

PERIODICALS  
ACCURACY  
GRADING &  
EVALUATION

# Table of Contents

<b>Purpose/Overview</b> .....	1
<b>Types of Certification</b> .....	1
Product Certification .....	1
User Certification .....	2
Publisher (Mailer) Authorization for Acceptance of Weights .....	2
<b>Product Testing for Developers with On Site Audit</b> .....	3
<b>Product Testing for Developers at NCSC</b> .....	4
<b>User's Examination</b> .....	5
<b>Publisher's Application and Authorization</b> .....	6
<b>Test Criteria</b> .....	7
<b>PAGE Cycles and Recertification</b> .....	7
Cycles Initiated from Changes in Periodicals Mailing .....	7
Recertification Due to Change of Software .....	7
<b>PAGE Certification Calendar</b> .....	7
<b>PAGE Testing Fees</b> .....	8
<b>Product/Developer Certification Information</b> .....	8
Product and Version Number .....	8
Version Number Policy .....	8
PAGE Phraseology and Logo .....	9
Licensing Certified Products/Engines .....	9
Field Error Detection and Resolution .....	9
<b>Required PEW Report</b> .....	10
<b>Publisher's Edition Worksheet (PEW)</b> .....	12
<b>Formatting the PEW</b> .....	12
Header Info .....	12
Publisher's Edition Codes Worksheet .....	12
Calculating Domestic Periodicals .....	12
Grouping Domestic Editions .....	13
Formatting the Domestic Worksheet .....	13
Calculating Foreign Periodicals .....	13
Grouping Foreign Editions .....	13
Formatting the Foreign Worksheet .....	13
<b>The PAGE Process for Developers</b> .....	14
General Testing Instructions .....	14
<b>Certification Criteria</b> .....	14
<b>Clarifications of Periodicals Mailing Standards</b> .....	15
<b>User Certification Information</b> .....	19
User Certification .....	19
User Testing Requirements .....	19
<b>Publishers Authorization Process</b> .....	21
Overview .....	21
How to Apply: .....	21
Where to Apply: .....	21

When to Apply: ..... 21

**PAGE Phase I Frequently Asked Questions (FAQs) ..... 22**

**PAGE Phase II Frequently Asked Questions (FAQs) ..... 23**

**PAGE Phase III Frequently Asked Questions (FAQs) ..... 24**

Contact Information ..... 25

# Purpose/Overview

The Periodicals Accuracy, Grading, and Evaluation (PAGE) program is a process designed in cooperation with the publishing industry to evaluate publication and print planning (ppp) software and to determine its accuracy in calculating virtual copy weight and the percentage of advertising according to *Domestic Mail Manual (DMM)* standards. Participation in the program is purely voluntary. Although this program evaluates and validates copy weight and advertising percentage calculations, PAGE does not eliminate physical review of issues or annual audits of Periodicals prepared using PAGE-certified software. However, PAGE does allow Periodicals mailers to forego the submission of marked copies for every edition of every issue, unless otherwise requested by postal officials. PAGE certification is available to developers of software products and the software users. This program will test and certify the calculation accuracy of ppp software on the product level. On the user level, the competency and general knowledge of Periodicals mailings as set forth in the DMM and applicable Customer Support Rulings (CSRs) is tested. Additionally, any mailer (publisher) wishing to forego the submission of marked copies must be authorized for acceptance of Periodicals weights from PAGE certified software through the Pricing and Classification Service Center (PCSC). Authorization involves completing and returning the Application to Accept Publisher's Weights for Periodicals along with all required materials to the PCSC.

The USPS defines a PAGE-certified software product as a publication and print planning (ppp) software specifically written to operate on a particular platform or operating system and assigned a specific version number. Many products use different language compilers to process files within different operating systems or on different hardware platforms. Therefore, to maintain the highest quality standards, PAGE will certify a developer's product that operates on a particular platform at the current version number. The developer may submit all platforms or as many as he/she chooses for certification. PAGE will evaluate each publication and print planning software product platform on its own merits and will issue a specific certification for that platform if warranted.

*Note: Throughout this manual, any reference to a "publication and print planning software product" implies a product written for a specific hardware/software platform at the current version number.*

**Example:**

<u>Developer</u>	<u>PPP Product</u>	<u>Platforms</u>	<u>Version</u>
Mags R Us	Super Layout	Windows NT for PC	1.2

## Types of Certification

### Product Certification

Product certification is available to companies who write their own print production and planning software that includes postal calculations of virtual copy weight and percentage of advertising. These software products may be available to mailers for purchase (retail product) or may be developed for internal use only (proprietary software). When purchasing the testing package, developers will ship the completed pre-certification survey and the software to the PAGE team for analysis of the calculation algorithms and procedures. An on-site audit is also available to Developers as needed.

Upon successful completion of testing, developers are awarded a certificate indicating their company name, the product name and the version certified. Certification is valid through the end of the cycle in which the product is tested annually. Certified products will be listed on the PAGE certified list posted on our Web site at [ribbs.usps.gov/files/PAGE](http://ribbs.usps.gov/files/PAGE).

Developers **MUST** complete the certification process before their users are eligible to participate.

