

Multiple changes in rules, with rates summarized for reference

Maximizing postage savings, delivery for community newspapers

Small-volume Periodicals newspaper mailers have had options to save money and improve delivery times under rates and rules changes over the past decade, and notably in 2007 under postal reform. I want to recap



POSTAL TIPS

Max Heath

tips from recent years in one handy place for reference, including proper citations from the Domestic Mail Manual you may show postmasters who need help understanding the many changes NNA has achieved for community newspapers. This is the first of two parts as presented to the National Postal Forum in Anaheim, CA, May 19.

□

DROP SHIPPING

□ **DDU entry:** Local/regional publications can maximize

savings and get faster delivery by entering mail at delivery post offices (Destination Delivery Units). *See DMM 707.29.5.* There are three ways to earn DDU rates: *Additional Entry*, authorized via Form 3510, requires postage payment at that office. *See DMM 707.30.* *Plant-Verified Drop Shipment Postage Payment System* requires mail acceptance at the office of original entry, at a designated office, or Detached Mail Unit within a printing plant, then delivery to other offices. Form 8125, Drop Shipment Clearance Document, must accompany the copies taken to DDUs. *See DMM 705.15.* *Exceptional Dispatch* (see 4 below) is a better way for local regional/regional publications.

□ **In-county rate** eligible Periodicals save 4 cents per pound and 0.8 cent per piece for DDU entry, under May 12 rates. The DDU rate applies to carrier-route sorted and 5-digit copies brought under your transportation to post offices in or out of county.

□ **Regular Rate Periodicals** (outside-county) saves 6.8 cent per non-advertising pound and 8.1 cents per advertising pound at DDUs for

origin-entered mail under the May 12 rates. 2007 rates brought a decline in these pound rates, which are realized through drop shipment by mailer. And 2008 brought an NNA-won Limited Circulation discount of 5 percent on most rates for papers with fewer than 5,000 copies outside county, and at least one in-county copy.

□ **Exceptional Dispatch (DMM 707.28.3)** allows local/regional Periodicals mailers to claim DDU rates on carrier-route mail with request letter to original entry postmaster. The 2001 rule change won by NNA also expanded destination-entry to drops within zones 1-2, which includes the SCF zone. Neither Additional Entry nor Plant-Verified Drop Shipment Form 8125 is required. While eligibility is for Periodicals with circulation of 25,000 and under, USPS said "waivers would be considered on a case-by-case basis."

□ **SCF entry** can be done under Exceptional Dispatch to improve service so long as only mail for that SCF is dropped AT an SCF. Mail dropped at an SCF for "the world" would require Additional Entry and postage payment at the Sectional Center Facility.

IN-COUNTY RATES

□ **In-county eligibility...DMM 707.11.3.1:** Periodicals circulating less than 10,000 total paid copies, or with more with than 50 percent of total paid circulation within the county of original entry, can mail at lower In-County rates. There are no advertising pound rates paid on in-county mail, but a lower DDU and higher non-DDU rate, based on no postal transportation costs on DDU mail.

□ **Requester Periodicals** that meet the same qualifications can mail Requester copies at in-county rates under a provision of the Postal Accountability and Enhancement Act (PAEA) effective Aug. 30, 2007. May 2008 savings on Requester copies run from 35-70 percent, depending

on weight, to move from Periodicals Regular Rate to In-County Saturation, and from 63-79 percent if a Standard Mail publication can qualify for in-county Saturation (25 percent non-advertising and 24-page minimum, 50 percent requesters). The lower the weight, the higher the percentage. And you can send an additional 10 percent over a year of non-requesters using those lower in-county rates.

□ **In-county definition expanded...DMM 707.11.3.2(d)** Another provision of PAEA, effective Aug. 30, 2007, expanded in-county rate eligibility to copies originating inside the county but delivered outside the county of original entry. These so-called "wandering routes" were excluded under the old statute definition.

□ **Wandering-in pieces count too...DMM 707.11.3.2(b)** An existing provision, widely overlooked, allows in-county rate eligibility for any copies delivered to an address inside

the county when entered outside the county.

□ **Walk-sequence carrier-route sorted mail. (DMM 707.13.3)** Periodicals can qualify for High-Density rates at 125 pieces per route, saving 1.5 cents per copy in-county and 2.0 cents outside-county. But in-county mailers get a bonus under rules that allow High-Density rates for 25 percent of Active Possible Deliveries on a route...*DMM 707.13.3.4(c)*. Any time routes, such as rural routes covering wide areas with low housing density, fall below 500 active deliveries, the 25 percent threshold pays off for carrier-route mailers. Walk-sequence can be obtained via Delivery Sequence File processing from software vendors, Computerized Delivery Sequencing qualification that is updated bi-monthly, or even locally at no charge via local-office sequencing (*DMM 507.7.3.9*). © Max Heath 2008

MAX HEATH, NNA postal chair, is vice president postal/acquisitions for Landmark Community Newspapers in Shelbyville, KY. E-mail maxheath@lcnl.com.

"This story/column first appeared in Publishers' Auxiliary, the newspaper of the National Newspaper Association."