

# APS Circuit Mail Sales

100 Match Factory Place, Bellefonte, PA 16823 • Phone: 814-933-3803

Circuit Sales acts as an agent for APS members who wish to sell philatelic material. The circuit books offer at-home perusal of items for members in search of new material for their collections. Our current inventory consists of more than 35,000 sales books in more than 160 categories. The next few pages will provide you with details on how to get started selling, the terms of sales, as well as some additional tips on mounting and pricing items.

## Seller Instructions:

1. **Membership Required** – you must be an APS member to sell through our sales divisions.
2. **Purchase Supplies** – Order Sales Books and Mounts. Our sales books measure 5 x 8-inches and are available in five different styles depending on the type of material you are submitting (singles, blocks, or cover). Items larger than the book cannot be accepted. We also sell mounts for use with the sales books. Order Supplies at: [www.stamps.org/Hobby-Supplies](http://www.stamps.org/Hobby-Supplies) or with the enclosed order form.
3. **Prepare and submit your items** – The seller mounts, describes, and prices items within each sales book.
  - a) **Properly organize material for each book.** Each book will be assigned to an individual category and should contain material accordingly (see the category list on page 6). Arrange stamps by country and in order by catalog number (the more organized your material is, the better experience the buyer will have when reviewing your material). Individual sales book must have a total net value of at least \$30, but not more than \$600.
  - b) **Use clear mounts or high quality hinges to mount each item securely in the spaces provided.** The books take many trips through the mail so it is important that each item is secure and visible. The clear mounts sold by the APS are recommended. We do not accept responsibility for items that cannot be photographed because they overlap or are mounted in cloudy coverings. We may return books if poor quality hinges are used resulting in items falling from the pages. Do not use staples, rubber cement, or adhesives. See pages 3-4 for “Mounting Tips” which includes how to mount sets.
  - c) **Price and describe each item.** All writing should be legible using black or blue ink. For each item, be sure to include the Scott Catalogue number, catalogue value, and net selling price using decimal points and two zeros (.00) to indicate no cents. The net value must be visible without having to lift the mounted item. Books will be returned if prices are not visible or not legible. We cannot sell an item if the price is not clear. Once you complete a page, be sure to include the total selling dollar value and country at the very top of the page. Prices must be competitive if you desire good results. Material submitted by most sellers falls within 40–60 % of the catalogue values. Our more successful sellers price their items below the 50% level. Faults would reduce the asking price considerably. See page 5 for “Pricing Guidelines”.
  - d) **Note Imperfections.** Imperfections that are not clearly visible (such as thin, crease, tear, pinhole, repair, etc.) should be noted by using one of the squared blank spaces either above or below the item. Write your notes and use an arrow to point to the item. The center space of each block is used to indicate buyer’s marks when items sell and

therefore must remain blank. Fines may be assessed for items found to be misdescribed, counterfeit, altered, etc. that are not clearly described as such (see Terms of Sales #5).

- e) **Leave unfilled spaced completely blank.** Only comments about adjacent stamps may be written in unused spaces.
  - f) **Calculate net value.** When finished with each book, open the inside back page and list the value of each page and total net value enclosed. Also be sure to complete the Seller information on the front cover of each book where indicated.
  - g) **Send to APS.** Box up your books and mail either Priority w/Signature Confirmation, insured, or registered – depending on the value of the package.
4. **Items are received by APS and prepared for circulation** – Our staff checks each book for pricing, clarity of description, and proper mounting. Each book is then assigned to a category; given a unique APS book number; and an acknowledgement is sent to the seller.
  5. **Circulation Time** - Sales books are circulated for 18 months, after which, they are retired and returned to the owner with payment for items sold. A book will be retired before 18 months if there is less than \$10 in unsold material remaining. **NOTE: Books may take longer than 18 months to retire if they are held up in circulation.**