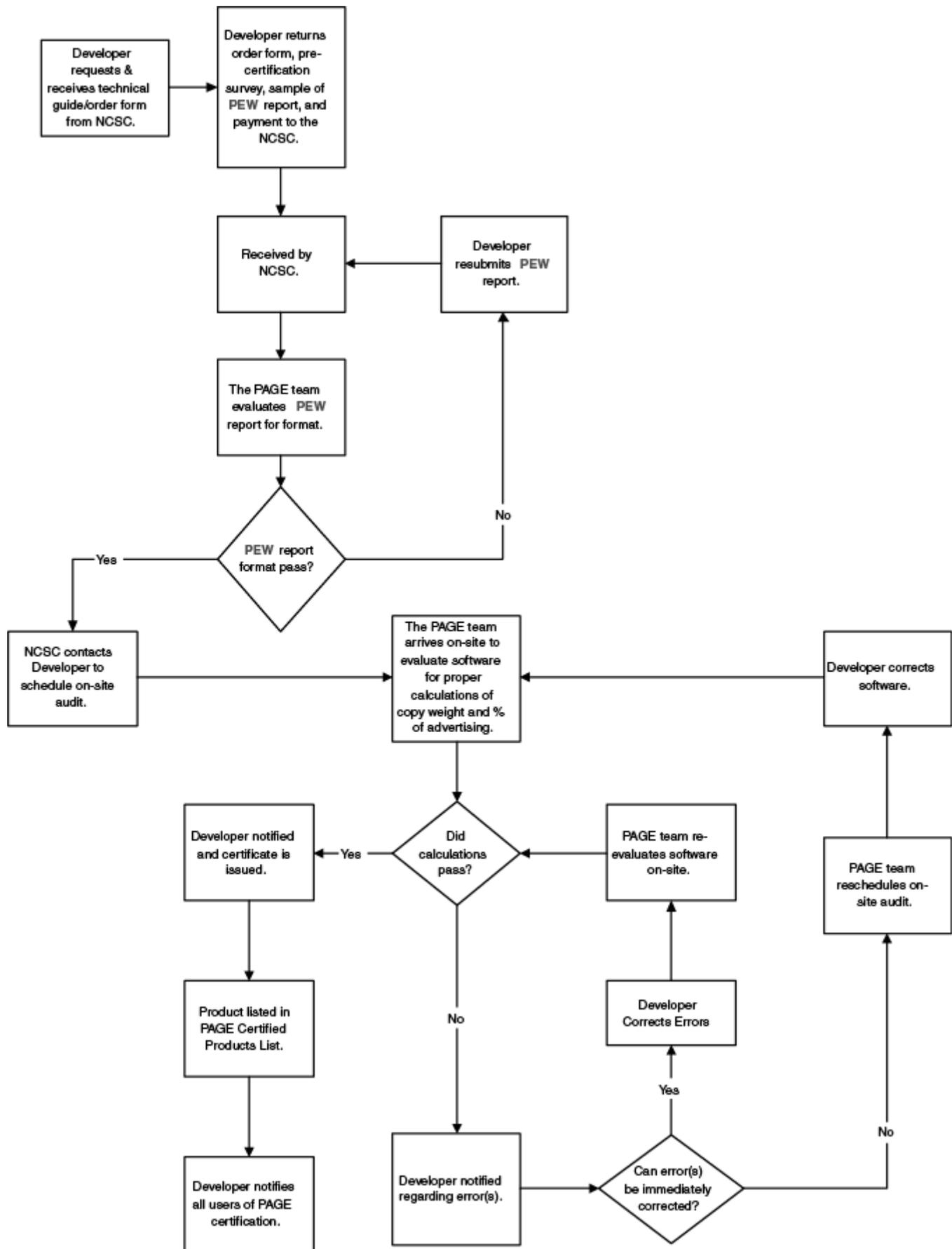
## User Certification

Upon product certification or purchase of a PAGE-certified product, user certification is available to those who will operate the software. Users are required to submit an electronic layout of a current issue (largest edition) of their publication along with a manual marked copy of the same issue/edition. In addition, users must complete a written examination of fundamental knowledge of Periodicals mailing requirements and regulations contained within the DMM and any relevant CSRs. Participants must score a 90% or better to pass the exam. Upon successful completion of testing, users are awarded a certificate indicating their name, company name, publication(s), and the particular product that they are certified to use. Certification is valid through the end of the cycle in which they were tested (typically two years). Certified users will be listed on the PAGE-certified list posted on our web site at [ribbs.usps.gov/files/PAGE](http://ribbs.usps.gov/files/PAGE).

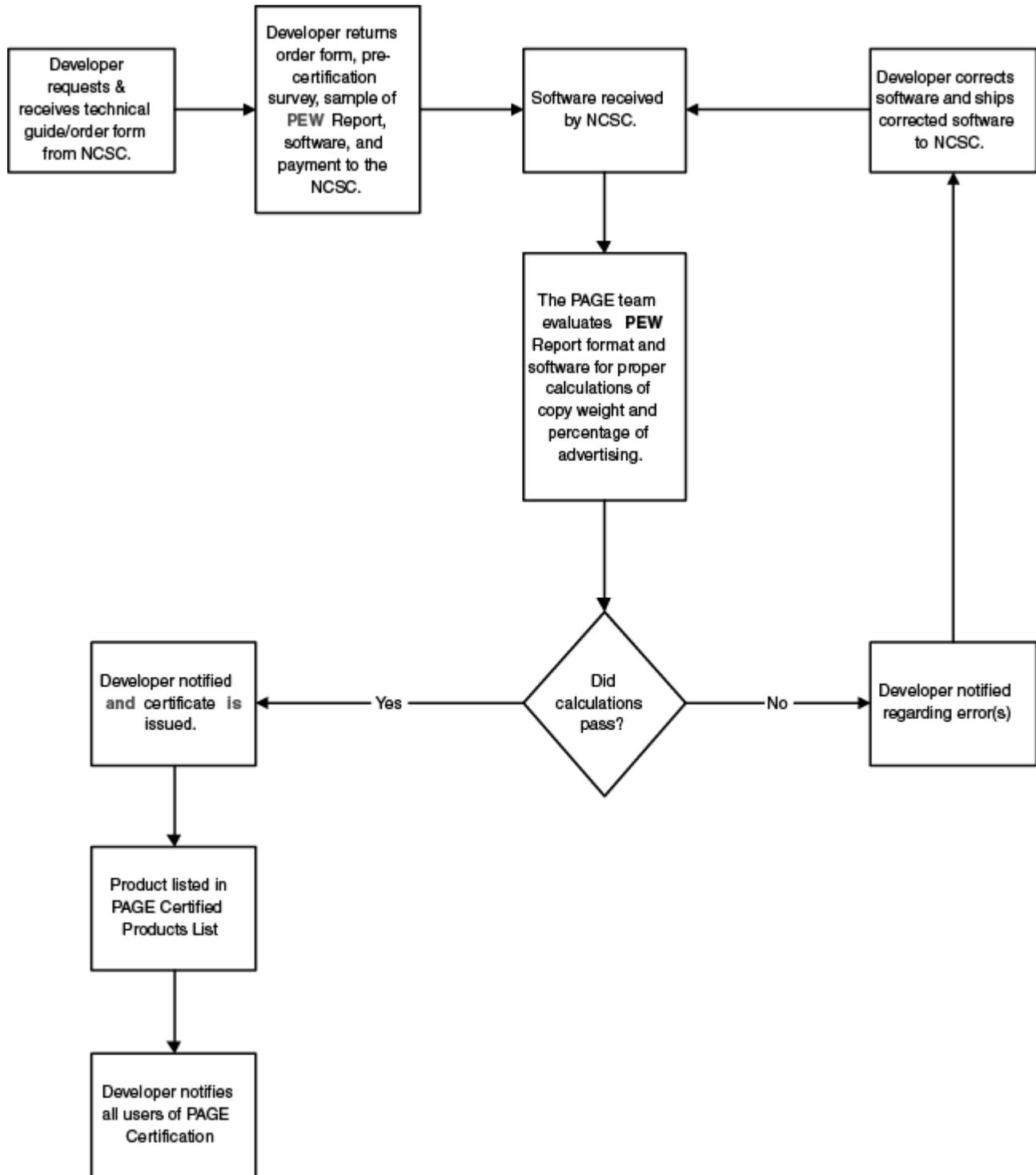
## Publisher (Mailer) Authorization for Acceptance of Weights

In order to qualify for the acceptance of weights from PAGE-certified software and to forego the submission of marked copies for every mailing, the publisher (or mailer) must also complete the authorization process through the PCSC. For the publisher to be eligible for authorization, those responsible for the construction of publications using PAGE-certified software must first obtain certification to use that software.

