

ASD(PA) (2)  
274-4865



AD-A272 222



April 8, 1977  
NUMBER 5120.43

ASD(PA)

## Department of Defense Directive

**SUBJECT** Department of Defense Periodicals

- References:
- (a) DoD Directive 5120.43, subject as above, September 5, 1973 (hereby canceled)
  - (b) DoD Instruction 5120.4, "Policies and Guidelines Governing Armed Forces Newspapers and Civilian Enterprise Publications," March 15, 1973
  - (c) through (i), see enclosure 1

### A. REISSUANCE AND PURPOSE

This Directive reissues reference (a) to update policies, criteria, and controls that govern the publication of DoD periodicals. Reference (a), including Reports Control Symbol DD-M(A)1286 and DD Form 1914, is hereby canceled and superseded.

### B. APPLICABILITY AND SCOPE

1. The provisions of this Directive apply to the Office of the Secretary of Defense, the Military Departments, the Organization of the Joint Chiefs of Staff, the Unified and Specified Commands, and the Defense Agencies, hereafter referred to as "DoD Components."

2. This Directive does not encompass Armed Forces newspapers and civilian enterprise publications as defined in reference (b); manuals, pamphlets, directives, instructions, regulations, opinions, decisions, official notices, circulars, reports, internal information bulletins issued by a DoD Component headquarters; and primarily (75 percent or more) statistical materials.

### C. DEFINITIONS

1. Periodicals within the purview of this Directive are: any classified or unclassified DoD magazine or newsletter-type publication published at regular intervals, at least semi-annually, for the purpose of disseminating information and material necessary to the issuing activity, with a continuing policy as to format, content, and purpose. Periodicals are

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nondirective in nature and are usually published to inform and motivate DoD personnel, increase their knowledge, or improve their performance.

2. Classes of periodicals are:

- a. Class I: Total annual cost is \$20,000, or more.
- b. Class II: Total annual cost is less than \$20,000, but more than \$5,000.
- c. Class III: Total annual cost is \$5,000, or less.

3. The term "DoD personnel" refers to military and civilian members of the DoD Components.

D. POLICY

1. General

a. Each DoD Component proposing to publish a DoD periodical shall conduct an initial evaluation (additional evaluations as prescribed in section A., enclosure 2) to determine whether or not the periodical should be established. The determination should be based on the following:

- (1) The periodical must serve a clearly defined purpose in support of the mission of the publishing DoD Component.
- (2) The purpose to be served must justify the cost.
- (3) High standards of editorial quality, accuracy, and good taste must be maintained.
- (4) A periodical is the necessary medium of communication between the publishing activity and its intended readership.
- (5) Equivalent periodicals serving the same, or substantially the same, purpose do not exist.
- (6) The potential readership can be specified clearly.
- (7) The periodical can be distributed efficiently and economically to the intended readership.
- (8) The nature, amount, and assured sources of information to be disseminated justify the format, production, specifications, and frequency of issue.
- (9) Adequate resources are available to produce the periodical.

(10) Current or estimated costs are consistent with the periodical's objectives.

(11) The periodical has current applicability and is consonant with existing law and DoD policies.

b. All personnel responsible for publishing DoD periodicals shall comply with the provisions of the current edition of the Government Printing and Binding Regulations (reference (e)) and OMB Circular No. A-3 (reference (f)).

c. DoD periodicals shall not carry partisan political campaign articles, editorials, or advertisements.

d. No appropriated or nonappropriated funds may be used to defray publishing costs of a non-DoD periodical published by a private firm, corporation, individual, or organization.

e. DoD personnel may not be assigned to serve on the editorial, production, or business staffs of a non-DoD periodical that is published by a private firm, corporation, individual, or organization.

f. Editors of DoD periodicals will conform to applicable regulations, laws involving libel and copyright, and postal regulations.

g. Dissemination of DoD statistical information in any periodical shall comply with the provisions of DoD Directive 5000.20 (reference (g)).

