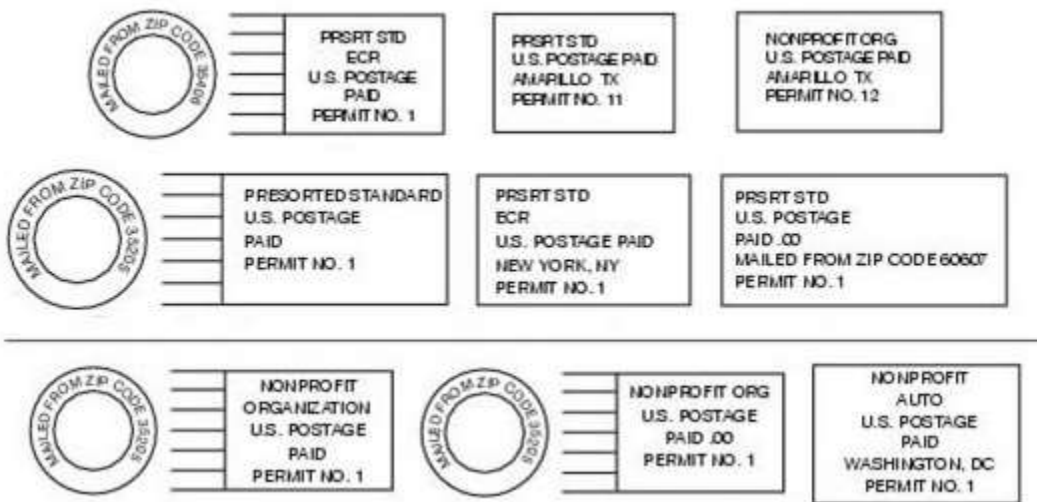## Permit 68

Permit 68 is issued to Texas Tech University Health Sciences Center Mail Services. Mail Services is responsible for payment and can be fined for mail that is improperly prepared and submitted for mailing. We DO NOT allow other mailer to use our permit. More information may be found in HSC OP 57.01.

The permit imprint indicia indicates the class of service and/or price paid. The first line of the indicia must contain one of the following:

- "FIRST-CLASS"
- "PRESORTED USPS MARKETING" or "PRSRT MKTG" or "PRSRT MKT", "PRESORTED STANDARD" or "PRSRT STD"
- "NONPROFIT ORGANIZATION," "NONPROFIT ORG.," or "NONPROFIT"

U.S. POSTAGE PAID
LUBBOCK, TEXAS
PERMIT NO. 68

Any of these formats may be used:

The box surrounding the words may be omitted if the content remains the same as specified above. The official rules from DMM 604.

5.3.12 Optional Indicia Format

Non-Profit Mail on Permit 68

Pre-sorted non-profit mail is part of standard/marketing mail and follows all of the rules listed under Pre-Sorted Standard/Marketing Mail – Regular and Non-Profit. Non-profit is simply a reduced postage rate for qualifying mailers and qualifying mail pieces. See Permit 68 below for eligibility to mail at non-profit rates.

The four institutions, TTUS, TTU, TTUHSC, & TTUHSCEP are all approved by USPS as non-profit mailers in Lubbock, Texas. Permit #68 has authorization to mail for USPS recognized non-profit mailers. Check with Mail Services to see if any mailer outside the 4 institutions listed above have non-profit status at the post office. This includes student organizations.

NOTE: It is possible to use another name such as Texas Tech Physicians in the return address. However, to qualify as a non-profit mailing, the following statement must appear on the mail piece in its entirety, "Produced by (Department Name), Texas Tech University Health Sciences Center, 3601 4th street STOP XXXX, Lubbock, Texas 79430-XXXX. For return addresses, all elements should be spelled out.

DMM 703 1.5 Identification of Nonprofit Organization All matter mailed at the Nonprofit USPS Marketing Mail prices must identify the authorized nonprofit organization. The name and return address of the authorized nonprofit organization must be either on the outside of the mail piece or in a prominent location on the material being mailed. Pseudonyms or bogus names of persons or organizations may not be used. If the piece bears any name and return address, it must be that of the authorized nonprofit organization.

Be wary of advertising in non-profit mail. There cannot be any ads for credit/debit cards, insurance policies, or travel agencies. See DMM 703 1.6.4 for advertising restrictions and cooperative mailings.

Additional Rules for Permit #68

We can mail for other institutions on our permit. Permit #68 is set at USPS for us to be a mailing agent. If we mail at non-profit rates, the top line of the return address MUST be a non-profit recognized by the local post office where the mail is submitted.

- UMC is Lubbock County, we're state. USPS does not recognize the hospital as a non-profit, so we have to mail for them at pre-sort standard rates.
- We do not print (or mail) for commercial accounts. We will print and mail for student groups, but it is at presort standard rates, unless they can legitimately use 'Texas Tech University' or 'Texas Tech University Health Sciences Center' as the top line of the return address and they meet all other qualifications for a non-profit mailer.
- Several years ago, TTUHSC rebranded their clinic services to be 'Texas Tech Physicians at Lubbock' (or Amarillo, El Paso, etc.). If we use one of these marketing names as the return address, we have to have the statement, "A division of Texas Tech University Health Sciences Center" prominently displayed on the mailing panel to qualify for non-profit postage. The alternative was to file a DBA for every variation of the 'Texas Tech Physicians' name – which was not done.