete Parts A and D.	Request for Permission to Mail at Special Periodicals Rates—Complete Part F and all other applicable parts.
	New Launch—Complete Part A and check appropriate box in either Part B or C.	

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>		Yes No	If response is “Yes,” explain the interest.	
	11. Do any of the persons or concerns that advertise in the publication have any interest therein? <i>(Check one)</i>		Yes No	If response is “Yes,” explain the interest.	
	12. Is more than one copy of each issue furnished to any one advertiser therein? <i>(Check one)</i>		Yes No	If response is “Yes,” explain how many copies are furnished and what are the reasons.	
	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 Application under New Launch Procedure Initial Audit of Circulation by Electronic Copies — Initial Audit of Circulation
 Applicable: *(Attach publisher’s signed business plan)* Authorized Audit Bureau Requested 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>

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 Application under New Launch Procedure Initial Audit of Circulation by Electronic Copies—Initial Audit of Circulation
 Applicable: (Attach publisher's signed business plan) Authorized Audit Bureau Requested 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: By Society or Under Auspices of Society or Order	Certified copy of the constitution and bylaws and the resolution or order showing the date publication was adopted by the organization	
	2. Society	2.a. Type:	Literary Professional Historical Scientific		
	3. Trade Union	3.a. Publication is Published:	By Trade Union Under Auspices of Trade Union		
	4. Church or Church Organization	4.a. Publication is Issued by:	Church Church Organization	Evidence that the publication is issued by a church or church organization	
	5. Institution of Learning	5.a. Is publication issued by a regularly incorporated institution of learning? Yes No	5.b. Is publication issued by a regularly established state institution of learning supported in whole or in part by public taxation? Yes 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? Yes No	Certified copy of the charter, articles of incorporation, legislative act creating the institution and amendments thereto, and, when necessary, evidence to substantiate nonprofit status or support by public taxation
	6. State Agency of Health, Public Charities, Corrections, Agriculture, Conservation, Fish and Game, or Industrial Development			6.a. Agency Issuing Publication	
	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 authorized station issues the publication

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)	B. Price (Check one box only)
	Religious Philanthropic Veterans Educational Agricultural Fraternal Scientific Labor Other Qualified Organizations	Science-of-Agriculture (DMM 207.11.2) 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?		
Yes No		

PCSC	PCSC Specialist – Date	Origin Entry Office	Fee Payment Date	PP#
-------------	------------------------	---------------------	------------------	-----