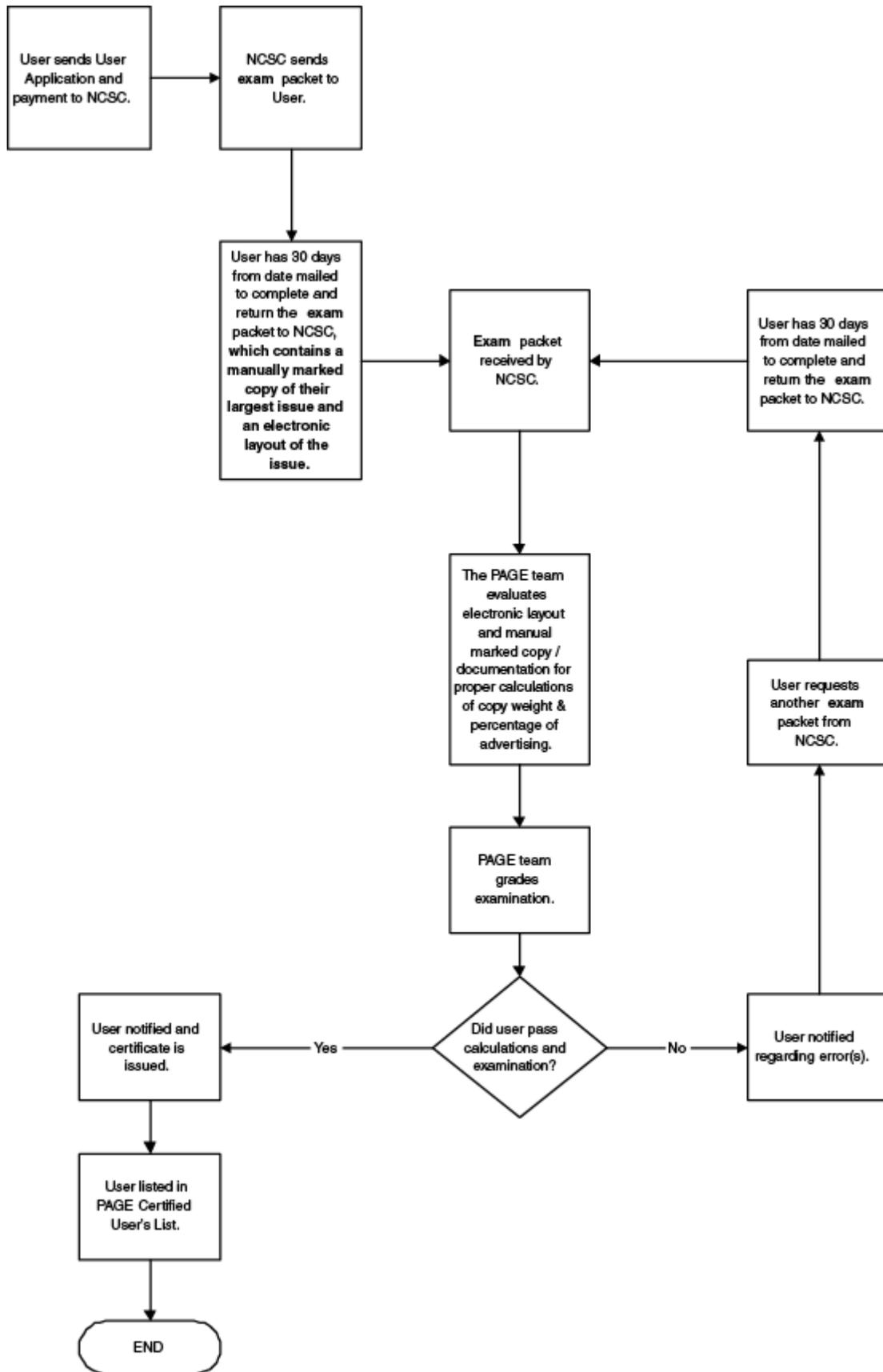
## Product Testing for Developers with On Site Audit



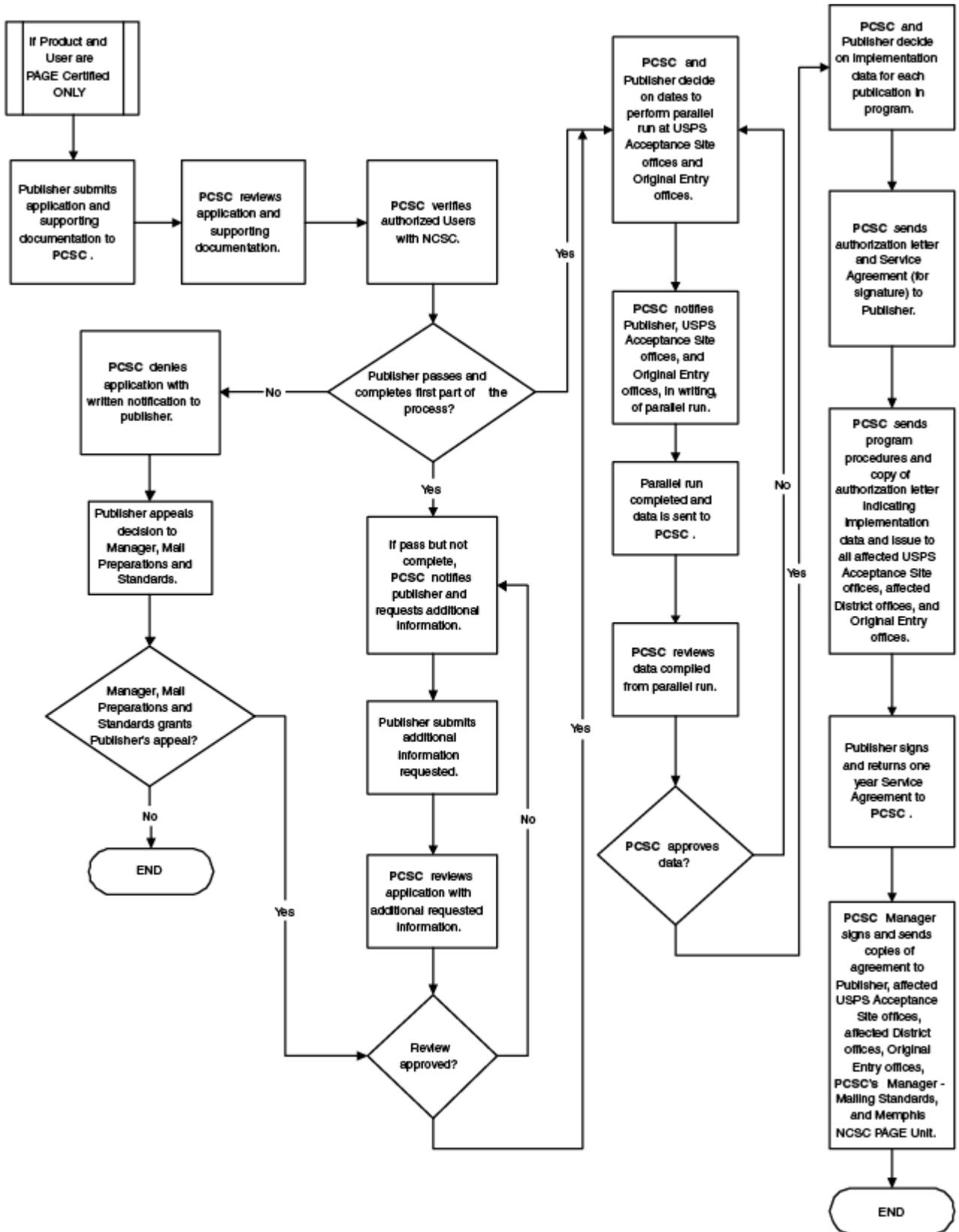
## Product Testing for Developers at NCSC



