



## **Kansas Press Association, Inc.**

*Dedicated to serving and advancing the interests of Kansas newspapers*

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To: Kansas newspapers

From: Doug Anstaett, executive director

Re: Tips on new rates, changes in postal regulations

One of the largest postal rate hikes is expected to be felt by local, in-county newspapers. The sizeable rate increase of nearly 25 percent would be the steepest rise in more than a decade. Originally, the Postal Regulatory Commission had proposed upwards of 33 percent increases.

NNA Postal Committee Chairman Max Heath, vice president of Landmark Community Newspapers Inc., said, "I have to believe that the planners for this rate case do not fully appreciate the damage they will inflict upon community newspapers, and therefore upon local communities, if they continue in the direction they seem to be headed." The rate hike for local newspapers is larger than for virtually any other class of U.S. mail.

The new rate structure goes into effect July 15, 2007. Here are some other points to remember as provided by Max Heath and others:

- You'll have a new version of Form 3541 to use with the new rate structure for your periodical mailings beginning on July 15, 2007.
- In-County mail walk-sequenced in high-density volume to the office of delivery will increase 21-22 percent (the original request from USPS was for 31-33 percent).
- The good news: while rates are going up significantly, the In-County rate structure is still based on pieces and pounds.
- The bad news: the Outside-County rate structure is changing from one based on pieces and pounds to one based on four components: pieces, pounds, bundles and containers.
- Documentation requirements for In-County mailings do not change, but beginning July 15, new bundle and container reports will be required for Outside-County mailings.
- Max Heath says PAVE-certified software (Program Measuring Presort Accuracy) is more important than ever and the 3541 form will increase from three to eight pages.
- To avoid a sack charge, beginning using flat tubs, which Heath has been proposing for the past 20 months.

You may download the new 3541 forms and instructions, rate and fee schedules and new requirements at [www.kspress.com](http://www.kspress.com).