

# BANTA Mailbox

Banta Publications Group ■ 12 Salt Creek Lane, Suite 350, Hinsdale, IL 60521 ■ September 2002

## Time to File!

Statement of Ownership form must be filed by October 1

**Y**es folks its time once again for the annual ritual all Periodicals rate mailers know and love: filing the Statement of Ownership. USPS regulations require that a Form 3526 be completed and filed by October 1 of each year for each Periodicals rate (both regular and nonprofit) magazine title. This form is not required to be submitted for magazines mailing at Standard or Package Services postal rates. The form must be submitted to the post office serving the publisher's offices. The form involves reporting circulation figures, both for the most recent issue and the averages for the year. The USPS uses this form for, among other things, verifying the amount of paid or requested circulation. Any publications having less than 60% paid or requested circulation may be subject to postal audits.

Once the form is filed, the USPS also requires that this information be published in an issue of the applicable magazine. The information must be published in the issue used to report the circulation numbers or the subsequent issue. There are no special requirements for the size or location within the magazine of this information.

Failure to file the Statement of Ownership can result in mailing delays for future issues of your magazine. The USPS can refuse to accept mail for future issues until the form is filed. If you have questions regarding the Statement of Ownership, or you need to obtain a copy of the form, contact your local USPS Business Mail Entry office or log on to the USPS web site at [www.usps.com](http://www.usps.com). Click on Forms, then on Periodicals, then on PS Form 3526.

## SCF Zone Qualification

Mail must now be physically taken to SCF to qualify for SCF rate

**A**s you may have noticed on your Periodicals rate mailing statements (PS Form 3541 dated June 2002), the USPS has changed the qualification criteria for the SCF zone rate for Periodicals mail. As a result, you may be seeing fewer copies appearing in the SCF Zone category on your statements than under the old postal rates. Effective with the June 30, 2002 postal rate increase, the USPS revised the regulations covering this rate. Previously, any copies entered at the printing plant that were destined for ZIPcodes covered by the Sectional Center Facility (SCF) servicing the printing plant were eligible for the SCF zone rate. For example 220 copies of ABC Magazine destined for the Kansas City MO SCF entered at our Liberty MO plant would qualify for the SCF zone rate. Under the current rates, however, only mail that is

actually physically taken to the SCF office qualifies for the SCF zone rate. Since most printing plants are not located close to an SCF facility, and most of the mail destined for the plant servicing SCF's is small in quantity and often in sacks or pallets with other non-SCF mail, it is impractical to physically take this mail to the SCF. Under the current rates, virtually the only time that mail will qualify for the SCF zone rates is mail that is drop shipped to multiple entries (see February and June 2002 issues for more details on drop shipping).

On a related note, you may also have noticed that the new mailing statements are significantly different in appearance for Periodicals mail than they were under the old rates. The mailing statement now has a front summary page, followed by two pages with detailed postal calculations.

### Inside This Issue

Board of Governors Nominees	<b>Page 2</b>
Mail Tracking with Confirm®	<b>Page 2</b>
Delivery Address Placement	<b>Page 3</b>
Standard Mail Permit Statistics	<b>Page 3</b>
Verifying Internet and Telemarketing Subscriptions	<b>Page 4</b>

**Banta Publications Group Distribution Contacts**

As a customer, you are encouraged to direct all of your communications to your plant Customer Service Representative. However, there may be occasions when you may need to contact someone in the distribution areas directly. To facilitate this, the following is a list of contacts:

**Entire Publications Group**

Director, Mailing & Distribution Services

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**Long Prairie, MN plant**

Distribution Manager

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**Liberty, MO plant**

Distribution Manager

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Shipping Manager

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**Greenfield, OH plant**

Postal Specialist

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# Board of Governors Nominees

**P**resident Bush has nominated James Miller, former budget director in the Regan administration, for a seat on the USPS Board of Governors. Miller, who is affiliated with the group Citizens for a Sound Economy, was also former head of the Federal Trade Commission. Miller's nomination, along with earlier nominee Albert Casey (former Postmaster General), must be approved by the Senate.