## User's Examination



# Publisher's Application and Authorization



## Test Criteria

PAGE evaluates the accuracy of publication and print planning software products by testing copy weight and advertising percentage calculations and algorithms as well as the basic fundamental regulations of Periodicals mail. The USPS selects different testing scenarios based upon, but not limited to, these key factors:

- Recent Customer Support Rulings released
- Situations in which significant errors are being detected by business mail entry units (BMEU's)
- Periodicals regulations that are relatively new
- Any changes in the DMM that could affect Periodicals classification

## PAGE Cycles and Recertification

### Cycles Initiated from Changes in Periodicals Mailing

The cycle period for PAGE certification generally lasts for one year. However, dates in the cycle are tentative. The USPS reserves the right to begin a new cycle at any time if it deems that any of the following (or any other) factors cause significant enough changes to the dynamics of Periodicals mailing.

- Significant changes made to the DMM or Periodicals regulations
- Changes made to or release of new Customer Support Rulings

Developers and publishers will be notified if any such changes take place. Certification will be valid until the end of the new cycle.

### Recertification Due to Change of Software

Any change to an existing software product must be reported in writing on company letterhead to the PAGE Department at the National Customer Support Center (NCSC) before release. The change will be evaluated to determine whether the calculation logics are affected and if the product and/or the users of that product require recertification. Recertified products and/or users are certified through the end of the current PAGE cycle. It is the responsibility of the developer to notify any users if any change to the software requires them to be recertified.

## PAGE Certification Calendar

PAGE developers have a beginning test cycle, but thereafter the testing cycle is continuous. The developer testing cycle begins when the developer submits the initial application. Once certified, developers are notified 60 days prior to their certification anniversary date of the need to renew their certification for the coming year. Developer software is certified for one year.

# PAGE Testing Fees

PRODUCT –	Software analysis at NCSC	\$1000.00
	Software analysis at developer's site	\$2500.00
	Recertification software analysis at developer's site	\$1500.00
USER –	User testing packet and analysis	\$25.00
	PAGE Reference Kit (Optional)	\$20.00

## Product/Developer Certification Information

### Product and Version Number

The USPS requires publishers to indicate the product name and version number in the header of the PAGE report. Doing so will facilitate efficient resolution of errors or problems encountered when mail is presented for acceptance.

### Version Number Policy

All PAGE product certifications are awarded to specific versions of publication and print planning software products. To receive PAGE certification, these guidelines must be followed:

- If a grading review of the submitted product is completed without the need for any corrections or changes, the original version number of the publication and print planning software product submitted will be certified.
- After grading, if any corrections or changes to the publication and print planning software logic are required before certification is granted for any of the test categories, a new version number will be specified by the developer for the ppp software product after all corrections/modifications are successfully completed. The components of the version number are as follows:

Version Number	Revision No.	PAGE Cycle	Manufacturer No.
2.01	.03	.A	.99.09

Field A contains the software version number assigned by the developer. The number left of the decimal point represents the major release number, and the number to the right of the decimal point represents the version of the copy weight and advertising percentage calculation logic code. Any change to an existing software product's calculation logic must be reported in writing on company letterhead to the PAGE Department at the National Customer Support Center (NCSC) before release. The change will be evaluated to determine whether the product requires recertification.

*Note: Changing a PAGE-certified product's version number requires recertification of the product under the new version number.*

Field B contains the software revision number representing any non-calculation logic change to the software product. A change in the revision number would be enacted by, but not limited to, an update of enhancements to the user interface; updates to print drivers; or other types of revisions or updates.

Field C contains the PAGE cycle indicator assigned by the PAGE Department.

Field D contains the manufacturer number, which may be used by the manufacturer to indicate other internal tracking information such as monthly or quarterly database releases.

*Note: If Field D is used to indicate database release dates, the USPS recommends using a 2-byte number to indicate the year followed by a decimal and another 2-byte number to indicate the month of the database.*

## PAGE Phraseology and Logo

The USPS prohibits the use of the PAGE logo and any PAGE phraseology on all official USPS forms and required documentation, including postage statement facsimiles, the PAGE statistics report, and the USPS Qualification Report. However, PAGE-certified developers may use the PAGE logo and the phrase “PAGE-certified” on marketing materials and other user documentation.

A camera-ready PAGE logo sheet will be provided for use in developing advertising, packaging, and marketing materials. Duplication or reproduction of the logo is authorized under the following conditions:

- All certified publication and print planning software categories are specified
- The logo is not altered in any way

If the logo is reproduced or duplicated in color, you must use Pantone 294CVC for the blue.

## Licensing Certified Products/ Engines

If the PAGE-certified software is licensed to or from another company, the USPS National Customer Support Center (NCSC) must be informed in writing and complete testing must be conducted successfully to obtain certification for the new product.

If you use your PAGE-certified product as the publication and print planning software engine for other products within your product line, we recommend that you pursue certification for each individual product. However, you may choose to inform the NCSC of this product inter-relationship in writing on company letterhead. Certification will be granted to all products after successful completion of testing of the original product. The NCSC reserves the right to conduct random tests on any certified product during the certification cycle.

