

SUBJECT 4

SUBJECT 4: Advertising Group

Re: Advertising Group

Contact: Lanae Peterson and Larissa Franklin

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Proponent: Freight Classification Development Council

Quick View

The Quick View feature is not intended to replace contextual information within this document. To understand the potential impact of the recommended changes shown here, please read the full proposal.

Subject 4: Advertising Group

Quick View: Seven items in the Advertising Group are canceled with reference to applicable provisions dependent upon the commodities' overall representation and intended use.

- Seven Notes canceled with no further application
- Advertising Group, item 4640, canceled with no further application
- One new Note established attendant to item 161855 to clarify packaging requirements

Transportation Characteristics Present:

- Handling ☐Yes ☒No Stowability ☐Yes ☒No Liability ☐Yes ☒No Density ☒Yes ☐No

Provisions based on:

- The involved commodities' representation and intended use.

SUBJECT 4

Present Classification Provisions

Item	Description	Class
4640	ADVERTISING GROUP:	
4660	Advertising Matter , NOI, prepaid, in packages:	
Sub 1	Cloth or oilcloth	85
Sub 2	Paper or paperboard, other than corrugated or fluted, see Note, item 4864.....	70
4742	NOTE—Order blanks, self-addressed envelopes or mailing cards, not stamped, may be enclosed with articles named.	
4745	Aprons, Bags , other than traveling bags, Gloves , Head Visors or Mats , cloth, printed with advertising, prepaid, in boxes	100
4850	Catalogs , see Notes, items 4742, 4852 and 4854, prepaid; or Catalog Parts or Sections , paper, prepaid, see Note, item 4851; in packages	60
4851	NOTE—Applies on covers; or on single or multiple pages of printed advertising or reading matter, folded or cut or not folded nor cut to final sheet size. Does not apply on articles or material having any function or purpose other than that of reading matter or conveying an advertiser's message to readers.	
4852	NOTE—Catalogs accompanying shipments of the product they advertise need not be prepaid provided they are packed in separate packages and weight of catalogs does not exceed 20 percent of total weight of shipment.	
4854	NOTE—Applies only when not less than 95 percent of pages contained therein are descriptive of or pertain to prices of any thing or service listed or pictured.	
4860	Circulars, Books, Booklets, Brochures, Leaflets, Pamphlets, Sheets or Price Lists , prepaid, see Notes, items 4742 and 4864, in packages:	
Sub 1	Printed entirely on newsprint, see Note, item 4862	60
Sub 2	Not printed entirely on newsprint	77.5
4862	NOTE—Applies only when newsprint paper has a fiber content consisting of not less than 60 percent of ground wood and certification is made on bills of lading and shipping orders by shippers at time of shipment as follows: "The printed matter herein described is printed on newsprint paper consisting of not less than 60 percent ground wood."	
4864	NOTE—Applies only on articles or material which wholly or in part sponsor or extoll the virtues of any thing or service and which if intended to reach the hands of the ultimate consuming public are given without charge to such public.	
5070	Pages , athletic or sports program, printed paper, in sheets not cut to page size, prepaid, in boxes.....	65

SUBJECT 4

Present Classification Provisions—Continued

Item	Description	Class
	ADVERTISING GROUP: subject to item 4640	
5080	Samples , advertising, NOI, see Note, item 5082, in boxes.....	300
5082	NOTE—Applies only on envelopes, packets or other containers containing printed advertising matter and a product sample in a container. Product sample and its container must not exceed 30 grams in weight.	
5085	Sheets , bill poster, prepaid, in packages:	
Sub 1	Cloth	85
Sub 2	Paper	77.5
20580	Bags , see Note, item 20582, viz.: Bags or Pouches , NOI, in bags, bales, boxes or bundles; [Other Articles Listed—Not Involved.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
20581	NOTE—Not Involved.	
20582	NOTE—Not Involved.	
20583	NOTE—Not Involved.	
20584	NOTE—Not Involved.	

SUBJECT 4

Present Classification Provisions—Continued

Item	Description	Class
	CLOTH, FABRIC, DRY GOODS OR TEXTILES GROUP: subject to item 48920	
49260	Cloth, Fabric, Dry Goods or Textiles , see Notes, items 49261 and 49263, viz.: Sheets , NOI, in boxes or wrapped bales or rolls; [Other Articles Listed—Not Involved.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
49261	NOTE—Also applies on cloth, fabric, dry goods or textiles coated or combined with other materials, NOI.	
49263	NOTE—Not Involved.	
49264	NOTE—Not Involved.	
49265	NOTE—Not Involved.	
49266	NOTE—Not Involved.	

