



- E200 Periodicals
- E210 Basic Standards

E214 Reentry

Summary E214 describes the process when there is a change in the title, frequency of issue, or location of known office of publication.

1.0 CHANGING TITLE, FREQUENCY, KNOWN OFFICE OF PUBLICATION

When Required Except under 1.2, the publisher must file an application for reentry on Form 3510 to change the title, frequency of issue, or location of the known office of publication of an authorized Periodicals publication.

1.1

When Not Required An application for reentry is not required if the current and requested known offices of publication are served by the same post office; or if only the ownership of the publication is changed, unless that change disqualifies the publication from eligibility under E270 for Preferred Periodicals rates or from authorized entry under E212 as a publication of an institution or society, as a publication of a state department of agriculture, or as a foreign publication.

1.2

Where to File To change the title or frequency of issuance of a Periodicals publication, the publisher must submit Form 3510 to the original entry postmaster. To relocate the known office of publication, the publisher must submit Form 3510 to the postmaster with jurisdiction over the requested new location.

1.3

Accompanying Documentation A Form 3510 must be accompanied by two copies of the publication that show the new title (if applicable), and that contain a complete identification statement that reflects the changes requested. A proof copy of the amended identification statement is acceptable if the publisher specifies the issue in which it is to be printed. Other documentation may be required:

1.4

- a. To change frequency of issuance: Form 3541-C (if the requested frequency of issuance includes more than one regular issue on any day) or Form 3541-E (if the requested frequency of issuance includes more than one regular issue per month, but not on the same day) (see E216).
- b. To change known office of publication: A complete distribution plan, including details on the mail volume to be deposited at the new original entry post office, regardless of whether relocation of the original entry post office changes that information. An additional fee (under D230) is not required if distribution changes affect only the original entry post office.

Location The location shown on Form 3510 for the new original entry post office must be a post office. Other postal facilities (e.g., branches, stations, contract offices, processing hubs) are not authorized as original entries.

1.5

Same County Reentry may be authorized at a new original entry post office in the same county as an existing additional entry post office. If the publication is eligible for In-County rates, the publisher must give the original entry postmaster a copy of all postage statements claiming those rates to support compliance with the standards for In-County rates.

1.6

Other Reentry Actions A Form 3510 filed to relocate the known office of publication must include a separate Form 3510 and the applicable additional fee if changes are made in the publication's distribution plan other than the location of the original entry post office.

1.7



- Filing Date** 1.8 Publishers wanting to change the title or frequency of issuance of a publication must file Form 3510 by the date on which copies are to be issued with the new title or on the new frequency.
- Effective Date** 1.9 To permit adjustment of transportation without penalty to the USPS, the USPS may delay the effective date for a publisher's requested change in the known office of publication if the application was filed fewer than 40 days before that date.
- Reentry Denial** 1.10 Reentry may be denied at a post office where resources are not adequate for efficient and economical handling by postal transportation, distribution, and processing systems.
- Application Fee** 1.11 The correct fee must accompany an application for reentry to change a publication's title, frequency of issuance, or known office of publication. The fee is not refundable. No additional fee is required when Form 3500 is required as part of a reentry application.
- Multiple Reentry Requests** 1.12 A publisher may file a single Form 3510 and pay a single fee to request more than one reentry action under [1.0](#) if all required documentation is submitted with the Form 3510; all required information is given about the distribution plan for mailings at the new original entry post office (if applicable); and the effective dates for the reentry actions do not cover more than 30 calendar days. The publisher must submit a separate Form 3510 (and pay the fee) for each reentry action under [1.0](#) that cannot meet these conditions.
- Other Actions** 1.13 A publisher must submit a separate Form 3510 (and pay any required fee) for each reentry action under [D210](#), [D230](#), [E270](#) (no fee), or [2.0](#). A publisher must file a separate Form 3510 (and pay the applicable fee) if modifications are made to the publication's distribution plan by reentry under [1.0](#) other than the frequency of issuance or the location of the original entry.
- 2.0 CHANGING QUALIFICATION CATEGORIES**
- When Required** 2.1 To change the category under which a publication is authorized Periodicals mailing privileges, the publisher must file an application for reentry on Form 3510 with the original entry postmaster and pay the applicable fee.
- When Not Required** 2.2 An application for reentry is not required if only the ownership of the publication is changed, unless that change disqualifies the publication for eligibility under [E270](#) for Preferred Periodicals rates, or for entry under [E212](#) as a publication of an institution or society, as a publication of a state department of agriculture, or as a foreign publication.
- Category Changes** 2.3 The publisher must submit Form 3500 and Form 3510 to change a publication's authorization category.
- Filings and Records** 2.4 [\[10-1-03\]](#) The publisher must make all filings under [2.3](#) to the original entry postmaster.
- 3.0 APPLICATION FOR REENTRY**
- Pending** 3.1 While an application for reentry is pending, copies of an authorized Periodicals publication are accepted for mailing at the Periodicals rates, subject to [3.5](#).
- Additional Information** 3.2 The PCSC manager may ask for more information or evidence from the publisher to complete or clarify an application. Failure to provide such information is sufficient grounds to deny the application.