## Field Error Detection and Resolution

Occasionally, copy weight and advertising percentage calculation errors are detected and reported by USPS field personnel or mailers after a PAGE-certified product has been distributed to customers. If this situation occurs, the following protocol is followed to resolve the problem:

- 1) The PAGE Department starts an incident report file for the product and version number.
- 2) PAGE determines if the problem is a software calculation error or some other problem such as a user setup issue.
- 3) PAGE alerts the developer to the existence of the problem.
- 4) PAGE and the developer collaborate in determining a reasonable time frame in which to correct the problem. If the time frame is exceeded, PAGE certification may be revoked or suspended.
- 5) PAGE reserves the right to request that the developer retest any applicable test files before release.
- 6) When the PAGE Department determines that the problem has been corrected, the developer will release a patch to all customers.

It is the goal of the PAGE Department to assist developers in achieving the highest quality publication and print planning software product possible. The field error detection and resolution policy is a tool for ensuring continued accuracy of calculations. Regardless of cycle schedules, quality assurance remains an ongoing part of PAGE certification.

# Required PEW Report

PAGE Certified publishers are required to produce a Publisher's Edition Worksheet (PEW). The mailer is required to present this report to acceptance personnel for all Periodicals mailings. The following is the format of the PEW report:

Publisher's Edition Worksheet (PEW)		Date Authorized
1 → Vendor: ABC	2/28/02	2/28/02 3/11/02 3/11/02 3/9/02
2 → Publisher: Tricamo	3/11/02	
3 → Publication: Tric US Postal	3/11/02	
4 → Authorized Person:	3/9/02	
5 → Enclosure:	6 → RA/PS/1C In Entire Mailing	No/Yes No/Yes
7 → Weight:	8 → Total Domestic Weight Postage \$ 98,076.41	

Publisher's Edition Codes Worksheet:			DOMESTIC			
1 → Editions Per Group	2 → Edition Code	3 → Publishers Weight	4 → Group D1 Number of Copies	5 → Weight per Edition	6 → % Edition	7 → Cumulative Weight
1	A1	0.2456	44258	10870	4.77%	10870
2	A3	0.2366	44165	10449	4.59%	21319
3	B2	0.2377	43951	10447	4.59%	31766
4	B4	0.2388	43333	10348	4.54%	42114
5	B7	0.2399	43111	10340	4.54%	52454
<b>TOTALS</b>	<b>5</b>		<b>218818</b>		<b>23.03%</b>	
			<b>Group D2</b>			
1	C6	0.2805	36555	10254	4.50%	62708
2	C9	0.2420	42156	10201	4.48%	72909
3	D4	0.2431	41918	10189	4.47%	83098
4	Z1	0.1888	53897	10176	4.47%	93274
5	C4	0.2352	42984	10110	4.44%	103384
6	E5	0.2463	41053	10110	4.44%	113494
<b>TOTALS</b>	<b>6</b>		<b>258563</b>		<b>26.80%</b>	
			<b>Group D3</b>			
1	X2	0.2495	40488	10101	4.44%	123595
2	M1	0.2506	40213	10075	4.42%	133670
3	M2	0.2516	40000	10065	4.42%	143735
4	M5	0.2527	39833	10065	4.42%	153800
5	X3	0.2538	39500	10024	4.40%	163824
6	G6	0.2548	39258	10004	4.39%	173828
7	Y2	0.2559	39088	10003	4.39%	183831
8	Y8	0.2100	47611	9998	4.39%	193829
9	ADE4	0.2856	32658	9327	4.10%	203156
10	GRE5	0.2658	31245	8305	3.65%	211461
11	PO6	0.2085	31125	8490	3.73%	219951
12	SS7	0.2225	2000	4445	1.95%	224396
13	G45	0.2642	1254	3333	1.46%	227729
<b>TOTALS</b>	<b>13</b>		<b>723889</b>		<b>50.16%</b>	
<b>Total Domestic Editions</b>			24 ← 9			
10 → <b>Total Pounds</b>	227729					
<b>Halfway Pounds</b>	113864 ← 11					
			<b>Exhibit 1</b>			



# Publisher's Edition Worksheet (PEW)

The PEW is a report generated by the publisher/agent that is presented to the Detached Mail Unit (DMU) for verification of a publication's per copy weights under the PAGE program. The report's format and calculation must be followed specifically in order to obtain the most accurate results.

## Formatting the PEW

### Header Info

1. **Vendor** - Certified Software Vendor name & Date Authorized
2. **Publisher** - Publisher Name and Date Authorized
3. **Publication** - Publication Name and Date Authorized
4. **Authorized Person** - Authorized User's name and Date Authorized
5. **Enclosure Type:** RA - Ride-Along, PS - Presort Standard, 1C- First-Class
6. **Enclosure in Entire Mailing?:** 'Yes' or 'No'
7. **Weight** - Weight of Enclosure
8. **Total Domestic Weight Postage-** Document the total weight in dollars.

Enclosures: If a mailing has the same enclosure (Ride-Along, Presort Std, First-Class) in every copy of the mailing, denote it in the header section along with weight of the enclosure. If the enclosure is not in every copy, the PEW must clearly identify which editions contain the enclosure along with the weight. If there are multiple piece enclosures within the mailing, the PEW must identify these with the weights of each enclosure contained within.

### Publisher's Edition Codes Worksheet

#### **(D-Domestic Only, F-Foreign Only, B-Both)**

Two sections Domestic and Foreign (Only if applicable)

1. "Editions Per Group" column (B)
2. "Edition Code" column (B)
3. "Publisher's Weight" column (D)
4. "Number of Copies" column (B)
5. "Weight Per Edition" column (D)
6. "% Edition" column (D)
7. "Cumulative Weight" column (D)
8. "Price per Copy" column (F)
9. Total Editions (B)
10. Total Pounds (D)
11. Halfway Pounds (D)
12. Total Edition Postage (F)
13. Total Postage (F)
14. Total Foreign Postage (F)

### Calculating Domestic Periodicals

#### **Refer to Exhibit 1 - Publishers Edition Worksheet-Domestic**

Obtain the total weight of all the copies in each edition by multiplying the (#4) number of copies by the (#8) price per copy/weight. Next, sort the editions by the total weight of each edition, in descending order. Provide a cumulative weight column, sorted in ascending order, next to each edition. Obtain a total weight of the entire mailing and divide the total weight in half to get a "Halfway Weight".

## Grouping Domestic Editions

The editions must be grouped by first splitting the editions in half by total weight creating two groups. The editions in the bottom half of the split are labeled "Group D3". Take the top five editions from the top half of the split and separate them. These top five are labeled "Group D1". The remaining editions, excluding the top five, in the top half are labeled "Group D2".