## **Terms of Sales, Fees and Payment:**

1. The Society accepts no responsibility for sales books until they are received at headquarters. Once received, they are insured for full value and any loss is paid to the seller. Our liability ends when the book is retired and delivered to the last known address of the seller.
2. All books must be properly prepared as outlined in our “Seller Instructions” and **must have a total net value of at least \$30, but not more than \$600.** Items that do not comply with our Seller Instructions are subject to fines, providing the staff has previously warned the seller.
3. We reserve the right to reject any book for any reason we deem appropriate.
4. The Society accepts no liability for decrease in the value of multiple stamps (blocks, strips, etc.) due to perforation separation.
5. **Payment is made to the seller upon retirement of the sales book (at 18+ months), and after deduction of appropriate charges as follows:**
  - 20% commission on material sold, with a \$3.00 minimum per book.
  - 1% insurance charge, based on the original value submitted. This provides complete coverage against loss or damage while the material is in the hands of Circuit Sales.
  - Return postage costs.
  - Any fines levied by examiners/staff for improperly identified items as follows:
    - a. Any item found to be misidentified, reperfornated, regummed, repaired, cleaned, fiscally used, or otherwise altered, unless clearly identified as such is subject to fines. The fine is \$2 for items priced more than \$10 and \$1 for items priced at \$10 or less.
    - b. Counterfeit stamps may be offered, only if they are clearly described as forgeries or facsimiles.

## TIPS for Preparing Books – Mounting and Pricing

When preparing circuit books we recommend that you begin with page 1 – mount, describe, and price all items on the first page before moving to page 2 and so on. Mounting stamps on all of the pages first and then entering information may cause some damage to stamps on the next page; for example, accidentally embossing items with the pen impression.

Be sure to enter your Seller information on the front cover where indicated and be sure to enter page totals on the top of each page and on the last page of the book, inside the back cover.

Blue or black ink should be used and all entries need to be legible with net prices visible. An item must not cover the net price of another item. To make a nicer presentation of your material or if you are mounting larger items, you might want to consider skipping spaces. On a page with twelve spaces, mounting six or eight stamps avoids a crowded page.

Total this page \$		Country		US P. DUES		1	
Cat. No. J1	Cat. Val. 14.00	Cat. No.	Cat. Val.	Cat. No. J2	Cat. Val. 18.00		
1	Net \$ 2.00	2	Net \$ .	3	Net \$ 5.00		
Cat. No.	Cat. Val.	Cat. No. J3	Cat. Val. 6.00	Cat. No.	Cat. Val.		
4	Net \$ .	5	Net \$ 2.00	6	Net \$ .		
Cat. No.	Cat. Val.	Cat. No. J4	Cat. Val. 70.00	Cat. No.	Cat. Val.		
7	Net \$ .	8	Net \$ 25.00	9	Net \$ .		

## Using Hinges

The sales books are handled almost daily as they make their trips through the mail; so if you are using hinges it is important to use new, good quality hinges to securely affix the stamps.

Mount items so they can be lifted easily without damage to the perforations. The best practice is to attach the hinge just below the top edge of the stamp, but not on the perforations. Do not place the hinge in the middle of the stamp as collectors want to see the back of a stamp before buying it. After each page is mounted, gently lift every stamp. This insures that no stamps stick to the page as a result of too much moisture. This also provides a test to ensure items are securely fastened and will stand the rigorous handling required of a sales book.

Some hinges adhere properly when first applied, but snap off at the least touch or at the bend of the page when completely dry. Recheck them after they have had a chance to set for at least one hour.

When using hinges to mount blocks and multiple pieces, two or more must be applied for secure mounting.



