



Resolution

A Resource for Publishers

● UPS vs. USPS

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Sustainable Forestry and the Paper Industry

Responding to environmental concerns, the paper industry has taken significant steps over the last decade to improve their profile with the general public. In 1994 the American Forest & Paper Association created a set of forestry principals called the Sustainable Forestry Initiative or SFI. The AF&PA is the national trade association of the forest, pulp, paper and wood products industry and includes all the mills from whom we

regularly purchase paper, namely Domtar, Finch, International Paper, NewPage, Sappi, Stora Enso, and Weyerhaeuser.

This certification program has now enrolled more than 136 million acres in North America in an effort to preserve the availability of this renewable resource in a manner that also protects wildlife, vegetation, soil, and water quality. According to the AF&PA web site, "members... agreed to adhere to a set of forestry principles that would meet the needs of the present without compromising the ability of future generations to

meet their own needs."

Over the last several years paper mills have sold off much of their land holdings. Mills such as Sappi (producers of Somerset and Belgrade) do not own or

manage any timberlands. They do insist that all of their fiber is procured from third-party suppliers who are SFI certified. In their brochure *The Environment and Sappi* they state: "Sappi sources fiber only from North American suppliers who are continually reviewed to ensure that no old growth forests are cut and that more trees are planted than harvested."

The Sustainable Forestry Board (SFB) was established in September 2000 as an independent, multi-stakeholder group empowered with the responsibility of managing the SFI program compliance. The SFB is now seeking status as an independent non-profit association. Two-thirds of the fifteen member board is comprised of outside interest organizations such as environmental and conservation groups. The standards of the SFI require that participants comply with a program made up of nine principles and thirteen objectives. The principles are comprised of responsible practices and long term forest and soil productivity objectives as well as the protection of water resources and legal compliance.

The SFI is not the only effort in forestry certification. The Forest Stewardship Council has gained greater acceptance among environmental groups including Greenpeace, The Nature Conservancy, Sierra Club, and World Wildlife Fund. The council is an international effort, headquartered in Germany, which grew out of the 1992 Earth Summit in Rio. This program has garnered greater acceptance with leading environmental organizations for its firmer stance on forest plantations and the rights of indigenous peoples, among other issues. ☐



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USPS Gets Stricter on Periodicals ID Statement

Until recently the USPS rules on ID statement placement were little understood and laxly enforced. Lately we've noticed a definite increase in enforcement of existing regulations on a local and national level. We thought it was a good time for a refresher on the regulation wording and what it actually means.

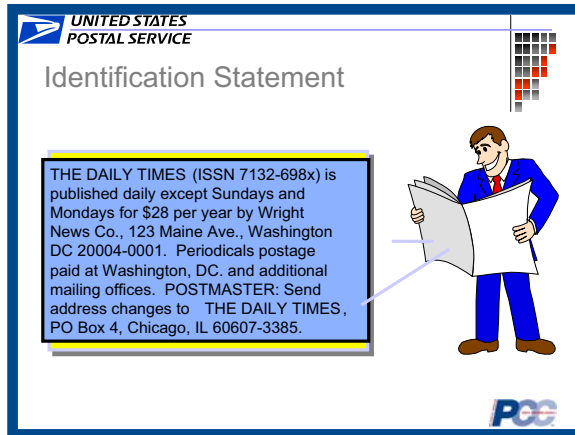
Location options from the Domestic Mail Manual (DMM 707.4.11):

- 1) On one of the first five pages.
- 2) On the table of contents page.
- 3) In the masthead on the editorial page, if the location of the editorial page is shown in the table of contents or on the front page of the publication.
- 4) On one of the last three non-

advertising pages inside the back cover.

USPS Customer Support Ruling PS-059 Defining the first five pages

The required Periodicals Identification Statement must appear



in type, which can be easily read and shown conspicuously in one of the locations specified in DMM 707.4.11.

A sheet forms two pages of a Periodicals publication. If a Periodicals publication is paginated and the numbering begins on the first page bound inside the front cover, then the cover is not considered when determining which page should be page number five. If the first page bound inside the front cover is page number three and the publisher considers that the cover forms two pages of the publication, then the cover pages should be considered when determining which page should be page number five.

DPC Recommendation:

It is recommended that your ID statement be placed on the fifth page counting the front cover as pages 1 & 2. This will ensure that your mailing does not flunk postal inspection and jeopardize your mail date. ☐

Comparing UPS to USPS in Delivery Times and Costs

Our Postal Coordinator, Lloyd Mills, has created this reference chart comparing UPS vs USPS. It is based on an 8 oz. magazine shipped from NH (03755) to CA (94085) and using the UPS residential surcharge.