## 2. Elimination of Duplication

a. To eliminate duplication, periodicals dealing with common subject areas shall be published along DoD-wide functional lines, rather than individual Component lines.

b. No DoD Component shall be required to contribute to a consolidated common-use periodical more of its resources than it expends in publishing a related single-Component periodical.

## E. AUTHORITIES AND RESPONSIBILITIES

### 1. The Assistant Secretary of Defense (Public Affairs) shall:

a. Establish, and ensure compliance with, supplemental policies, standards, and controls governing the publication of DoD periodicals.

b. Evaluate the effectiveness of DoD Component policies, standards, and controls that relate to DoD periodicals, and effect such changes as may be warranted.

c. Institute programs, in conjunction with the DoD Components, for the purpose of increasing the proficiency of editorial personnel in editorial writing, periodical production, management, and cost effectiveness.

d. Establish a research resource to:

(1) Provide professional guidance to DoD Components in the conduct of mass communications research.

(2) Evaluate completed research.

(3) Coordinate periodical research within the DoD Components.

e. In coordination with the DoD Components concerned, examine the apparent duplication of periodicals and direct the elimination of those found to be duplicative or of marginal value. (See D.2.)

2. The Head of each DoD Component shall designate an office to monitor the Component's internal periodicals, and:

a. Conduct a coordinated review of its standards for publication, distribution, evaluation, review and approval;

b. Maintain a current inventory of its periodicals; and

c. Submit such reports as may be required by the ASD(PA).

#### F. FUNDING

DoD periodicals will be financed within available appropriated or nonappropriated funds and will be produced as economically as possible, consistent with the need for efficient communication (see DoD Instruction 7041.3, reference (d)). Funding will be in accordance with established management practices of the DoD Component concerned.

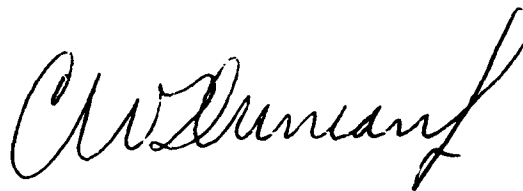
#### G. REPORTS

The information requirement prescribed in A.1. and 2. of enclosure 2 is assigned Report Control Symbol DD-PA(B&AR)1285 (formerly DD-M(B&AR) 1285).

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H. EFFECTIVE DATE AND IMPLEMENTATION

This Directive is effective immediately. Forward two copies of implementing documents to the Assistant Secretary of Defense (Public Affairs) within 180 days.



Deputy Secretary of Defense

Enclosures - 4

1. References, continued
2. Evaluation and Approval
3. Distribution
4. DD Form 1909

Accession For	
NTIS CRA&I	<input checked="" type="checkbox"/>
DTIC TAB	<input type="checkbox"/>
Unannounced	<input type="checkbox"/>
Justification	<i>per form 5D</i>
By _____	
Distribution _____	
Date _____	
Dist	Avg. of _____
<i>A-1</i>	

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REFERENCES, Continued

- (c) DoD Directive 5400.7, "Availability to the Public of Department of Defense Information," February 14, 1975
- (d) DoD Instruction 7041.3, "Economic Analysis and Program Evaluation for Resource Management," October 18, 1972
- (e) Government Printing and Binding Regulations No. 23, Joint Committee on Printing, Congress of the United States, October 1974
- (f) Office of Management and Budget Circular No. A-3, "Government Periodicals," revised May 18, 1972
- (g) DoD Directive 5000.20, "Management and Dissemination of Statistical Information," September 7, 1973
- (h) DoD Directive 5000.19, "Policies for the Management and Control of Information Requirements," March 12, 1976
- (i) DoD Instruction 1100.13, "Surveys of Department of Defense Personnel," April 17, 1968

EVALUATION AND APPROVAL

A. EVALUATION

1. Each DoD Component proposing to publish a Class I, II, or III periodical shall conduct an initial evaluation to determine whether or not the periodical conforms to the requirements of this Directive.

2. DoD Components publishing a periodical will conduct subsequent evaluations every 2 years (sooner, if the estimated cost of a periodical increases by 20 percent or more).

