d. Enclosures listed in 1.4b and 1.4c are not counted when determining the percentage of advertising in the publication, but they are included in the total weight of the publication reported on the mailing statement. If the publication otherwise consists entirely of nonadvertising matter, an incidental First-Class enclosure as described in 1.4a may be treated as nonadvertising matter. In all other cases, an incidental First-Class enclosure is considered part of the advertising portion of the publication.

# 1.5 Supplements

A supplement is one or more pages (subject to 1.1) formed by one or more printed sheets that are not bound into a publication. A supplement may be devoted to a single topic and may contain material different from that in the host publication. The external dimensions of a supplement (i.e., its length and height) may not exceed those of the host publication. Supplements are also subject to these conditions as applicable:

a. A loose supplement to a bound second-class publication must contain at least 25% nonadvertising matter and bear the endorsement "Supplement to" followed by the name of the publication or the publisher. A bound publication with one or more supplements must be enclosed in a wrapper under 3.4. If a supplement to a bound publication is formed of more than one sheet, all sheets making up the supplement must be bound together.

b. A supplement to an unbound publication must be combined with and inserted within the publication under 3.3. If the supplement is included loose outside the unbound publication, the publication and its supplement must be enclosed in a wrapper or envelope under 3.4 and the supplement must bear the endorsement "Supplement to" followed by the name of the publication or publisher.

# 1.6 Covers

A cover may be placed on the outside of a second-class publication. A protective cover is an additional cover placed around the outside of a publication; preparation is subject to 3.5. Advertising, nonadvertising, or both may be printed on the cover or protective cover. The cover and protective cover on a publication are included when measuring advertising percentage. Nothing may be attached to the cover or protective cover except as permitted under 1.8.

### 1.7 Mailing Wrappers

A mailing wrapper is an envelope, sleeve, partial wrapper, or polywrap used to enclose the mailpiece. Advertising may be printed on the mailing wrapper and is included when measuring advertising percentage. Nothing may be attached to the mailing wrapper except as permitted under 1.8.

#### 1.8 Attachments

The following may be attached to a page, cover, protective cover, or mailing wrapper of a publication:

a. Stickers of any size and shape. If stickers are attached to the cover, protective cover, or mailing wrapper, no portion of the publication name may be obscured.

b. Material allowed as a loose enclosure described in 1.3 or 1.4. When nonincidental First- and/or any thirdclass enclosures (see 1.3) are attached, the marking "First-Class" or "Letter Enclosed" must be on a First-Class attachment; "Third-Class," on a thirdclass attachment.

### 1.9 Printed Additions

Only the following may be printed on a copy of a second-class publication after it is printed or placed on its cover, protective cover, or mailing wrapper:

a. The name and address of the intended recipient or of the publisher or sender.

b. The printed title of the publication and its place of publication.

c. The expiration date of the

subscription.

d. Requests for address-correction information from the addressee.

e. The words "Sample Copy" (on a sample), "Marked Copy" (when the copy contains a marked item or article), or "Return Postage Guaranteed" (when the copy is to be returned to the sender if undeliverable as addressed).

f. The number of copies enclosed (on the outside of a package) or a package count (e.g., "2 of 4") (on a package wrapper).

g. Corrections of typographical errors or a mark, except by written or printed words, to call attention to a word or passage.

h. Printed messages not required to be mailed as First-Class Mail or Express Mail.

# 1.10 Label Carriers

A label carrier is a single unfolded, uncreased sheet of card or paper stock, securely affixed to the cover of the publication or large enough so that it does not rotate inside the wrapper (as defined in 1.7) or cover the publication title (if placed over the front cover), that is used to carry the delivery address for the mailpiece, subject to these conditions:

a. The label carrier must bear the title of the second-class publication; the second-class imprint or "Second-Class" endorsement in the upper right corner of the address side (unless "Second-Class" is printed on the address side of the polybag); and the address to which the mailpiece can be returned if undeliverable (if endorsed "Return Postage Guaranteed").

b. If the address remains clearly visible, the label carrier may also bear a request for address correction from the addressee; information for requesting or subscribing to the publication; or a subscription or request form.

c. As applicable, the label carrier may show the endorsement "First-Class Mail Enclosed" or "Third-Class Mail Enclosed" or the permit imprint used to pay postage for the First- or third-class enclosure if that permit imprint is below the second-class imprint or the endorsement "Second-Class."

d. Other printed information, whether advertising or nonadvertising, is permitted only on the back of the label carrier and is subject to measurement and postage payment accordingly. A single line of text calling attention to information on the reverse may be placed on the front of the label carrier. If any information on the reverse of the label carrier is advertising, the line of text on the front is also treated as advertising.

### 2.0 IMPERMISSIBLE COMPONENTS

# 2.1 General Standard

Regardless of preparation or characteristics, or whether otherwise meeting the standards in 1.0, the materials described in 2.2 through 2.5 are not eligible for second-class rates.

### 2.2 Prohibited Matter

Material that contains any one of the following printed items or that is referred to in a component of the second-class mailpiece (by the use of one of these items) is ineligible to be mailed at second-class rates:

a. A separate price or subscription instructions different from those of the host publication.

b. The word "Catalog."

c. A First-, third-, or fourth-class permit imprint.

d. An ISBN (International Standard Book Number).

e. An ISSN (International Standard Serial Number) or USPS number different from that of the host publication.