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SUBJECT 4

Present Classification Provisions—Continued

Item	Description	Class
	CLOTHING GROUP: subject to item 49790	
49880*	Clothing , see Notes, items 49881, 49885 and 49887, viz.: Clothing, Garments or Apparel , NOI, in boxes or Packages 1401 or 2265; Gloves or Mittens , NOI, in boxes, see Note, item 49882; [Other Articles Listed—Not Involved.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
49881	NOTE—Not Involved.	
49882	NOTE—Not Involved.	
49883	NOTE—Not Involved.	
49885	NOTE—Not Involved.	
49886	NOTE—Not Involved.	
49887	NOTE—Not Involved.	
49888	NOTE—Not Involved.	
	FLOOR OR WALL COVERINGS AND RELATED ARTICLES GROUP: subject to item 70500	
70970	Mats or Matting , floor, NOI, in packages, subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50

SUBJECT 4

Present Classification Provisions—Continued

Item	Description	Class
98390	Hats, Caps, Millinery or Millinery Goods, viz.: Caps , NOI, in boxes; Hats , NOI, in boxes; [Other Articles Listed—Not Involved.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
155760	Place Mats , counter or table, NOI, in boxes	85
	PRINTED MATTER GROUP: subject to item 161500	
161855	Printed Matter , paper or paperboard, viz.: Books , NOI, in boxes; Printed Matter , NOI, other than pictures or posters, see Note, item 161857, in packages; [Other Articles Listed—Not Involved.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50

SUBJECT 4

Present Classification Provisions—Concluded

Item	Description	Class
	PRINTED MATTER GROUP: subject to item 161500	
161856	NOTE—Not Involved.	
161857	NOTE—Not Involved.	

*Published in Supplement 2 to NMF 100-AY, effective December 6, 2025.

Proposed Classification Provisions

Item	Description	Class
4640	ADVERTISING GROUP:	Cancel; no further application
4660	Advertising Matter , NOI, prepaid, etc	⇒Cancel; see items 49260, 161855 and provisions otherwise applicable
4742	NOTE—⇒Cancel; no further application.	
4745	Aprons, Bags , other than traveling bags, Gloves, Head Visors or Mats , cloth, printed with advertising, prepaid, etc	⇒Cancel; see items 20580, 49880, 70970, 98390, 155760 and provisions otherwise applicable
4850	Catalogs , see Notes, items 4742, 4852 and 4854, prepaid; or Catalog Parts or Sections , paper, prepaid, etc	⇒Cancel; see item 161855
4851	NOTE—⇒Cancel; no further application.	
4852	NOTE—⇒Cancel; no further application.	
4854	NOTE—⇒Cancel; no further application.	
4860	Circulars, Books, Booklets, Brochures, Leaflets, Pamphlets, Sheets or Price Lists , prepaid, etc	⇒Cancel; see item 161855
4862	NOTE—⇒Cancel; no further application.	
4864	NOTE—⇒Cancel; no further application.	
5070	Pages , athletic or sports program, printed paper, in sheets not cut to page size, prepaid, etc	⇒Cancel; see item 161855
5080	Samples , advertising, NOI, etc	⇒Cancel; see provisions otherwise applicable
5082	NOTE—⇒Cancel; no further application.	

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Proposed Classification Provisions—Continued

Item	Description	Class
	ADVERTISING GROUP: subject to item 4640	
5085	Sheets , bill poster, prepaid, etc.....	⇒Cancel; see items 49260, 161855 and provisions otherwise applicable
20580	Bags , see Note, item 20582, viz.: Bags or Pouches , NOI, in bags, bales, boxes or bundles; [Other Articles Listed—No Change.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
20581	NOTE—No Change.	
20582	NOTE—No Change.	
20583	NOTE—No Change.	
20584	NOTE—No Change.	

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SUBJECT 4

Proposed Classification Provisions—Continued

Item	Description	Class
	CLOTH, FABRIC, DRY GOODS OR TEXTILES GROUP: subject to item 48920	
49260	Cloth, Fabric, Dry Goods or Textiles , see Notes, items 49261 and 49263, viz.: Sheets , NOI, in boxes or wrapped bales or rolls; [Other Articles Listed—No Change.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
49261	NOTE—No Change.	
49263	NOTE—No Change.	
49264	NOTE—No Change.	
49265	NOTE—No Change.	
49266	NOTE—No Change.	

