

10.2 Identification Statement

An identification statement, in an easily read type, must be included in all copies of publications authorized Periodicals mailing privileges and in all copies mailed pending approval of Periodicals mailing privileges.

10.3 Unbound Publication

In an unbound publication, the identification statement must be shown conspicuously in one of the following places:

- a. On one of the first five pages.
- b. On the table of contents page.
- c. In the masthead on the editorial page, if the location of the editorial page is shown in the table of contents on the front page of the publication.

10.4 Bound Publication

In a bound publication (one secured with two or more staples, spiral binding, glue, stitching, or other permanent fastening), the identification statement must be shown conspicuously as described in 10.3 or on one of the last three nonadvertising pages inside the back cover.

10.5 Identification Statement Content

The identification statement must contain:

- a. The publication title and number. The publication number includes an alpha prefix and must be within parentheses immediately after or below the publication title. If an International Standard Serial Number (ISSN) is assigned, it must appear in the identification statement (e.g., “THE WEEKLY JOURNAL” (ISSN 9876-543X)). If an ISSN is not assigned, the USPS number assigned by the PCSC must appear in the identification statement within 90 days after being provided (e.g., “THE CIVIC BULLETIN” (USPS 876-690)). The publication number may be on the front or cover page instead of in the identification statement.
- b. The issue date. The date may be omitted if it is on the front or cover page.
- c. A statement of frequency, such as described in 5.2.
- d. The issue number. Every issue of each publication must be numbered consecutively in a series that may not be broken by assigning numbers to issues unavoidably omitted. The issue number may be omitted if it is on the front or cover page.
- e. At the publisher’s option, the subscription price, if the publication has one.

f. The name and address of the known office of publication, including street number, street name, and the ZIP+4 or 5-digit ZIP Code. The street name and number are optional if there is no letter carrier service. The known office of publication must be clearly distinguishable from the name of other offices of the publication. For foreign publications, the address of the publisher's agent must be shown as the known office of publication.

g. The imprint "Periodicals Postage Paid at..." or, if mailed at two or more offices, "Periodicals Postage Paid at... and at additional mailing offices." A notice of pending application is shown instead if copies are mailed while an application is pending: "Application to Mail at Periodicals Postage Rates is Pending at...."

h. The mailing address for change-of-address orders, in the normal text type of the publication: "POSTMASTER: Send address changes to [publication title and mailing address]." Publications that are wrapped may use an alternative measure under C200. Change-of-address information may also be shown on the label carrier or container of publications prepared in envelopes, closed wrappers, or polybags.