3. Biennial evaluation of all classes of periodicals will cover the fiscal year immediately preceding the reporting date. Forward DD Form 1909 (enclosure 4) to the monitoring office of the DoD Component concerned by November 30. Forward approved reports for all periodicals to ASD(PA) by January 31.

B. REVIEW AND APPROVAL

1. In determining the appropriate class of each periodical and the level of review, the total annual cost shall include all editorial, administrative, printing, distribution, postal, and other costs incurred in publishing the periodical, as described in part II of DD Form 1909, Cost Data and Specifications of DoD Periodicals and Request for Approval.

2. The reviewing authority prescribed in B.3., below, shall review the evaluation and determine whether or not the periodical concerned is in compliance with the provisions of this Directive, and whether or not the periodical maintains high standards of editorial quality and communication and cost effectiveness.

3. The following designated officials shall be responsible for reviewing and approving the initial evaluation and additional evaluations required for establishing any periodical or for continuing the issuance of an existing periodical:

a. Class I periodicals: The Secretary or Head of the DoD Component concerned, or his designee.

b. Class II periodicals: As directed by the Head of the DoD Component concerned, but at least at the next higher command level above the publishing activity.

c. Class III periodicals: Review or approval at the next higher command level is not required. However, a DoD Component may establish an appropriate review level.

### C. REPORTING

1. One copy of DD Form 1909 shall be retained by the reviewing authority; one copy returned to the publishing activity; two copies sent to the monitoring office of the DoD Component who, in turn, shall forward one of the copies to the ASD(PA).

2. The Head of the DoD Component concerned will file a Certificate of Necessity with the Office of Management and Budget for those periodicals subject to the provisions of OMB Circular No. A-3 (reference (f)).

### D. READERSHIP SURVEYS

1. Each DoD Component publishing a periodical having a total annual cost of \$50,000 or more shall conduct a readership survey every 2 years, for the purpose of providing data on distribution effectiveness, readership awareness and acceptance, and readership opinion as to the value and effectiveness of the periodical. Surveys of a given periodical should provide trend data. The survey shall be included in the evaluation and a copy attached to the DD Form 1909. (See attachment 1 to enclosure 2.)

2. DoD Components sponsoring a readership survey of a multi-Service audience, e.g., Commanders Digest, must comply with the requirements set forth in DoD Directive 5000.19 (reference (h)) and DoD Instruction 1100.13 (reference (i)). Intra-Service surveys will comply with the appropriate directives of the DoD Component concerned.

### E. COMPLIANCE

DoD Components will suspend or discontinue any periodical that does not conform to the requirements of this Directive.

### F. CATEGORY

DoD Components will ensure that each periodical is classified within one of the following periodical categories to complement periodical control and prevent duplication. (The category will be entered on DD Form 1909 under "Control Data".)

Administration  
Chaplains  
Civil Preparedness  
Civilian Personnel Affairs  
Club/Mess  
Communication  
Conservation  
Data Processing  
Education

Engineering  
Family Services  
Finance  
Food Services  
Historical  
Intelligence, Security  
Legal Affairs  
Logistics and Supply  
Maintenance  
MARS  
Medical  
Meteorology  
Military Aviation  
Military Operations  
Military Personnel Affairs  
Procurement  
Recruiting  
Research and Development  
Reserve Affairs  
ROTC  
Safety  
Special Services  
Troop Public Information

Attachment - 1  
Readership Survey

READERSHIP SURVEY

A. PURPOSE

This attachment provides guidelines by which readership surveys of DoD periodicals can be made effectively, in compliance with section D. of enclosure 2. A periodical having a total annual cost of \$50,000 or more shall conduct a readership survey every 2 years.

B. SURVEY PROCEDURES

1. Two types of publications must be considered. The first one is designed for a Service-wide audience. Typical examples are: Soldiers, All Hands, and Airman. The second type is for the special interests of Military Service members working in a particular occupational area. Typical examples are: MECH (Naval Aviation Maintenance Safety Review), Army Logistician, and The Air Force Comptroller.

