

## Hours of service laws increase costs and delivery time

**A**s we have mentioned in previous issues, the Department of Transportation's (DOT) new laws governing the hours of service for truck drivers is having impacts on the cost of shipping. The new laws, which were passed to help insure safety on the nation's highways, restrict the number of sequential hours that truck drivers can be "on duty." The on-duty time is defined as a number of sequential hours, and therefore not only reflects actual drive time, but any other functions that occur during those hours. For example, if a truckload has multiple stop-offs and the driver is required to wait to unload at any of the stops, that wait time counts as "on-duty" time. This is a change from previous practice in that drivers used to be required only to log their actual drive time.

This change in regulations has resulted in increased costs for freight carriers. Fewer stop-offs per truckload can be accommodated, thereby increasing the number of trucks needed. Additional drivers are needed to accommodate the same amount of transportation. These, along with other operational implications, have resulted in many carriers increasing their prices to shippers. This has also impacted equipment availability, which we anticipate to become worse during the busy fall season. These same issues can potentially cause delivery to take longer than previously.

Publishers should be prepared for these potential increased shipping costs and potential delivery delays.

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## Delivery problem reporting

**I**f you are mailing your magazine at Periodicals rates and you receive subscriber complaints regarding delivery, there is an automated USPS program for reporting these problems. The program, called ePubwatch, is designed for publishers of Periodicals rate publications that are mailed bi-monthly or more frequently. Publishers may register as a user and then log on to the ePubwatch web site to report subscriber delivery complaints. This program works to inform the USPS of the delivery problem, and if it is a repetitive problem, the complaint is handled with a Pubwatch. This in turn alerts the delivery post office which is servicing the source of the complaint to monitor future issues, and provides information as to the date the mail was received at the delivery office along with the date that the mail

was delivered. The program first prompts the publisher to verify the accuracy of the address (with links to do so), as well as the accuracy of the physical mail preparation. The program also allows for the USPS to do further research upstream if the problem is not with the delivery office. Publishers can access complaint reports, and even generate a letter to the subscriber detailing what is being done with the USPS to handle their complaint.

This program is only available to Periodicals rate publications, and is limited to those published bi-monthly or more frequently. We strongly encourage eligible publishers to log on to the ePubwatch web site and register for this great program. The site address is <http://epubwatch.usps.gov>. This program is provided at no cost to Periodicals rate publications.

**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:

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# Statement of Ownership

It is not too early to be thinking about preparing to file your annual Statement of Ownership (Form 3526). This form is required to be filed each year by publishers of Periodicals rate publications. The form is required to be filed for each Periodicals rate title. The form must be filed on or before October 1 of each year, and must be filed with the post office serving your publishing offices. The form 3526 may be obtained from your local post office, or on the USPS web site at [http://www.usps.com/forms/\\_pdf/ps3526.pdf](http://www.usps.com/forms/_pdf/ps3526.pdf). The form is NOT required to be filed for Standard or Package Services rate publications, and is also not required to be filed while a publication is pending Periodicals authorization. However, we do recommend if your publication is Periodicals Pending that you keep track of the circulation data during the course of the year so that you will be prepared to complete the form in case your authorization is approved prior to the October 1 filing deadline.

In addition to providing information regarding the ownership and management of the publication, the form also requires information regarding the circulation of the publication. The form requires that the publisher itemize all paid, requested, and free circulation, as well as any copies not distributed. The resulting information is used to calculate the percentage of paid/requested circulation. Periodicals regulations require a minimum of 50% plus one copy of the total circulation be distributed to people who have paid, promised to pay, or requested the publication. If the reported percentage of paid/requested circulation on the Statement of Ownership is between 50% and 60%, it can trigger a postal audit.

The circulation information referenced above must be provided for the specific issue published closest to the filing date of the form, but also the average per issue during the preceding 12 months. For this reason, it is recommended that publishers keep track of this data for each issue in a database, spreadsheet, or other method that will allow easy calculation of these averages as well as to supply the specifics for the filing issue. We recommend that you format the spreadsheet similar to the format of the form itself to make the

completion of the form even easier.

The data for use in completing the form is usually found on the mailing statements (3541 forms), the print order, the print invoice, and any other distribution invoices or manifests for the publication. Keep in mind that you have to account for all the printed copies of the publication, regardless of how (or even if) they are distributed. Again, it is a good idea to keep track of these documents during the course of the year so that you are prepared when it comes time to complete the form.

In addition to filing the form, it is also required that you publish the information from the completed form in your publication if you are authorized as a General (paid) or Requester publication. If your authorization is under another category, such as Institutions and Societies, you are exempt from this requirement. The information from the form must be published in the issue used to provide the information to complete the form, or in the next subsequent issue. This information does not need to be in any specific area in the publication, nor are there any requirements for the size or format of the information, as long as it is complete and legible. Some publishers elect to replicate the form itself while others insert the information in a text form. Some rules of thumb for the timing of publishing this information:

<u>Issue frequency</u>	<u>Publish in Issue</u>
More than weekly	By Oct 10
Weekly or less, but more than monthly	By Oct 31
Monthly and all other frequencies	By first issue produced after Oct 1

Some publishers are confused by some of the terminology on the form, so below is a glossary to help define some of the terms:

Inside County: some publications which are regional in nature (e.g. newspapers) qualify for what are called Inside County postal rates. These rates apply to the copies mailed to recipients within the county where the publishing offices are located. To qualify, the total circulation must be

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# What is an ISSN?