*Note: When computing the halfway split with five or fewer editions in the top half, this entire group becomes "Group D1" and there is no "Group D2".*

## Formatting the Domestic Worksheet

After all of the editions have been grouped, the worksheet is formatted to display the three workgroups with their respective editions. Number the editions in ascending order, beginning with the number "1", for each edition in each grouping and place them in the "Editions Per Group" column. Subtotal the "Number of Editions" and the "Number of Copies" for each group.

## Calculating Foreign Periodicals

Obtain the total postage for each edition and sort each edition by their total postage in descending order.

## Grouping Foreign Editions

**See Exhibit 2 - Publishers Edition Worksheet - Foreign**

Group the top three foreign editions together to create "Group F1". Group the remaining editions together and label this group, "Group F2".

*Note: If there are three or fewer editions in the top half of the split, label the entire group as "Group F1". There is no Group F2.*

## Formatting the Foreign Worksheet

After grouping all foreign editions, number the editions in ascending order, beginning with the number "1" for each group and position the information in the "Edition Per Group" column. Subtotal the "Number of Editions" and "Total Postage" columns for each group.

# The PAGE Process for Developers

## General Testing Instructions

To achieve PAGE certification, the following instructions, measuring guidelines, and parameters must be followed explicitly:

**Testing at the National Customer Support Center (NCSC):** Developers must send the completed PAGE Order Form along with the pre-qualification survey, appropriate fees, and the software to the NCSC located in Memphis, TN to initiate the testing process. If the PAGE report format is incorrect, then the developer must resubmit it with any corrections indicated by the NCSC.

The certification staff will build an electronic mock magazine issue with specific characteristics, advertisements, and paper stock. Both the percentage of advertising calculations and copy weight calculations will be scrutinized thoroughly. The developer is responsible for providing complete technical support during the testing process. If any calculation is found to be incorrect, the developer will receive a report from the PAGE department indicating the discrepancies. The developer must then make the appropriate changes to the software and send the new software to the NCSC for testing. When all calculations are deemed 100% accurate, a product certificate will be issued to the developer for the specific product and version number.

**On-Site Audits:** Developers requesting an on-site audit must send the completed PAGE Order Form along with the pre-qualification survey, and appropriate fees to the NCSC to initiate the testing process. If the PAGE report format is incorrect, then the developer must resubmit it with any corrections indicated by the NCSC.

Upon receipt of the application materials, the PAGE certification team will contact the Developer to schedule on-site testing. The certification process for proprietary products is exactly the same as for retail products. The certification staff will build an electronic mock magazine issue with specific characteristics, advertisements, and paper stock. Both the percentage of advertising calculations and copy weight calculations will be scrutinized thoroughly. The developer is responsible for providing complete technical support during the on-site audit. If any calculation is found to be incorrect, the developer will be verbally notified by the on-site PAGE certification staff (hardcopy reports will be available after the PAGE staff completes its on-site audit). The developer must then make the appropriate changes to the software and the certification staff will begin the test again. When all calculations are deemed 100% accurate, a certificate will be issued to the developer for the specific product and version number.

Developers **MUST** complete the certification process before their users are eligible to apply for certification.

Developer certifications are valid for one year unless changes to the testing scenario are deemed necessary, as described under Test Criteria (pg 7).

## Certification Criteria

After providing the USPS with a working copy of the software for evaluation by the PAGE department, each product is scrutinized for its accuracy of calculations and compliance with current DMM mailing standards and Customer Support Rulings (CSR's). The evaluation includes inspection of:

- Virtual weight calculations, including review of paper stock statistics, weight of perfect bound vs. saddle stitched publications

- Advertising percentage calculations including the handling of Public Service Announcements; publishers own advertising; white space; neutral space; the handling of inserts (tip ins, tip ons, onserts, outserts, etc.); advertising on polybags, wrappers, bellybands, etc.; advertising in supplements; reader service cards and questionnaires
- Tracking of edition statistics and the reporting of them on the PEW report
- Format of the PEW report

If the product presented is deemed 100 percent accurate and in compliance with current DMM mailing standards, certification is awarded. If any errors preventing certification are detected, an evaluation report identifying the specific violations and their appropriate DMM references will be provided to the developer. After the proper changes/adjustments are made to the software, the developer is responsible for supplying a new copy of the software for analysis.

After the developer has successfully completed the testing process, a certificate will be awarded naming the developer, product, and version number. This information will also be included in the official PAGE-certified products listing.

Developers whose products have been certified for copy weight and advertising percentage calculations receive a PAGE certificate and have their name, address, and product name and version number included in the list of PAGE-certified software products. The certified list is published periodically in the *Postal Bulletin*, and reprints are available through the NCSC. Weekly updates including User certifications are available electronically through the USPS Rapid Information Bulletin Board System (RIBBS) at <http://ribbs.usps.gov/PAGE>. The developer **MUST** complete the certification process before users are eligible to participate.

All test output **must** be mailed to:

United States Postal Service  
 BMA Certification - PAGE  
 6060 Primacy Pkwy. STE 201  
 Memphis, TN 38188-0001

## Clarifications of Periodicals Mailing Standards

The following information is provided to assist you in the PAGE certification process.

Customer Support Rulings were created to assist postal personnel and customers with interpreting, clarifying, and applying the meaning of the standards contained in the *Domestic Mail Manual* (DMM). The rulings are intended to be used in conjunction with the DMM mailing standards. Because they are based on requirements current at the time of issuance, future rulings may supplement, amend, or supersede the present rulings.

Enclosed in this section are all the Customer Support Rulings for Periodicals mail that are pertinent to the PAGE program. As needed, new rulings are issued by the Manager, Mailing Standards, Washington, DC. To keep abreast of the most current Customer Support Rulings issued, consult the USPS Rapid Information Bulletin Board System (RIBBS) at <http://ribbs.usps.gov/PAGE>. You can also find the latest version of the *Domestic Mail Manual* (DMM), Federal Register Notices, and *Postal Bulletin* articles at [www.usps.com](http://www.usps.com).