On a related note, Senator Susan Collins, R-ME, introduced a bill to establish a presidential commission to reform the USPS. The bill, S 2754, calls for creation of an 11-member panel within 60 days of passage of the bill. The commission would have up to 15 months to study the USPS and formulate recommendations.

# Mail Tracking

## Banta considering participation in Confirm<sup>®</sup> service

**T**he USPS Board of Governors (BOG) has accepted the Postal Rate Commission's recommended pricing for the USPS tracking program called Confirm<sup>®</sup>. Effective September 22, 2002, a three-tiered price structure will be established for the new service. The tracking service involves placement of special barcodes, called PLANET codes, on mailpieces. The PLANET code is similar in appearance to the postnet barcode. As the mail is processed on USPS equipment, the barcodes are scanned, linked with date and time information, and the subsequent data is stored for 15 days. Mailers may then access the data to find out information on the location and status of their mail. The service can be used to track incoming or outgoing mail. The price structure for the service is outlined in the table at right.

Banta Publications Group is considering participation in this program on behalf of our customers. The service does require printing of the PLANET code on the mail piece itself, either during the

regular printing process or using ink jet during the addressing process. There would be a cost associated with the printing of the barcode, the USPS cost of the tracking service, plus the administrative cost of translating and reporting the tracking data. At this point, we are trying to determine the interest level of our customers in participating in this service for your mailings so that we can plan for possible implementation and to establish pricing. If you are interested in participating, please contact Monica Lundquist at [mlundquist@banta.com](mailto:mlundquist@banta.com).

If you are interested in participating in Confirm<sup>®</sup>, please contact Monica Lundquist at [mlundquist@banta.com](mailto:mlundquist@banta.com).

	Term	ID Codes	Scans	Price
<b>Silver</b>	3 months	1	15 million	\$2,000
<b>Gold</b>	1 year	1	50 million	\$4,500
<b>Platinum</b>	1 year	3	Unlimited	\$10,000
<b>Additional Service Enhancements</b>				
	Extra Scans	Price	Extra ID's	Price
<b>Silver</b>	2 million	\$500	1	\$500
<b>Gold</b>	6 million	\$750	1	\$2,000
<b>Platinum</b>	N/A	N/A	1	\$2,000

# Delivery Address Placement

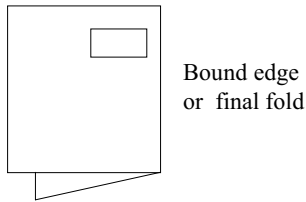
Placement depends on processing category

**W**e often get questions from clients regarding where on the mail piece the delivery address must be placed. Depending on the processing category of the mail piece, there are varying requirements as to where the delivery address (mailing label or ink jet address) may be located.

## FLATS

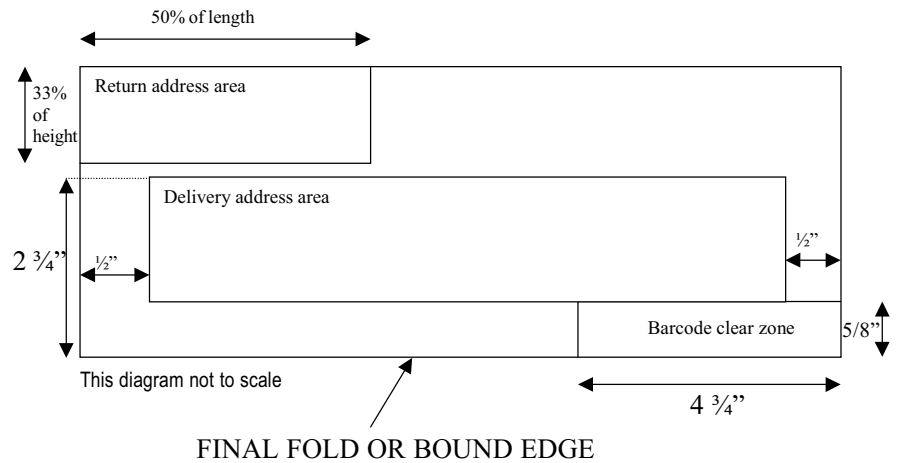
Flat size mail, the processing category that most magazines fall into, does not have very stringent requirements as to address placement for postal purposes. The only exception to this is for magazines which are not stitched or bound (see below).