Proof of Compliance
3.3 The publisher must be able to show to USPS satisfaction that the publication, as reentered, still meets all applicable Periodicals standards. As evidence of continued qualification that must be made available with the application for reentry, circulation records must be available to allow USPS verification that all issues or editions of the publication, as reentered, meet applicable standards. Other documentation, including circulation records for other issues or editions, must be available on request. Failure to provide this evidence is sufficient grounds to deny the reentry request.

Ruling
3.4 The PCSC manager reviews and rules on an application for reentry.

Effective Date
3.5 An entry office may not be used before authorization by the USPS. A publisher may not pay postage at another rate to deposit copies at an unauthorized entry office. Subject to the restrictions in 1.7, 1.8, and 1.11, the effective date of a reentry authorization is the application date (if the publication was eligible on that date) or the eligibility date (if the publication became eligible after the application date). The requested effective date for a change in original entry office may be deferred temporarily until transportation or mail processing resources are in place to handle the action requested. If deferral is due to USPS transportation contract limitations, the publisher's requested effective date may be approved with the publisher's agreement to reimburse the USPS for any cost caused by modifying or canceling contracted transportation.

Denial After Verification
3.6 If a verification shows that the publication (as modified by the requested reentry) does not meet applicable Periodicals standards, the PCSC manager denies the reentry application and notifies the publisher in writing of the reasons for the denial. Within 15 days of receipt of such notice, the publisher may either return to the publication status before the application for reentry was submitted or appeal the denial under 3.8. If no appeal is filed, the denial takes effect 15 days from the publisher's receipt of the manager's decision.

Denial—No Verification
3.7 If the PCSC manager denies an application not requiring verification, the publisher receives written notice of the reasons for denial. The denial takes effect 15 days from the publisher's receipt of the notice, unless the publisher files an appeal under 3.8 within that time.

Appeal
3.8 An appeal must be filed through the PCSC with the manager of Mailing Standards (see G043 for address). The manager of Mailing Standards may ask the publisher for more information or evidence to clarify the appeal. Failure to provide such information is sufficient grounds to deny the appeal.

Mailing During Appeal
3.9 During the appeal:

- a. Copies of any issue of a publication denied reentry under 1.0 and found unqualified for Periodicals mailing privileges are accepted in a pending status at the applicable Standard Mail or Package Services rates. For this standard, the pending status begins when the appeal is filed and continues until the end of the appeal process.
- b. Copies of a publication denied reentry under 2.0 are accepted at the currently applicable Periodicals rate.
- c. The publisher must submit the applicable Periodicals and Standard Mail or Package Services postage statements with each mailing of the publication in a pending status. Failure to submit these statements is sufficient grounds to deny a postage refund under 3.12.



- Refunds** 3.10 If the reentry application is approved on appeal, the publisher receives the difference between the applicable Periodicals postage and the Standard Mail or Package Services postage paid during the pending status if the publisher submits records to substantiate the amount of the refund. If the reentry application is denied on appeal, no refund is made.
- Final Decision** 3.11 The manager of Mailing Standards (see [G043](#) for address) issues the final agency decision on appeals under [1.0](#).
- Denial** 3.12 If the manager denies an appeal under [2.0](#), it is effective 15 days from the publisher's receipt of the decision unless, during that time, the publisher files an appeal with the USPS Recorder under 39 CFR 954, a copy of which accompanies the decision.