**References:***Domestic Mail Manual (DMM)*

DMM Sections:

C200 – Periodicals  
 E211 – All Periodicals  
 E212 – Qualification Categories  
 E213 – Periodicals Mailing Privileges  
 E214 – Reentry  
 E215 – Copies not paid or requested by Addressee  
 E216 – Publisher Records  
 P200 – Payment for Periodicals

**Customer Support Rulings (PS)**

<b>CSR#</b>	<b>DMM</b>	<b>Description</b>
PS-001	C200,E211	Periodicals Supplement with Demographic Distribution
PS-009	E212.4.2	Requester Subscription with Premium Offers
PS-012	P200.2.3	Measurement of Advertising Matter
PS-025	E211, E212.3	Advertising Matter in Publication Issued by State Dept. of Agriculture
PS-029	E211.2	Hard Cover - Periodicals Publications
PS-033	E211.11, C200.4.4	Page Charge - Scientific Journals and Other Periodicals Publications
PS-034	E211.11, C200.1.4	Reader Service Cards
PS-037	C200	Cosmetic Color Strips
PS-039	E211.3	Silk Screen Process
PS-040	E211	New Owner - Periodicals Publication
PS-042	E211	Loose-Leaf Pages - Periodicals Publication
PS-047	E211.11, P200	Advertising Matter - Periodicals
PS-052	E211.5	Regular Issuance - Periodicals
PS-054	E212.4	Requester Records
PS-057	E212.1	Rural Electric Cooperatives
PS-059	E211.10	Numbering of Pages in Periodicals Publications
PS-063	P200.2	Filing Monthly Postage Statements
PS-069	E217.4	In-County Rates - Periodicals
PS-070	E211.3	Printed Sheets - Periodicals Matter
PS-071	E212.2.3	General Advertising
PS-076	E214, D230	Re-Entry and Additional Entry Fees
PS-077	C200.3.5	Protective Covers Added by News Agents
PS-078	C200, P070	Envelopes in Periodicals Publications
PS-085	E212.1	Subscription Order Forms

PS-087	C200, E211.3	Lipstick Color Inks
PS-089	C200	Scratch and Sniff Advertisements
PS-103	C200, E211.3	Tone Generators
PS-104	C200.1, P200.1	Advertisements Printed on Plastic Wrappers
PS-110	D210, E217.4	Exceptional Dispatch
PS-116	E211.9	Back Numbers - Periodicals
PS-121	E270.2, E270.3	Qualified Political Committee
PS-122	E215.2.3	Non-Subscriber Copies - In-County Rates
PS-132	E212.1.2	Nominal Rate Subscriptions
PS-135	E212.4	Foreign Requester Copies
PS-137	E211	College and University Catalogs and Course Listings
PS-141	E212	Similar Newspapers or Other Publications - Periodicals
PS-143	E211.11	Page Headings
PS-147	E212.4	Pages and Advertising Content of Requester Copies
PS-153	E215.1.6	Expired Subscriptions
PS-157	E211.11.1	Make-Good Advertisements
PS-158	C200.1.4	Subscription/Sweepstakes Entry Form
PS-186	E200, D210.2	Periodicals Rates
PS-211	E213, F010.5	Privileges of Pending Periodicals Publications
PS-219	E212.1.	Discount Coupons - Nominal Rate
PS-223	A020, E212	Simplified Form of Address and Exceptional Address Format - Periodicals Publications
PS-228	E212, E215	Periodicals Circulation Standard
PS-231	E212.4	Bulk Orders - Periodicals Requester Publications
PS-234	C200.1	Multilayer Page Advertisements - Periodicals Publications
PS-239	C200.1	Questionnaires
PS-241	E212.1	Advertising in Periodicals Issues
PS-244	E212, C200.1	Negative Option Subscription Forms
PS-246	E212, E216	Nominal Rate Subscriptions and Telemarketing
PS-248	E216	Verification of Circulation
PS-250	E211.11	Questionnaires - Reader's Profile
PS-251	E211.11	Advertiser Index Page
PS-253	E070.3	Binders - Periodicals Publications
PS-255	C023.11	Fragrance Advertisement - Periodicals
PS-266	E212.2, E213	Union Publication with General Advertising
PS-267	P950.2, E250.2	Destination Delivery Unit (DDU) Rate Mailings - Periodicals

PS-270	E212.1, E211.11	Public Service Advertisement - Periodicals Publications
PS-272	C200.1	3-D Glasses - Periodicals Publications
PS-273	C023.11.5	Fragrance Advertisements in Periodicals Publications
PS-274	C200	Bellybands - Periodicals Publication
PS-278	E270.4	Classroom Rate Publications
PS-279	C200.1	Peel-Off Stickers on Pages of Periodicals Publications
PS-284	M230.1	Combined Mailings of Pending and Authorized Periodicals Copies
PS-285	E214.1, E216	Known Office of Publication Change Within Same Jurisdiction or Ownership Change
PS-286	E211.10	Titles on Editions of Periodicals Publications
PS-301	C820.7.3	Automation Compatible Flats - Loose CD
PS-306	E070, P070	Periodicals Publications with Printer Standard Mail Enclosures
PS-311	C200.1.8	Attachments to the Covers of Unbound Periodicals Publications
PS-313	C200.2	Revenue Deficiencies on Inserts to Periodicals Publications
PS-314	E670.5	Authorization to Mail at Non-Profit Rates for Affiliated (Umbrella) Organizations
PS-316	E212.5	Agents for Foreign Periodicals Publications

# User Certification Information

## The PAGE Process for Users

**User Certification** The user must complete and submit the PAGE User's Application and the \$25 examination-processing fee to the PAGE Department to receive an exam packet. **Users have 30 days from the date of mailing to complete all portions of the tests and return them to the National Customer Support Center for evaluation.**

The examination packet consists of three parts:

1. Each individual user completes an electronic layout of the largest edition of a recent issue of their publication. The Advertising Percent and Weight must also be displayed on the hardcopy electronic layout along with the publication name, issue/cycle date of publication, and total number of pages.
2. The user prepares a manually marked copy of the same publication edition/issue under evaluation. The NCSC will analyze the electronic copy, the manually marked copies, and the documentation for proper calculations of weight and percentage of advertising.
3. The user completes a PAGE interactive examination, either Executive or Associate level.

There are two levels of examination, Executive and Associate level examinations. Each examination is "**open book**". Once the examination is completed, submit all test portions to the National Customer Support Center for grading.

Below are the minimum scores to successfully complete this phase of certification:

- |  |             |
|--|-------------|
| <b>1. Manually-marked copy</b>             | <b>100%</b> |
| <b>2. Electronic Layout of marked copy</b> | <b>100%</b> |
| <b>3. User Examination</b>                 | <b>90%</b>  |

## User Testing Requirements

Understanding that only a few individuals in the publishing industry interface directly with the Postal Service on a daily basis, PAGE has created two levels of testing.

1. **Executive Level examination** - 100 questions - Topics cover characteristics, types, design, and eligibility of Periodicals class mail for bound and unbound publications.
2. **Associate Level examination** - 15 questions - Designed for the entry level user whose general functions in the publishing industry may include marketing, sales, data entry, etc. This exam covers basic knowledge of advertising, non-advertising, and editorial content.

At least two individuals from each company must complete the Executive Level examination. Any additional users of PAGE-Certified software may take the Associate Level examination.