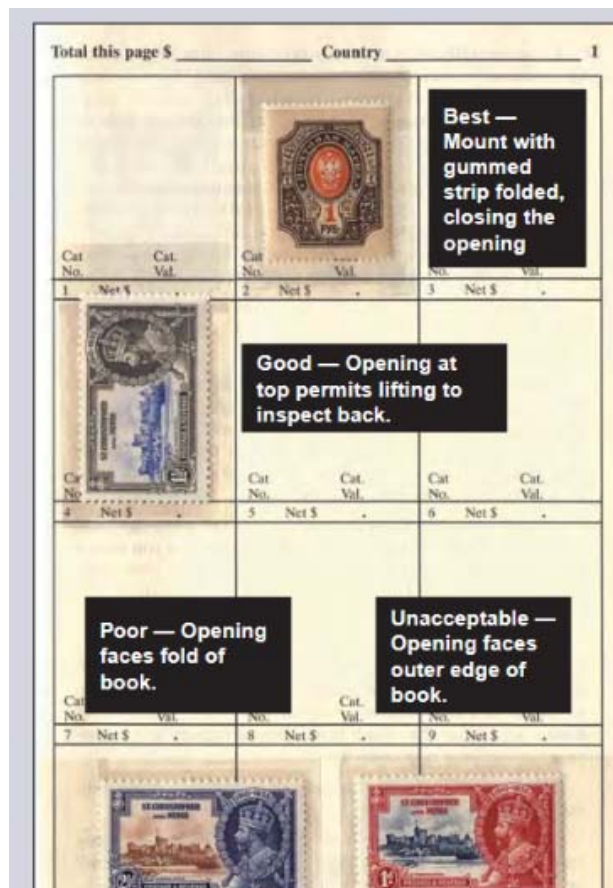
## Using Mounts

The sample illustrated at right shows proper mounting using the APS clear mounts – showing the best to unacceptable methods.

**The Best method** involves turning the mount upside down, attaching the gummed strip to the top of the space, placing the item into the mount, and then folding the mount down, creasing it near the gummed strip.

**The Good method** (often used for larger stamps when the mount is not large enough to permit additional folding) is to attach the mount with the gummed strip over the “Net \$” line above the space (being sure that you don’t have a stamp mounted in that upper space whose information you would be covering up!), and placing the stamp into the mount so that it falls into its proper space below. Keeping the opening at the top allows the buyer to lift the item to inspect its back.

**The Poor and Not Acceptable methods** would be attaching the mount so that its opening faces in towards the fold or outer edge of the book. A stamp could slide out of the mount and become damaged in the fold or lost.