**I**SSN is an acronym for International Standard Serial Number, and it is used to identify a serial publication. These may be print or non-print publications. A serial by its nature is expected to continue indefinitely. Serials include items such as magazines, newspapers, annuals (such as reports, yearbooks, and directories), journals, etc.

A single ISSN uniquely identifies a title regardless of language or country in which it is published. An ISSN is eight digits long, and is always displayed in this way: ISSN 1234-5679. The first seven digits serve as the title number and the eighth is a check digit.

For each serial with an ISSN there is a corresponding "key title"--a commonly acceptable form of the title established at the time of ISSN assignment. If the title of a serial changes, a new ISSN must be assigned.

The coordination of the ISSN is international, with registration initiated at the national level where serials are published. The National Serials Data Program (NSDP) within the Library of Congress is the U.S. Center of the ISSN Network. NSDP is responsible for registering and providing ISSN for serials published in the United States and for promoting use of the ISSN.

There are a number of benefits of an ISSN:

1. ISSN provides an efficient and economical method of communication between publishers and suppliers.
2. The ISSN results in accurate citing of serials by scholars, researchers, abstracters, and librarians.
3. As a standard numeric identification code, the ISSN is well suited for automated processes such as file update and linkage, retrieval, and transmittal of data.
4. ISSN is used in libraries for identifying titles, ordering and checking in, and claiming serials.
5. ISSN simplifies interlibrary loan systems and union catalog reporting and listing.
6. The USPS uses the ISSN to identify Periodicals rate publications.
7. The ISSN is an integral component of the journal article citation used to monitor payments to the Copyright Clearance Center Inc.
8. All ISSN registrations are maintained in an international database, which may be referenced if needed.
9. There is no fee for ISSN application or use.

The ISSN application is available in print or electronic form. The form, as well as additional information about ISSN, is available at the Library of Congress web site at <http://www.loc.gov/issn/>. A suitable representation of the publication must be provided along with the application. For print serials a sample issue or photocopy of the title page, cover, or masthead should be provided. For electronic serials in a tangible form such as CD-ROM or floppy disk, an actual issue and printouts of title screens should be submitted. For online serials, provide an appropriate URL or e-mail actual issues or mock-ups along with the application form to [issn@loc.gov](mailto:issn@loc.gov).

For start-up publication applications, a mock-up or artist's conception of the above referenced parts of the publication should accompany the application. In these cases, a follow-up sample issue must be sent directly to NSDP after publication has begun.

Except for microform reproductions, separate ISSN are generally required for serials issued in different physical formats, (e.g., print, CD-ROM, online, etc.). Separate ISSN's are also required for serials issued in different language, geographic, or audience editions. Separate application forms should be completed for each edition or you may note the different editions in the "Additional information, comments, questions" section of the application form.

To provide the most benefit, the ISSN should be displayed prominently on every issue, preferably in the top right corner of the cover. It is more common, however, for the number to appear elsewhere on the publication (usually in the masthead area).

For more information or to apply for an ISSN, log on to the Library of Congress web site at <http://www.loc.gov/issn/>.



## Banta PubNet Design

This issue was designed and assembled by Banta PubNet. If you are currently outsourcing the design of your publication, you might want to investigate Banta's design and assembly capabilities. Banta's creative team has the experience it takes to design outstanding publications from scratch, or work with your existing templates. We can also convert your native layout documents to PDF for streamlined computer-to-plate workflow as well as provide custom designed graphics and layouts for your magazine. For more information, contact Wayne Metcalfe at 816-792-6394, or make an e-mail inquiry to [wmetcalfe@banta.com](mailto:wmetcalfe@banta.com).

For additional copies of the Banta Mailbox, log on to [www.bds.banta.com](http://www.bds.banta.com) or contact Jennifer Fitzpatrick, Marketing Communications Manager at 630-789-5652 or at [jfitzpatrick@banta.com](mailto:jfitzpatrick@banta.com)

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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less than 10,000, or you must have at least 50% plus one copy of your total circulation distributed within the county in which your publishing offices are located. Most non-regional publications do not qualify for these rates, and in these cases you would report the number of copies in this category as zero. For those publications that do qualify, such as regional or city magazines, you would report the number of copies that qualify for this postage rate by identifying this amount on your 3541 forms.

Outside county: for publishers that qualify for Inside County rates, this would be all the copies that are distributed outside the county in which your publishing offices are located. For publishers that do not qualify for Inside County rates, this would be all of your copies.

Free distribution: this is any copies that are not paid for or have documented requests for receipt. Examples of this would be complimentary copies, sample copies, advertiser copies, copies mailed to prospect lists, etc.

Sales through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution: this is any copies that are paid for by methods other than subscription, such as newsstand copies, store copies, etc. The key is that you must have proof that the copies have been sold to the ultimate recipient. For example, if you have a knitting magazine and have copies that you sell to a retailer for re-sale, these copies do not count unless you can provide proof of the retailer's sales to the ultimate recipients.

It is important to note that failure to file and publish this form can result in revocation of your Periodicals mailing privileges. The USPS can also hold up mailings of subsequent issues until the form is filed, so it is important to complete and file the form on a timely basis. For assistance in obtaining, completing, or filing this form, contact your local Business Mail Entry office Periodicals mail specialist.

**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)

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