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SUBJECT 4

Proposed Classification Provisions—Continued

Item	Description	Class
	CLOTHING GROUP: subject to item 49790	
49880	Clothing , see Notes, items 49881, 49885 and 49887, viz.: ⇒ Aprons , NOI, in boxes; Clothing, Garments or Apparel , NOI, in boxes or Packages 1401 or 2265; Gloves or Mittens , NOI, in boxes, see Note, item 49882; [Other Articles Listed—No Change.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
49881	NOTE—No Change.	
49882	NOTE—No Change.	
49883	NOTE—No Change.	
49885	NOTE—No Change.	
49886	NOTE—No Change.	
49887	NOTE—No Change.	
49888	NOTE—No Change.	

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SUBJECT 4

Proposed Classification Provisions—Continued

Item	Description	Class
	FLOOR OR WALL COVERINGS AND RELATED ARTICLES GROUP: subject to item 70500	
70970	Mats or Matting , floor, NOI, in packages, subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1.....	400
Sub 2	1 but less than 2.....	300
Sub 3	2 but less than 4.....	250
Sub 4	4 but less than 6.....	175
Sub 5	6 but less than 8.....	125
Sub 6	8 but less than 10.....	100
Sub 7	10 but less than 12.....	92.5
Sub 8	12 but less than 15.....	85
Sub 9	15 but less than 22.5.....	70
Sub 10	22.5 but less than 30.....	65
Sub 11	30 but less than 35.....	60
Sub 12	35 but less than 50.....	55
Sub 13	50 or greater.....	50
98390	Hats, Caps, Millinery or Millinery Goods, viz.:	
	Caps , NOI, in boxes;	
	Hats , NOI, in boxes;	
	⇒Head Visors , in boxes;	
	[Other Articles Listed—No Change.]	
	Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1.....	400
Sub 2	1 but less than 2.....	300
Sub 3	2 but less than 4.....	250
Sub 4	4 but less than 6.....	175
Sub 5	6 but less than 8.....	125
Sub 6	8 but less than 10.....	100
Sub 7	10 but less than 12.....	92.5
Sub 8	12 but less than 15.....	85
Sub 9	15 but less than 22.5.....	70
Sub 10	22.5 but less than 30.....	65
Sub 11	30 but less than 35.....	60
Sub 12	35 but less than 50.....	55
Sub 13	50 or greater.....	50
155760	Place Mats , counter or table, NOI, in boxes.....	85

SUBJECT 4

Proposed Classification Provisions—Concluded

Item	Description	Class
	PRINTED MATTER GROUP: subject to item 161500	
161855	Printed Matter , paper or paperboard, viz.: ⇒ Books , NOI, in boxes; ⇒ Books or Booklets , NOI, in boxes; ⇒ Brochures, Circulars, Leaflets or Pamphlets , in boxes; ⇒ Catalogs or Catalog Parts or Sections , in packages, see Note, item NEW; Printed Matter , NOI, other than pictures or posters, see Note, item 161857, in packages, ⇒see Note, item NEW; [Other Articles Listed—No Change.] Subject to Item 170 and having a density in pounds per cubic foot of:	
Sub 1	Less than 1	400
Sub 2	1 but less than 2	300
Sub 3	2 but less than 4	250
Sub 4	4 but less than 6	175
Sub 5	6 but less than 8	125
Sub 6	8 but less than 10	100
Sub 7	10 but less than 12	92.5
Sub 8	12 but less than 15	85
Sub 9	15 but less than 22.5	70
Sub 10	22.5 but less than 30	65
Sub 11	30 but less than 35	60
Sub 12	35 but less than 50	55
Sub 13	50 or greater	50
161856	NOTE—No Change.	
161857	NOTE—No Change.	
⇒NEW	NOTE—Printed matter tendered for shipment on lift truck skids, pallets or platforms must not overhang the skid, pallet or platform deck, and all exposed surfaces and edges must be protected by packing forms or other packaging materials so as to withstand the normal rigors of the less-than-truckload environment. Printed matter in rolls must be secured to the lift truck skid, pallet or platform by strapping or other packaging methods to prevent shifting of the load. Printed matter sheets stacked on lift truck skids, pallets or platforms must be secured to the lift truck skid, pallet or platform by strapping in opposing directions, with at least two straps in each direction. All corners and strapping contact points must be protected by packing forms.	

