

Advertising – definitions and money saving tips

USPS defines advertising for Periodicals in 6.1.3 and 6.2.3 of the Domestic Mail Manual. Advertising is measured for each issue in square inches. The cost of postage increases as the percentage of advertising increases.

The USPS term **advertising*** includes:

Any material in the publication for which a valuable consideration is paid, accepted or promised. Material that calls the reader's attention to buy, sell, seek or support a company, agency or church for its monetarily benefit.

The space occupied by a story – including headline, copy and photos – is considered advertising if it promotes products or services or includes a stated price or request for donations. Even publishers own products and services that are sold are counted as advertising.

To minimize percentage of advertising in your news section without leaving out important cost information, you can ...

- Write the full story **without** cost information, then create a box near or below the article to list any events that have cost associated with them. Only the boxed information will be measured as advertising. Example:

Conference minister's retirement dinner
Date - time - place
Cost & info for tickets or reservations

- Write your full story describing the ministry of an agency or group with quotes or pictures describing the lives it touches or its good works, and then **add a boxed item with contact information and a request for donations**. Examples:

For more information about *(add special event)*,
contact the conference office at
(add phone number, web address, etc.)

You can help others in need by contributing
to the **XXXXXX Project** through your
local congregation, your denominational website, etc.

Your donation of \$25.00 or more to the
XXXXXX Project can help your church . . .

For questions about paid advertising in your publication, contact UMR's postal liaison Farouk Zaman, fzaman@umr.org, 214-630-6495 x131 or 800-947-0207 x131.

*Definition taken from Mailing Matters, Inc.

From USPS DMM 707 Periodicals

4.13 Advertising Standards

4.13.1 Definition of Advertising

Advertising is restricted or prohibited by [6.1.3](#) and [6.2.3](#) for the categories of Periodicals authorization. For these standards, the term advertising includes:

- a. All material for the publication of which a valuable consideration is paid, accepted, or promised, that calls attention to something to get people to buy it, sell it, seek it, or support it.
- b. Reading matter or other material for the publication of which an advertising rate is charged.
- c. Articles, items, and notices in the form of reading matter inserted by custom or understanding that textual matter is to be inserted for the advertiser or the advertiser's products in the publication in which a display advertisement appears.
- d. A newspaper's or periodical's advertisement of its own services or issues, or any other business of the publisher, whether in display advertising or reading matter.

6.1.3 Advertising Standards

Advertising is defined in [4.13](#). General publications primarily designed for advertising purposes do not qualify for Periodicals mailing privileges, including publications that:

- a. Contain more than 75% advertising in more than half of the issues published during any 12-month period.
- b. Are owned or controlled by individuals or business concerns and conducted as an auxiliary to and essentially for the advancement of any other business or calling of those who own or control the publications.
- c. Consist principally of advertising and articles about advertisers in the publication.
- d. Have only a token list of subscribers and that print advertisements free for advertisers who pay for copies to be sent to a list of persons furnished by the advertisers.
- e. Are published under a license from individuals or organizations and that feature other businesses of the licensor.

6.2.2 Types of Publications

Publications are eligible for Periodicals mailing privileges if they meet the basic standards of [4.0](#), contain only the publisher's own advertising or general advertising subject to [6.2.3](#), and are published by:

- g. A church (a congregation of worshippers who conduct religious services) or a church organization (organizations of individual churches, organizations that are subsidiary to individual churches, and national or regional organizations of churches).**

6.2.3 Advertising Standards

Advertising is defined in [4.13](#). A publication qualifying for Periodicals mailing privileges under [6.2.2](#) may contain advertising of other organizations or persons if:

- a. It is not designed or published primarily for advertising purposes.
- b. It is originated and published to further the purposes of the qualifying organization.
- c. Its mailed circulation is limited to copies mailed to members who pay, either as a part of their dues or assessments or otherwise, at least 50% of the subscription price regularly charged to other members; to other actual subscribers; to exchanges; and to 10% of such circulation as sample copies. When members pay for their subscriptions as a part of their dues or assessments, individual subscriptions or receipts are not required.