2. Reactions to general interest magazines, and those with a very large distribution, can be assessed in a Service's regular sample survey procedure. Since each special interest magazine is aimed at an audience within a particular occupational specialty, it should be possible to identify individuals within the appropriate specialty and to mail questionnaires to a random sample of them. The advantage of this approach (over inserting a tear-out questionnaire in an issue of the magazine) is that it permits an assessment of how well the magazine is reaching its proposed target audience - something that an inserted questionnaire survey does not do.

3. Questionnaires should develop uniform procedures for sampling to maintain uniformity over a period of time. Trend analysis can only be accomplished if consistent methods are employed. Common use of uniform research methods will maximize relevant comparisons and increase the usefulness of data, for both inter- and intra-Service use.

4. Special interest magazines should include questions to assess the reader's interest:

- a. Pay grade (E3, O-2, etc.)
- b. Primary job duty
- c. Status (active, NG, USAR, civilian employee, etc.)

5. The questions or suggested approaches which follow are designed to measure distribution effectiveness, readership awareness, and opinion.

C. DISTRIBUTION EFFECTIVENESS

1. How many issues of \_\_\_\_\_ have you seen in the past year?

Choices are: 1 to 12 (for monthly publications)  
1 to 4 (for quarterly publications)

2. How many issues of \_\_\_\_\_ have you seen in the past 3 months?

Choices are: 1 to 12 (for weekly publications)

3. How soon after \_\_\_\_\_ is published do you usually see a copy of it?

a. For monthly or quarterly publications:

The same month it is published  
One month later  
Two months later  
Three or more months later

b. For weekly publications:

One week or less  
Two weeks later  
Three weeks later  
One month or more

4. How do you usually get a copy of \_\_\_\_\_?

It is mailed to me  
Through intra-office mail  
Read it in the library  
Given to me by someone else  
Read it in unit day room  
Rarely see a copy  
Other: \_\_\_\_\_

D. READERSHIP AWARENESS, EFFECTIVENESS, AND ACCEPTANCE

1. How much of the periodical is read? A more useful assessment of how much of a periodical is read by its target population can be obtained by tailoring a question to the organization of the periodical than by using a generalized question. For example, editorials, commanders' messages, letters to the editors, and other special features may be useful techniques to convey certain kinds of information, and it would be worthwhile to know the extent to which each is read. Questions appropriate to each magazine's makeup are fairly easy to write.

2. Awareness should be measured by presenting a list of recent articles and have respondents indicate to what extent each article was read. Record responses as follows:

- Read all of it
- Read most of it
- Scanned it
- Remember seeing it, but did not read
- Don't remember seeing it

3. Reader's opinion as to the usefulness of the periodical will be measured by the following scale:

a. How useful to you is the information contained in \_\_\_\_\_?

- Extremely useful
- Quite useful
- Moderately useful
- Somewhat useful
- Slightly useful
- Not at all useful

b. How often have you used \_\_\_\_\_ as a source document in preparing policy papers, briefings, reports, etc.?

- Frequently
- Sometimes
- Seldom
- Never

4. Acceptance of the periodical will be measured by the following questions:

a. How well do you think the mission of \_\_\_\_\_ is being carried out?

(Answers: Strongly agree, agree, undecided, disagree, strongly disagree)

- \_\_\_\_\_ It is interesting and informative.
- \_\_\_\_\_ Its appearance meets high standards.
- \_\_\_\_\_ It has helped me to increase my professional knowledge outside of my own field.
- \_\_\_\_\_ It is a stimulating forum for new and diverse ideas.

b. What is your reaction to each of these statements about \_\_\_\_\_?

(Answers: Strongly agree, agree, undecided, disagree, strongly disagree)

- \_\_\_\_\_ Its appearance (layout and design) meets high standards.
- \_\_\_\_\_ It is timely in its coverage.
- \_\_\_\_\_ Authors of articles are knowledgeable experts in their profession.
- \_\_\_\_\_ Its level of reading difficulty is adequate for its readers.

