

# Special Standards

## Periodicals—General Information and Eligibility

# 707a

Quick Service  
Guide

**Related QSGs** [707b, Periodicals Nonprofit, Classroom, and Science-of-Agriculture](#)  
[707d, Periodicals Nonautomation Letters](#)  
[707e, Periodicals Nonautomation Flats](#)  
[707f, Periodicals Automation Letters](#)  
[707g, Periodicals Automation Flats](#)

**Rates and Fees**  
([707.1.5](#))

Application (original entry) fee	\$395.00
Additional entry application fee	65.00
Reentry fee	45.00
News agent registry	40.00

Rates include addressed piece charge, pound rates (advertising and nonadvertising), and applicable discounts; factors include place of mailing, destination, presort, etc.  
Basic, 3-digit, 5-digit, and carrier route rates are available; Outside-County rates apply per [707.11](#);  
In-County rates apply to all eligible in-county copies of other than requester publications. The Preferred rate discount is available under [707.10](#); see reverse.

**Eligibility Standards**  
([707.4](#))

For authorized publications (e.g., magazines and newspapers) whose primary purpose is transmitting information. Periodicals must be issued at least four times a year at a stated frequency from a known office of publication and be formed of printed sheets. General and requester publications must have an established list of subscribers or requesters. All pieces within each mailing must be in the same processing category.

Application form required ([707.5.1](#)).

Authorization: Periodicals entry in one of these five categories ([707.6](#)):

- General publications.
- Publications of institutions and societies.
- Publications of state departments of agriculture.
- Requester publications.
- Foreign publications.

Records: maintained by publisher to support application and confirm eligibility for entry at Periodicals rates; specific standards by category.

Additional standards: circulation, documentation, advertising limits, and other conditions that vary by category.

Limits apply to nonsubscriber/nonrequester distribution for general and requester publications.

Identification: title, identification statement ([707.4.11](#)).

Supplements, enclosures, additions, parts, sections, and editions are permitted under applicable standards.

Additional documentation and separate postage statement required for mailings combining more than one edition or publication.

Limitations apply to advertising percentage and mailpiece components (e.g., independent printed matter and products are not permitted in a publication at Periodicals rates).

The simplified and exceptional address formats are prohibited on Periodicals publications intended to count as subscriber or requester copies ([602.3.1.2](#)).

**Postage Payment and Documentation**  
([707.16](#), [705.15](#))

Postage statement: Form 3541, *Periodicals One Issue or One Edition*, or approved facsimile.  
Advance deposit account(s) at original and each additional entry post office, unless authorized under Centralized Postage Payment (CPP) ([707.16.5](#)).

**Mail Preparation**

Presorted ([707.22](#)), Carrier Route ([707.23](#)), Automation Letters ([707.24](#)), or Automation Flats ([707.25](#)), as appropriate.

**Enter and Deposit**  
([707.27](#))

Only at authorized original and/or additional entry post office(s), unless authorized exceptional dispatch under [707.27.3](#).

For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.