2nd Day Air - Guaranteed \$12.99

**Priority Mail - not Guaranteed, \$10.40
2 - 3 days to major cities**

**3rd Day Air - Guaranteed \$11.19
(See note 1)**

**1st Class Mail - not Guaranteed, \$1.86
1 - 3 days per USPS. Real world 1 - 7 days**

**Ground - Guaranteed \$6.17
within 5 days
(see note 1)**

**Periodicals - not Guaranteed, typically \$0.38
1 - 7 days per USPS. Can be up to 21 days (See note 2)**

**Standard "A" - not Guaranteed, typically \$0.55
2 - 9 days per USPS. Can be up to 24 days (See note 3)**

Note 1: UPS does not offer letter service for 3rd day or ground; the cost is from the 1 pound package rate.

Note 2: Periodicals rate is just an estimate based on 25% advertising, 3-digit sort and minimum of 250 pieces, among other factors.

Note 3: Standard A based on a 3/5 zip code presort, among other factors. ☐

Stress-Free Selling

The 7 Steps to Successful Sales

Jenaé Rubin presented the Ad Sales Boot Camp at the recent Folio: Show in NYC. The following is the conclusion of two parts.

By Jenaé Rubin, president, Sales Powerhouse®

Step 4: Overcome the few objections you will get

Follow these steps and the number of objections you get is greatly reduced. In fact, most become questions and points of discussion. You will not have to overcome anything.

Turning Objections Into Sales

Prepare answers to all the objections you know you get... that you don't have answers to now. Being unprepared is like walking into a dark alley expecting to be mugged. How uncomfortable. How stressful. You know what objections you're going to get. Prepare yourself and reduce stress.



Step 5: Move prospects to customers

Closing the sale is the natural conclusion. When you ask and what you say makes this a difficult or easy step.

Closing

Know your prospect wants to do business with you before you ask for the sale! This eliminates wondering if your prospect will cancel their order, not renew or avoid you following a strained decision. Assume the sale, be aware of the buying signals, and the close will be effortless. Prepare the stress-free closing questions you will ask when the time is right.

Step 6: Ease sales & create longer-lasting sales

Inexpensive or free, salesperson-originated marketing efforts overcome objections like: "Who are you?" "Why should I talk to you?" "Why would I want to do business with you?" "Why did I do business with you?" Touch your customers and prospects frequently without trying to sell anything. By giving, you create the environment where they want to receive.

Pearl Marketing

There are at least a hundred ways to reach customers and prospects that cost little or no money and result in decreased attrition, increased and easier sales. Implement as many as possible simultaneously. These efforts do not take away from sales time... and they make sales easier, last longer, and create great relationships.

Step 7: Make the future even easier

Top athletes have coaches and practice every day. Superstar actors have coaches to improve their talent. Plan your advancement strategy.

Nurture Yourself

Read and listen to tapes repeatedly. Go to sales seminars, hire a coach, talk to highly successful salespeople... constantly. Become an expert on everything tangential to your business. Know

marketing! Practice your introduction until it's natural. Listen to yourself on tape to hear how others hear you. Grow yourself to grow your business.

Skip a step, miss a sale

...and be left wondering what do to and what to say. ☐

Jenaé Rubin is president of Sales Powerhouse®, a sales and marketing consulting and sales training firm whose mission is to help you become #1 in your market. Jenaé has authored Turn Objections Into Sales and Pearl Marketing, 99 Inexpensive and Free Techniques to Reduce Attrition and Increase Sales. She is currently writing Stress-Free Selling, the 7 Steps to Successful Sales. Jenaé may be reached at www.SalesPowerhouse.com or 954-476-0067.

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Periodicals Supplement Guidelines

We have received numerous inquiries regarding the USPS rules on what can be classified as a supplement to a publication. The following outline attempts to answer most of those questions. Periodicals are subject to strict content and construction requirements. Part of this is an involved application and approval process, including a postal review of the publishers records. The supplement is not classified as a periodicals publication but as a supplement to information that is being conveyed through the periodicals class of mail. The supplement may not be mailed by itself at Periodicals rates.

- A supplement may be devoted to a single topic and may contain material different from that in the host publication.
- Must have at least 25% non-advertising.
- Bear the endorsement, on the cover, "Supplement to" followed by the title of the publication; the name of the publisher; or "Periodicals Publication."
- A bound publication with one or more supplements must be enclosed in a wrapper.
- A supplement may not exceed the external dimensions of the host publication in width or height.



The Following are Ineligible:

- Separate price or subscription offer
- The word "Catalog"
- First or Standard Mail permit imprint
- An ISBN (this could be a book, cassette or compact disk)
- Different ISSN or USPS number from the host piece

As Defined by the USPS:

- A supplement is one or more pages formed by one or more printed sheets that are not bound in a publication.
- Identification Statement (can only be in the Host piece)
- Ancillary services, for example "POSTMASTER: Send address changes to" (can only be in the host piece) ☐

DARTMOUTH PRINTING COMPANY

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#1 IN SHORT RUNS

To us, short runs are always a perfect fit.

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Contact: Mike Sartorelli, Vice President of Sales & Marketing

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Dartmouth Printing Company is a full web printer dedicated exclusively to printing short run publications and catalogs on full size web presses. We define "short run" as press runs between 5,000 and 100,000 copies; our average run length is approximately 20,000. We believe that by concentrating on this specialized market, we better serve its publishers.