## DISTRIBUTION

### A. COSTS OF DISTRIBUTION

Each publishing DoD Component will ensure that:

1. Periodicals are distributed to target audiences by the most economical means possible, commensurate with the degree of urgency required for readers to receive the periodical. If mail service is used, the publishing activity will apply to the local postmaster or the Office of Rates and Classification, U.S. Postal Service, Washington, D.C., to determine the most economical rate and classification of mailing for which the periodical is eligible.

2. Effective balance between timeliness and economy of transmission between senders and recipients is achieved when using the U.S. Postal Service to distribute the periodical. Self-mailer techniques should be used whenever they will reduce mailing costs and preparation time.

3. Bulk distribution of DoD periodicals (including magazines, journals, newsletters, digests, briefs, bulletins, and summaries) is sent via third-class or fourth-class mail. Single copies that are mailed directly to individuals or organizations will be mailed at the controlled circulation or bulk third-class rate, when eligible.

a. Exceptions to use higher cost, first-class mail, or Military Official Mail (MOM), must be granted by the Head of the DoD Component concerned.

b. Exceptions will be limited to shipments of free periodicals from CONUS to overseas active duty target audience addressees, and based upon a determination that timely delivery is essential to the support of an internal information program and of such urgency that the target audience readers must receive the periodical in a timely fashion.

### B. SURVEILLANCE OF DISTRIBUTION EFFECTIVENESS

Each DoD Component publishing a Class I or II periodical will:

1. Review mailing and other distribution lists annually for (a) basis of need; and (b) distribution effectiveness (e.g., verification of address listings, number of copies received, average period between date of distribution and receipt, and condition when received by addressees).

2. Revalidate distribution techniques, target audiences, readers-per-copy ratios, and reserve stocks to ensure that optimum distribution effectiveness is maintained.

### C. CIRCULATION

1. Each publishing DoD Component will develop distribution patterns that will ensure maximum availability of a periodical in a timely manner to its primary audience.

2. Periodicals approved for distribution by the Office of the Secretary of Defense and routinely distributed to another DoD Component shall not be subject to further administrative review by other DoD Components prior to distribution.

3. Requests from non-DoD agencies, activities, private citizens, or organizations will be considered under the provisions of DoD Directive 5400.7 (reference (c)), or referred to the Superintendent of Documents if available by counter sale or subscription through that office.