For stitched or bound magazines, the delivery address may be placed almost anywhere on either the front or back of the mail piece as long as it is at least 1/8" from any edge of the piece. The PREFERRED (but not required) location for postal purposes is illustrated in the example below:

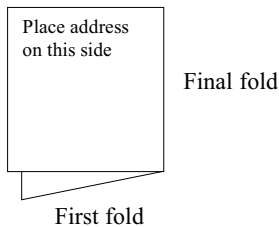


## LETTERS

Occasionally there will be an occurrence where a magazine will fall into the letter processing category. On letter size mail, there are very specific requirements regarding the placement of the delivery address. On these pieces, the address must be located as follows:



For pieces that are not bound or stitched, but rather are quarter-folded, the delivery address **MUST** appear as illustrated below in order to qualify for automation (barcode) postal discounts:



Keep in mind that there may be manufacturing restrictions as to address placement, particularly when doing ink jet addressing. Contact your Banta plant Customer Service Representative for specifics.

### Standard Mail Permit Statistics

Some interesting statistics on Standard Mail permits:

- There are 200,000 active Standard mail permits.
- These permits cover 4,900,000 annual mailings.
- Of the 200,000 permits, over 60% mail less than 10,000 pieces per year. Twenty percent mail less than 50,000 pieces per year.
- Two percent of the permit holders generate over 65% of the mail volume.

**BANTA Mailbox** is a monthly publication produced by the BANTA Publications Group. Any comments or questions are welcome. Please contact Monica Lundquist of the BANTA Publications Group by phone at 816-792-6370, by e-mail at [mlundquist@banta.com](mailto:mlundquist@banta.com), or write to BANTA Publications Group, Mailing & Distribution Services, 3401 Heartland Drive, Liberty, MO 64068-3378.

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# Verifying Subscriptions

## Difficulty lies in verifying Internet and telemarketing requests

One of the criteria for qualifying for Periodicals postage rates is that at least 50% of the magazine's total circulation be distributed to people who have paid for or requested to receive the magazine. In today's market, many publishers are utilizing the Internet and telemarketing to build their subscription lists and for renewals. The USPS requires that these types of subscriptions be verified with some form of documentation. For paid subscriptions, the financial transaction, such as the personal check or credit card payment may serve as documentation. For requester publications, however, which includes most business-to-business publications, there is no hard copy documentation of these requests. Currently, publishers have three options for verifying these types of requests:

- 1) Mail PS Form 3845 to the subscriber requesting a signature and date.
- 2) Mail a letter from the publisher to the subscriber requesting a signature.
- 3) An independent audit through an audit bureau, whereby subscribers are contacted by phone to verify their request.

This process does not work well because response to written requests for signatures is low,

not to mention costly and time consuming. The independent audit process may also have low response and in many cases there is difficulty in contacting the subscriber. This situation poses the greatest difficulty for start up publications, which rely heavily on Internet and telemarketing for the initial subscription base. New publications whose Periodicals status is pending the results of the audit can be left paying expensive Standard postage rates for a lengthy period of time until these requests can be verified. Worse yet, their Periodicals application may be denied due to failure to document the 50% paid/requested requirement.

In the most recent congress, the House Committee on Appropriations included reference to this situation in its Report on the Treasury, Postal Service and General Government bill. The language in the bill calls for the USPS to consider use of personal identifiers (mother's date of birth, eye color, etc.), Internet or e-mail digital footprints, voice recordings or similar methods of verification. The Committee asked for the USPS to report back on the status of this issue within 120 days, so there is some hope for future changes to this regulation. We will keep you posted of any changes.

### Online Information

More information on Banta Corporation is available through the company's World Wide Web site at [www.banta.com](http://www.banta.com)