

Sound Publishing – does not including mailing cost 2018 data from invoices

Date of Invoice	Newsletters Printed	Mailed	Pages	Total Cost
11-27-2018	1,141	1,091	16 pages	\$552.47
10-30-2018	1,291	1,091	28 pages	\$825.50
10-2-2018	1,291	1,091	28 pages	\$840.55
8-28-2018	1,266	1,091	28 pages	\$834.25
7-30-2018	1,191	1,091	40 pages	\$1,154.51
6-25-2018	1,184	1,084	20 pages	\$629.68

This rotation there have not been as many printings to be able to give you printing information:

Month	Printing Cost	Bulk Mail Cost	Translation Cost Difference between sending the newsletter bulk mail vs regular mail is an increase of about 30% This is an estimate of what it would have cost at full rate.
February 2019	\$897.04	\$356.80	\$463.84
March 2019	\$520.21	\$216.42	\$218.34
April 2019	\$477.23	\$264.63	\$344.01

Those of you familiar with the area newsletter, know that we have a bulk mailing permit. When we mail the newsletter, we are required to use our official name in order to qualify for the bulk mail non-profit rate.

In order to protect the anonymity of our area newsletter recipients, we have instead been using Western Washington Area 72. This issue is not new. Multiple past newsletter editors have reported the same struggle.

Last rotation this issue caused:

The results in mailing delays and/or the requirement to use the standard postal rate (~30% increase).

Last rotation the newsletter editor negotiated with USPS to leave the name off entirely with the commitment to find a permanent solution this year.

This rotation there has been no reported issues.

Publication 417, Nonprofit USPS Marketing Mail Eligibility: Nonprofit

4-3.2

Identification

4-3.2.1

Organization

Name

All matter mailed at the nonprofit prices must identify the authorized organization. The authorized organization's name and return address must appear in at least one of two places:

- a. On the outside of the mailpiece — e.g., in the return address.
- b. In a prominent place on the material mailed — e.g., on the letterhead or elsewhere on the material inside the mailing envelope or wrapper.

Note: If a return address is included on the mailpiece, it must be a complete return address of the authorized nonprofit organization. (See CSR PS-140.)

4-3.2.2 D.B.A. or A.K.A. Names

Organizations may mail using a d.b.a. (doing business as) or a.k.a. (also known as) name if the name is shown on the authorization to mail at the nonprofit prices.

If an organization that is currently authorized to mail at nonprofit prices requests to have the name on the authorization changed to a d.b.a or a.k.a. name, the Postal Service requires a copy of the certificate from the state that recognizes the use of the d.b.a. or a.k.a. name and a letter from the organization requesting a name change to the d.b.a. or a.k.a. name.

Alternately, the organization may maintain its authorization in its incorporated name and obtain a separate authorization to mail at nonprofit prices in its d.b.a. or a.k.a. name. An organization that is not currently authorized to mail at nonprofit prices may request authorization under a d.b.a. or a.k.a. name. To do so, the organization must file a PS Form 3624 in the d.b.a. or a.k.a. name. The application must include the following:

- a. The information listed in 3-1.
- b. A copy of the certificate from the state that recognizes the use of the d.b.a. or a.k.a. name. A letter from the organization requesting to use the d.b.a. or a.k.a. name.