COST DATA AND SPECIFICATIONS OF DOD PERIODICALS AND REQUEST FOR APPROVAL			
TO: (Reviewing authority in DOD component, if applicable)		PURPOSE OF SUBMISSION  <input type="checkbox"/> INITIAL APPROVAL <input type="checkbox"/> APPROVAL OF CHANGE(S) <i>(Increasing annual cost 20% or more)</i>  <input type="checkbox"/> RENEWAL OF APPROVAL <i>(Required every two years) (Attach 1 copy of most recent representative issue to each copy of this form submitted)</i>	
CONTROL DATA		REPORT PREPARED BY	
OSD ACNUM <i>(Leave Blank)</i>	COMPONENT NO.	NAME	
CATEGORY	CLASS <input type="checkbox"/> I <input type="checkbox"/> II <input type="checkbox"/> III	TELEPHONE NO <i>(Include outtown)</i>	
PART I - GENERAL			
1. NAME OF PERIODICAL			
2. PUBLISHING ACTIVITY, COGNIZANT COMMAND AND MAILING ADDRESS		3. DOD COMPONENT/SERVICE	
MAJOR COMMAND _____		<input type="checkbox"/> ARMY <input type="checkbox"/> NAVY <input type="checkbox"/> AIR FORCE <input type="checkbox"/> MARINE CORPS <input type="checkbox"/> OSD  <input type="checkbox"/> DOD AGENCY <i>(Specify)</i> _____	
4. STATE MISSION/PURPOSE OF PERIODICAL			
5. NAME ANY EQUIVALENT PERIODICALS SERVING THE SAME, OR SUBSTANTIALLY THE SAME PURPOSE WITHIN THE FOLLOWING:			
a. PUBLISHING COMPONENT/SERVICE		b. DOD	
6. EXPLAIN HOW YOUR PERIODICAL DIFFERS FROM THOSE LISTED IN ITEM 5			
7. TARGET AUDIENCE <i>(Give general description including occupation, education, rank, etc.)</i>			
8. DISTRIBUTION OUTSIDE TARGET AUDIENCE <i>(If any, describe recipients and provide justification for this distribution)</i>			
9. NUMBER OF PERSONS IN TOTAL AUDIENCE		10. READERS PER COPY RATIO _____ : 1	
11. DESCRIBE METHOD(S) OF DISTRIBUTION <i>(Including requirement for approval, if any, by higher authority)</i>			
12. CLASS OF MAIL USED <i>(If distributed through US Mail)</i> <input type="checkbox"/> 1ST <input type="checkbox"/> 2ND <input type="checkbox"/> 3RD <input type="checkbox"/> 4TH <input type="checkbox"/> 2ND CLASS BULK RATE <input type="checkbox"/> 3RD CLASS BULK RATE <input type="checkbox"/> PRIORITY <input type="checkbox"/> AIR MAIL <input type="checkbox"/> CONTROLLED CIRCULATION PUBLICATION <input type="checkbox"/> N/A <input type="checkbox"/> REGISTERED			13. AVERAGE NUMBER OF DAYS BETWEEN PRINTING AND RECEIPT OF EACH ISSUE BY AUDIENCE
14. SOURCE OF PRINTING SERVICE  <input type="checkbox"/> US GOVERNMENT PRINTING OFFICE (GPO) OR COMMERCIAL PLANT WITH GPO CONTRACT <input type="checkbox"/> AUTHORIZED FEDERAL GOVERNMENT PLANT <input type="checkbox"/> LOCAL PRODUCTION FACILITY <input type="checkbox"/> OTHER <i>(Specify)</i> _____			
15. DATE OF MOST RECENT READERSHIP SURVEY AND ATTACH REPORT OF RESULTS AND A COPY OF THE SURVEY INSTRUMENT		16. DATE OF MOST RECENT REVIEW OF DISTRIBUTION REQUIREMENTS <i>(Including mailing lists)</i>	
17. COPY OF PERIODICAL ATTACHED  <input type="checkbox"/> YES <input type="checkbox"/> NO <i>(If no, state reason)</i> _____			

**PART II - ANNUAL COST AND MANPOWER DATA**

When the request is being submitted for "Initial Approval" costs shown will be those expected to be incurred during the first 12-month period the new or revised periodical is published. If the request is being submitted for "Approval of Changes," the costs will be computed for the most recent 12-month period available, appropriately adjusted if the publishing activity anticipates significant cost changes in the coming year. Actual costs will be used where available, such as for contract printing, otherwise best estimates are acceptable. Supporting documents for all computations, including estimates, should be retained by the publishing activity. No special cost accounting system will be established to determine costs. Show cost data to the nearest dollar.

**SECTION A - ANNUAL EDITORIAL/ADMINISTRATIVE PERSONNEL COST<sup>1</sup> AND MANPOWER DATA**

RANK/GRADE <i>a</i>	EDITORIAL <i>(Includes art, graphics, photographic, etc.)</i>				ADMINISTRATIVE <i>(Includes managerial typing, etc.)</i>			
	FULL TIME		PART TIME <sup>2</sup>		FULL TIME		PART TIME <sup>2</sup>	
	NO. OF PERSONS <i>b</i>	COST <i>c</i>	NO. OF PERSONS <i>d</i>	COST <i>e</i>	NO. OF PERSONS <i>f</i>	COST <i>g</i>	NO. OF PERSONS <i>h</i>	COST <i>i</i>
18. O-4 AND ABOVE		\$		\$		\$		\$
19. O-1 THRU O-3; AND W-1 THRU W-4								
20. E-5 THRU E-9								
21. E-1 THRU E-4								
22. GS-12 AND ABOVE								
23. GS-8 THRU GS-11								
24. GS-6 THRU GS-7								
26. GS-1 THRU GS-4								
26. TOTAL APPROP FUNDS (Lines 18 thru 25)		\$	/	\$		\$		\$
27. TOTAL NON-APPROPRIATED FUNDS <sup>3</sup>		\$	/	\$		\$		\$

