

## Making Your Choice

There are three ways to pay for presorted Standard Mail postage:

- Precanceled stamps or envelopes.
- Permit imprint.
- Postage meter.

For some of these ways you need to get additional permits, and for permit imprint you need to pay a one-time application fee. But you can apply for and use as many of these payment methods as you want.

All three methods are described in the sections that follow.

### Permit Imprint

A **permit imprint** is a popular way to pay for postage. Instead of having to put stamps or use a meter to print postage on each piece, the mailer prints permit imprint information, called an **indicia**, in the upper right corner of the mailpiece.

The permit imprint indicia can be printed directly on the mailpiece or on a label, including an address label, that is permanently affixed to the mailpiece.

The indicia must include the words “Presorted Standard” or “PRSRT STD” or, if applicable, “Nonprofit Organization” (or “Nonprofit Org” or “Nonprofit”) and below that, “U.S. Postage Paid.” It also includes the city and state where the permit is held and the mailer’s mailing permit number, except for company-style permits.

PRESORTED  
STANDARD  
U.S. POSTAGE PAID  
HOUSTON, TX  
PERMIT NO. 1

PRSRT STD  
U.S. POSTAGE PAID  
NEW YORK, NY  
PERMIT NO. 1

NONPROFIT ORGANIZATION  
U.S. POSTAGE PAID  
WASHINGTON, DC  
PERMIT NO. 1



**permit imprint:** Printed indicia, used in place of an adhesive postage stamp or meter stamp, that shows postage prepayment through the authorized mailer’s advance deposit account. Permit imprints must be used at least once every two years or they will be cancelled.

**indicia:** An imprinted designation on a mailpiece that denotes postage payment (for example, a permit imprint in place of a postage stamp or a meter stamp).

## Company Imprints

A company-style permit uses the company's name in the indicia instead of its permit number, city, and state. If you want to use a company-style permit imprint, just request authorization. You can then replace your permit number and city/state in the indicia with the exact name of your company or the person who holds the permit.

Examples of properly designed permit imprints are shown at right.

If you do use a company imprint, you will need to:

- Keep records on file for each mailing for at least 1 year. The records must include a sample of the piece (unless it's a parcel), the number of pieces mailed, the rate paid, and documents that show what made the mailing eligible for the rate that was claimed.
- Print a complete U.S. return address on each piece or, in the indicia, print the ZIP Code of the office where the mailing records are kept or whose postmaster has been notified of where to find the records.

PRESORTED STANDARD U.S. POSTAGE PAID JOHN DOE COMPANY
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NONPROFIT U.S. POSTAGE PAID HAPPY HEART SOCIETY
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## Authorizations and Fees

To use permit imprint, you need:

- A permit imprint number. To apply, fill out Form 3615, *Mailing Permit Application and Customer Profile* (see page 13). Check the box next to "Permit Imprint Authorization" and check "Standard Mail." If you will be doing company permit, check that box. If you have already applied for a different permit and have a Form 3615 on file at the local post office, the Postal Service will amend that form to show the permit imprint authorization. There is a one-time application fee for permit imprint, which covers the administrative costs of setting up your account. When you have paid the application fee and your application is approved, you will receive your permit number. This is the number that is printed in the postage area of your mailpieces.
- To pay the annual mailing fee (see page 12). Paying the annual mailing fee gives you authorization to mail at presorted Standard Mail rates for 12 months.

### How to Use a Permit Imprint

Your authorizing post office will explain any local rules, but generally you must:

- Bring all permit imprint mail to the office where the permit was issued, unless the Postal Service approves otherwise. Do not put the mail in a street collection box or give it to a letter carrier.
- Make a deposit into your postage account (called an advanced deposit account). You may make the deposit by cash, check, or money order. When you bring in a mailing, postage will be deducted from this account. You don't have to keep a balance in this account—you can make a deposit when you bring in your mailing.
- Print the permit imprint large enough and in a color that contrasts enough with the color of the mailpiece so it's clear and easy to read. Keep a clear space around it.
- Print the permit imprint with a printing press, hand stamp, lithograph, mimeograph, computer printer, or similar device. Don't write it by hand or type it with a typewriter.
- If you use a company permit imprint, be sure each piece has a complete U.S. return address.
- Permit imprints must be used once every 24 months or they become invalid.