All parts of the completed test packet must be submitted for evaluation to the NCSC at the same time. If any part of the test packet is not passed, the user may request another exam and pay the appropriate fee for each exam taken.

User certifications are effective for up to two years after the initial certification.

Users who have been certified for copy weight and advertising percentage calculations will receive a PAGE certificate and have their name, company information, and publication(s) included in the list of PAGE-certified software users. Weekly updates including product

certifications are available electronically through the USPS Rapid Information Bulletin Board System (RIBBS) at <http://ribbs.usps.gov/PAGE>.

All test output must be mailed to:

BMA CERTIFICATION - PAGE  
UNITED STATES POSTAL SERVICE  
6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001

# Publishers Authorization Process

## Overview

In the final portion of the PAGE process, the Publisher is authorized to use the weights and advertising percentages generated through a PAGE-certified production program. This authorization allows the publisher to use the weights and advertising percentages generated in the PAGE-certified software on the final postage statements submitted to the USPS for debiting. This authorization eliminates the need for the USPS to create the weight per copy through a manual weighing process and allows the publisher to avoid submitting an actual manually marked copy for each issue of their publication.

## How to Apply:

The publisher must submit PS Form 3599, *Application to Accept Publisher's Weights and Advertising Percentages for Periodicals Publications*.

## Where to Apply:

Publishers should submit the completed application to the Manager, Pricing and Classification Service Center (PCSC). For additional information, contact the PCSC at the address below:

MANAGER  
PRICING & CLASSIFICATION SERVICE CENTER  
US POSTAL SERVICE  
1250 BROADWAY FL 14  
NEW YORK, NY 10095-9599

## When to Apply:

The application should be submitted only after BOTH the developer software and the Publisher's end users of the software have been certified.

# PAGE Phase I Frequently Asked Questions (FAQs)

## **Who is eligible to certify under Phase I of the certification process?**

Phase I is for software developers who create publishing software to plan or execute periodicals printing and production activities which calculate virtual copy weight and advertising/editorial percentages.

## **My company uses software such as Quark, Printshop, Adobe Illustrator, Pagemaker, etc. to create our magazine. Is this type of software eligible?**

No. The PAGE program categorizes these applications as graphic art and multimedia design products. These applications usually do not contain logic to calculate advertising and editorial percentages or weight of a publication.

## **What can my company expect once the completed application, questionnaire, and fees are sent to the National Customer Support Center?**

- The evaluator reviews the information on the required PAGE Pre-certification Questionnaire, which provides an expectation of the software performance.
- Based on the answers provided, the evaluator may request additional information before scheduling an evaluation.
- The program contact is notified and either a full copy of the software is sent to the National Customer Support Center or an on-site evaluation is scheduled.
- A 100-page mock magazine is sent to the on-site developer to create a virtual copy using the software under test.

## **What happens during the evaluation?**

- Typically, the evaluator meets with the program coordinator and the technical contact for an overview of system functionality and capabilities.
- The evaluator performs tests the advertising and weight calculation logic and checks any reports from the software's output for accuracy and consistency in methodology.
- The evaluator conducts a document reviews of change management, version control and incident reporting processes.
- The evaluator may ask additional questions in order to clearly understand the functionality of the software.

## **When can I expect to receive certification?**

Normally, within 2 weeks after testing. Your company will receive a notice in writing, a PAGE certificate, and a posting on the Rapid Information Bulletin Board System (RIBBS) for certified products.

## **What is the next step in PAGE certification?**

Phase II is the end user testing process. There are two levels of end user testing: Executive level and Associate level examinations.

# PAGE Phase II Frequently Asked Questions (FAQs)

## **Who is eligible to certify under Phase II of the certification process?**

End users of print planning and production software who have completed the Phase I Developer certification process.

## **What is the difference between Executive and Associate level exams?**

**Executive** - 100 questions designed to test management-level users whose functions may include Postal operations, Quality Control, editing, etc. The test has more detailed questions on characteristics, eligibility requirements, types and contents of Periodicals class mail for bound and unbound publications.

**Associate** - 15 questions designed to test entry-level users, such as those involved in marketing, sales, data entry, etc. The test covers basic knowledge of classifying advertising, non-advertising and weight-only content.

## **Which exam do I need to take?**

- At least two individuals from each company must complete the Executive Level examination. Any additional individuals who use PAGE-certified software may take the Associate Level examination.
- After the two Executive Level exams have been completed, it is strictly up to the company and the individual which exam to choose. Both examinations are available.

## **How soon is my exam graded once I complete it?**

Once you have completed the exam, send your results to the PAGE coordinator for grading. The grading process begins on the first business day it is received, barring unusual or extenuating circumstances. Your score will usually be available by the next business day.

## **What happens once I pass the exam?**

Your information is documented in the PAGE database, and a certificate and letter is sent to you with your score. Your name, company information and the list of publications for which you are responsible are posted on the USPS RIBBS Web site, listing you as a PAGE-certified user.

# PAGE Phase III Frequently Asked Questions (FAQs)

## **What is reviewed during the Phase III process?**

The application is reviewed for completeness, accuracy, & fulfillment of requirements. IN addition, the next possible mailing of the next issue is reviewed at the print site where the Detached Mail Unit (DMU) is located.

## **What procedures are conducted at the plant site?**

The USPS will verify that proper documentation (e.g. Publisher's Edition Worksheet (PEW)) is being presented in a timely fashion to the production and mailing of the publication. There will also be a parallel run conducted on the publication.

## **When does a parallel run occur?**

A parallel run is evaluated when all the publisher's documentation is submitted for both of the current procedures and when the publication is authorized under the PAGE program.

## **What documentation needs to be submitted during the parallel run?**

All required documentation that is currently submitted along with all PAGE required documentation (e.g. PEW report,). Also, two sets of postage statements, one calculated using the publisher's current procedures of manual advertising percentage calculation and using the USPS per copy weights, and the other postage statements calculated using the publisher's PPP program.

## **Can I submit one application for multiple publications published by a single publisher?**

No. Each publication needs a separate application and each publication will be authorized as part of Phase III separately.

## **If I mail at multiple sites, do I need a parallel run performed at each site?**

Yes.

## **Once authorized, can I start using PAGE for the next issue produced?**

In most cases it would not be possible because of the time needed to verify the accuracy of the postage statements and the time it will take to notify all affected parties of the approval.

## **How long will the authorization be in effect?**

The authorization will be in effect for one year after certification (12 months).

## Contact Information

For additional information on the PAGE program, contact the PAGE coordinator at the National Customer Support Center at 800-238-3150, x4552. You can also mail questions or comments to:

BMA CERTIFICATION - PAGE  
UNITED STATES POSTAL SERVICE  
6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001