**SECTION B - SUMMARY OF TOTAL ANNUAL COSTS**

ITEM <i>a</i>	APPROPRIATED FUNDS <i>b</i>	NON-APPROPRIATED FUNDS <i>(Identify on separate sheet the sources of these funds)</i> <i>c</i>	TOTAL <i>d</i>
28. EDITORIAL (Obtain the figures for appropriated and non-appropriated funds by adding columns c & e on lines 26 & 27)	\$	\$	\$
29. ADMINISTRATIVE (Obtain the figures for appropriated and non-appropriated funds by adding columns g & i on lines 26 & 27)			
30. PRINTING COSTS (Give complete cost, including items such as composition, presswork, binding material and labor relating thereto, whether or not printing was accomplished in Government facilities or by contractor)			
31. OTHER COSTS (Including office supplies, graphics other than staff-produced, travel and per diem)			
32. SUBTOTAL	\$	\$	\$
33. DISTRIBUTION COSTS: a. POSTAGE FEES (Obtain from your Military Postal Officer or local Postmaster)			\$
b. FREIGHT CHARGES (Estimate if not known)			\$
34. TOTAL ANNUAL COST			\$
35. COST PER COPY Total annual cost (Line 34) \$ _____ divided by total number of copies printed in last 12 months _____ equals cost per copy \$ _____			

**PART III - SPECIFICATIONS**

36. FREQUENCY OF PUBLICATION  BI-ANNUALLY  TRI-ANNUALLY  QUARTERLY  BI-MONTHLY  MONTHLY  BI-WEEKLY  WEEKLY

36e. NUMBER OF ISSUES PUBLISHED \_\_\_\_\_

37. HIGHEST NUMBER OF COPIES/ISSUE (FY) \_\_\_\_\_

38. AVERAGE NUMBER OF COPIES/ISSUE (FY) \_\_\_\_\_

39. AVERAGE NUMBER OF PAGES/ISSUE (FY) \_\_\_\_\_

40. PAGE SIZE \_\_\_\_\_ X

41. INTERIOR STOCK  
Type of paper \_\_\_\_\_ Basis weight per 1000 sheets \_\_\_\_\_

42. COVER STOCK (If separate cover)  
Type of paper \_\_\_\_\_ Basis weight per 1000 sheets \_\_\_\_\_

43. NUMBER OF COLORS OF INK  
ON COVER: No. of spot colors \_\_\_\_\_ Process color \_\_\_\_\_ ON INTERIOR PAGES PER SIGNATURE: No. of spot colors \_\_\_\_\_ Process color \_\_\_\_\_

44. REQUEST SUBMITTED (Name, Title and Organization) \_\_\_\_\_

45. SIGNATURE \_\_\_\_\_

46. DATE \_\_\_\_\_

**PART IV - ACTION BY REVIEWING AUTHORITY**

47.  APPROVED (With the following exceptions, if any)

48. DISAPPROVED FOR THE FOLLOWING REASONS

49. NAME, TITLE, AND ORGANIZATION \_\_\_\_\_

50. SIGNATURE \_\_\_\_\_

51. DATE \_\_\_\_\_

**FOOTNOTES:**

<sup>1</sup>MILITARY: Use current Composite Pay Rate (DOD Handbook 7220.9-H). CIVILIAN: Use current pay tables plus Government contribution which will be determined by multiplying 8.44% to the base pay. (Government contribution is based upon the following: Retirement and Disability, 7.14%, Health, 1%, Life Insurance, .3%.)

<sup>2</sup>Show in those columns the number and cost of all personnel who provided part-time, on a recurring basis only, editorial or administrative services to the periodical. Cost will be prorated based on the amount of time so spent by each individual. Do not include the number and cost of personnel who provide these services on a part-time non-recurring basis. Where a full-time or part-time employee performs both editorial and administrative duties, that person should be shown only once in the column where the majority of the employee's time is spent.

<sup>3</sup>Enter on this line the total cost of editorial and administrative personnel financed by nonappropriated funds. The number and cost of personnel should be shown in total only, without regard to military/civilian rank/grade.