

Application to Accept Publisher's Weights and Advertising Percentages for Periodicals Publications

(Please print)

Submit the following documents with the application. NOTE: Number the attachments as shown below.

Attachment Number	Document
1	* PAGE Edition Worksheet.
2	* Samples of computer-generated facsimile of the individual Forms 3541, register of Forms 3541, and a consolidated Form 3541.
3	* Copy of your production program basis weights and a corresponding document bill or requisition bill (or requisition order) showing the basis weights of the stocks of paper used by your company.
4	* Copies of the covers displaying the edition codes of all the publications included in this program.
5B	* Sample of the book makeup/manufacturing instructions.
5C	* Sample of the Edition Breakdown Worksheet.
5D	* Sample of the Production Schedule.
5E	* Sample of the Print Order.
5F	* Computed Consolidated Form 3541 by print site.
6	* A sample Qualification Report for an entire entry point including the summary page for that entry.
7	* A sample of the Mapping, Advertising, Worksheet/page Layout Report from your Production Program for one edition.
8	* One copy marked for advertising for the same edition of the publication for which you will submit Attachment 7.
9	* A sample from your program of advertising/nonadvertising percentages of editions.
10	* Two sets of consolidated Forms 3541 for three consecutive issues. One set comprised of the postage being calculated using the USPS weights and the other set having postage calculated using the weights generated by your production program.
11	* The Production Program weights and the USPS weights for every edition of the same three consecutive issues (prior item) and the differences in their weights.

* If you have multiple publications and/or print sites, only submit a document from one publication or print site unless any document required above differs from one publication or plant from another. If there are documents that differ, submit a separate document for each.

NOTE: Clearly label each attachment with the number shown in the chart above. You may submit any or all of this data in an electronic format. Contact the New York Rates and Classification Service Service Center for the format that can be accepted.

Publisher Name & Address (No., street, ste. no., city, state, ZIP + 4)	Primary Publisher Contact Title & Address (No., street, ste. no., city, state, ZIP + 4)
Telephone Number (Use area code)	Telephone Number (Use area code)
Alternate Publisher Contact Title & Address (No., street, ste. no., city, state, ZIP + 4)	Alternate Publisher Contact Title & Address (No., street, ste. no., city, state, ZIP + 4)
Telephone Number (Use area code)	Telephone Number (Use area code)

1. What is the name of the production program that is being used and what date was it certified to the PAGE program?

Program Name	Certification Date

2. Can you produce a computer-generated facsimile of an individual Form 3541, Register of Forms 3541, and a Consolidated Form 3541 for all Periodicals rates authorized for your publications?

Yes No

3. Are these included with this application? (Attachment 2)

Yes No

4. Do all copies show an edition code on the front cover, spine, or address label?

Yes No

5. Are copies of all your publication's covers, displaying the edition codes, included with this application? (Attachment 4)

Yes No

6. Can each print site supply the Detached Mail Unit (DMU) with:

a. A personal computer loaded with the Excel program for dedicated use? (Not necessary if the DMU already has one.)

Yes No

b. Book/Makeup (Manufacturing Instructions)

Yes No

c. Edition Breakdown Worksheet?

Yes No

d. Production Schedule? (Attachment 5D)

Yes No

e. Print Order? (Attachment 5E)

Yes No

g. Computer-generated Consolidated Form 3541 for that print site only (for titles with multiple print sites)? (Attachment 5F)

Yes No

7. Does your qualification report clearly separate presort by edition codes? (Attachment 6)

Yes No

8. In relationship to the production of the actual mailing copies, when is the Mapping Advertising Worksheet (Attachment 7) completed, and the advertising/non-advertising percentages developed?

9. How and when is the information regarding advertising/nonadvertising percentages incorporated into the program to produce the postage statements?

10. Does your program produce an advertising/nonadvertising breakdown (Attachment 9) for all editions?

Yes No

11. Does your program have the capabilities to transmit the advertising/nonadvertising data electronically?

Yes No

12. Is there manual intervention after the advertising/nonadvertising percentages are calculated in your program and downloaded to your postage statements?

Yes No

13. If so, what is this manual process?

Quality Control Procedures: Answer with an explanation of your quality control process and what contingency plans are in place to correct the problem and/or temporarily resolve the problem. Please submit on an attached sheet(s), numbering the answer (s) with the corresponding question number.

14. How where, and by whom are copies of an issue verified to make sure that all components which were supposed to be included in the publication (shown in the Manufacturing Instructions), were included?

15. What process is in place to verify that the basis weight of the paper used for supplied inserts was correct?

16. What happens when there are not enough inserts to supply the intended copies?

17. How is the basis weight of supplied inserts verified for accuracy?

18. What control measure is there to verify that the data for basis weight and advertising, that is input into the Production Program, is correct.

19. How is the production staff trained in determining the difference between advertising, nonadvertising, public service announcements, or neutral area/weight only space for postal purposes?

