

CREEL

Periodical Ride-A-Long vs. Supplement

If you have a scheduled periodical, and would like to mail a standard mail piece to the same list – there are two discounted (other than paying standard mail rates) options for adding this (mailing with) your periodical publication. Both can save you money, but both also have strict guidelines. For more info see DMM 707.

Ride-A-long

A ride-a-long is standard mail material that does just that: Attached to or enclosed with Periodicals mail, the piece Rides with (mails with) your publication, at a set rate as of April 2011: \$.169 pc).

1. Piece must be qualify as a standard mailing
2. Piece must weigh 3.3 oz or less (OR less than the periodical it is ridding with, whichever is less)
3. Only 1 ride-a-long allowed per host
4. The marking "Ride-Along Enclosed" must be placed on or in the host publication (can be on the mail label)
5. If more than one Ride-Along piece is attached or enclosed, mailers have the option of paying Standard Mail postage for all the enclosures or attachments, or paying the Ride-Along rate for the first attachment or enclosure and Standard Mail rates for subsequent attachments and enclosures

Supplement

A supplement is 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. A Supplement is treated as an extension of the periodical itself. The weight and add/edit ratio percent are added together with the periodical, to determine total postage.

1. Piece must say 'Supplement to...' followed by the title of the publication; the name of the publisher; or "Periodicals Publication."
2. A loose supplement to a bound Periodicals publication must contain at least 25% non-advertising material
3. May not bear a permit imprint or a separate price
4. If piece is larger than host – must be enclosed (example: Polybag)