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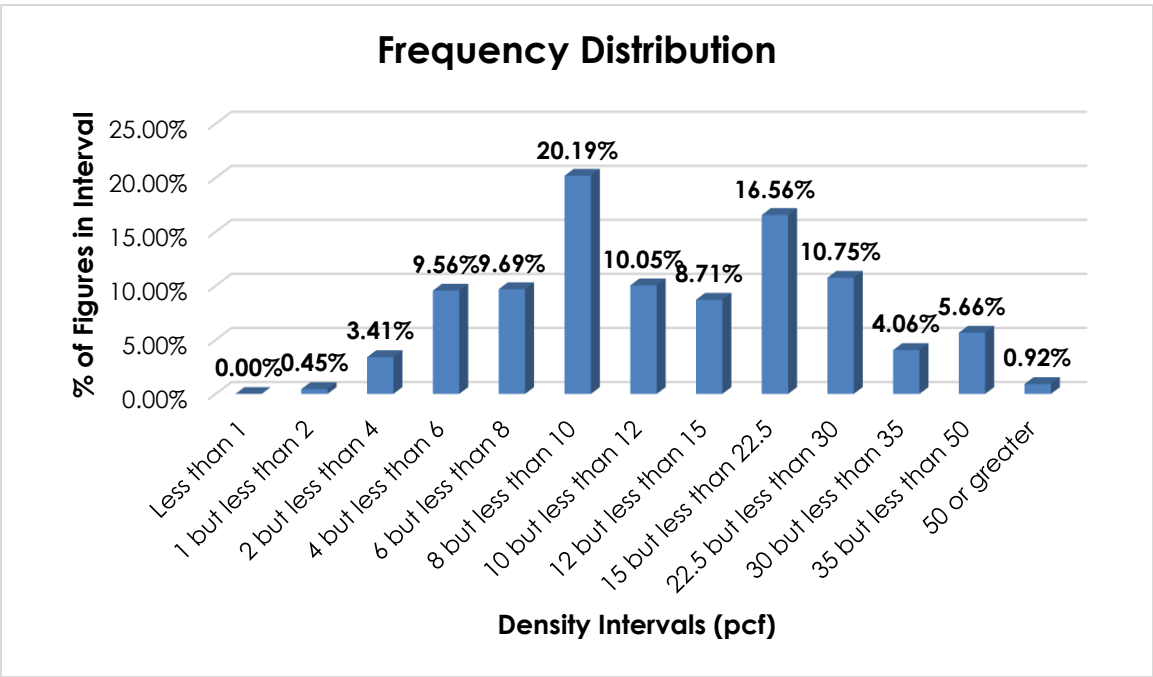
Analysis

Introduction

All items in the Advertising Group name particular types of public mediums used to promote products, services, places, or events to raise awareness and/or increase sales, and these provisions can be difficult to define, interpret, apply, or verify. The transportation characteristics below relate to items subject to the Advertising Group, as shown in the Present Classification Provisions herein.

Transportation Characteristics

Density—The information of record includes 15,858 density observations obtained from the FCDC's Density Study¹. The densities range from 1.42 to 59.94 pcf, with an average density of 15.37 pcf. As shown in the graph below, the densities are distributed throughout the range, with distinct peaks in the 8 but less than 10 pcf and 15 but less than 22.5 pcf intervals.



Handling, Stowability, and Liability—There have been no reports of unusual or significant handling, stowability, or liability issues.

¹ The Density Study is part of an ongoing effort by the FCDC to collect information on actual shipments across all product categories handled by the LTL industry. Carriers that choose to participate in the Study periodically submit shipment data captured through their respective freight auditing programs. The FCDC uses verifiable data points, identified by NMFC item, that include the weight and the dimensions and/or cube of the shipping unit.

SUBJECT 4**Conclusion**

Based on the foregoing analysis, this proposal would cancel all items subject to the Advertising Group with reference to at least one of or a combination of the full-scale, density-based provisions of items 20580², 49260¹¹, 49880¹¹, 70970¹¹, 98390¹¹, and 161855¹¹. Some of the involved items would be canceled with reference to other items within this Classification, dependent upon the commodities' overall representation and intended use. These actions would not only promote clarification and simplification but also alleviate interpretive issues.

Concurrently, the "viz." listings in items 49880, 98390, and 161855 would be amended.

Additionally, seven Notes would be canceled with no further application, as would the Advertising Group generic heading, item 4640.

The minimum packaging requirements would ensure that freight is adequately protected and can be handled and stowed in a manner that is reasonably safe and practicable so as to withstand the normal rigors of the less-than-truckload environment. Furthermore, a new Note attendant to item 161855 would be established to provide additional packaging requirements.

² Items 20580, 49260, 49880, 70970, 98390, and 161855 provide the FCDC's standard 13-subprovision density scale, which includes reference to Item (Rule) 170, the inadvertence clause.