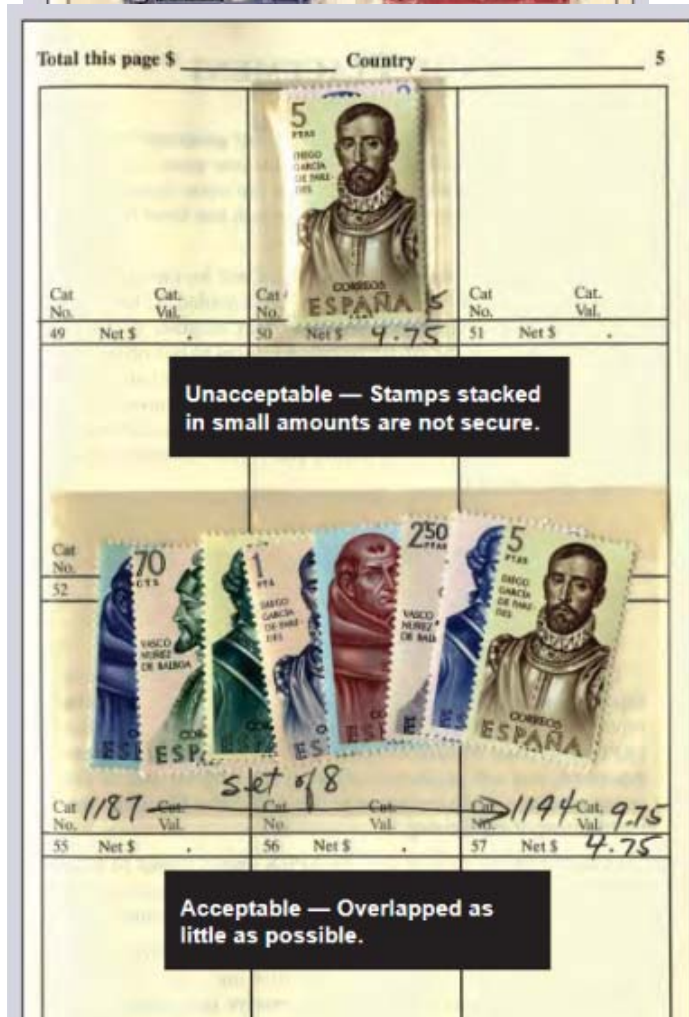


## Mounting Sets

You may offer several stamps as a set but it is important to mount them so that the items are somewhat visible for photography as well as for customer viewing. This illustration shows an acceptable method using a single large mount with stamps slightly overlapped. Below the first item, indicate the number of stamps being offered by writing, “Set of \_\_\_.” Draw a straight line to the right below all additional stamps until you reach the last stamp in the set. In the space below the last stamp enter the net value of the entire set. The catalog number must be entered in the space provided below each stamp in the set.

Do not “stack” sets into one mount. In such instances, only one stamp is visible and we cannot insure items that cannot be photographed.

Sets should be mounted so they will not be continued on a second page. If this is not possible, be sure to indicate that a portion of the set is on the next page.



## Pricing Guidelines

Most sellers use the Scott's Standard Postage Stamp Catalogues for values to use as comparisons to establish their pricing scheme. In general, competitive prices fall within the 40%-60% of catalogue value with our more successful sellers pricing their items below the 50% level.

The listed values for never hinged, mint (unused) and used in Scott's is for very fine condition. Your chosen pricing percentage could be applied to unused and used material. For example, US #621, the 5-cent Norse-American stamp, is valued in the 2015 Scott's U.S. Specialized Catalogue at \$20 for never-hinged, \$10 for unused, \$10 for used and \$17.50 on cover. If 50% is your chosen pricing percentage, your asking prices would be \$10, \$5.00, \$5.00 and \$8.75, respectively.

The condition of the item must be considered when determining your price. Faults, such as pulled perfs, thins, tears, rounded corners, scuff marks, no gum on mint stamps, etc., should be noted in the description area and would reduce the asking price considerably. Do not expect to sell stamps with faults for more than 20%-25% of the catalogue value. There is always an exception to these pricing limits. As an example, the "Match & Medicine" revenues of the U.S. are not usually in very fine condition. The catalogue values for them are for stamps with some faults. Those in very fine or excellent condition can sell for much more than catalogue value.

When sellers use other catalogues, buyers will still want a favorable comparison with Scott's before deciding to buy items. Some members use specialized catalogues for areas such as Germany, France, British Commonwealth, Scandinavia and others. These catalogues refer to the markets other than the U.S stamp market and sellers should keep in mind that those markets may command a different pricing level. Remember that you are selling mainly within the U.S. market and your asking prices should be developed to compete in the U.S. market. Items not found in Scott's Catalogues might be listed in those other specialized catalogues or in specialized dealer price lists and auction realized price lists. Those listed prices could be considered retail and pricing at 10%-20% below retail will place your material in the ballpark with other sellers.

**You should price and describe your items realistically and ask yourself, "What would I pay for this item in this condition?"**

## CATEGORY CODES

Africa	AFR	Chile	CHL	Iran (Persia)	IRN	Southern Africa	SF
Air Mails	TC	China	CH	Ireland	IRE	Southern Europe	SE
Animals & Flora	TAF	Colombia	COL	Israel	IS	Space	TSA
Argentina	ARG	Costa Rica	CR	Italian Colonies	ITC	Spain	SP
Art and Painting	TAR	Cuba	CUB	Italy	IT	Spanish Colonies	SPC
ASIA	ASA	Czechoslovakia	CZE	Jamaica	JAM	Sweden	SWD
Australia	AUS	Danzig	DNZ	Japan	J	Switzerland	SW
Australia States	AST	Denmark	DEN	Korea	KOR	Topicals (general)	TOP
Austria	AU	East Germany	GDR	LATIN AMERICA	L	Transportation	TTR
Bahamas	BAH	Eastern Europe	EE	Latin West Indies	LWI	Trieste	TR
Balkans	BLK	Ecuador	ECU	Lebanon	LEB	Turkey	TUR
Baltic States	BLT	Egypt	EG	Liberia	LIB	U.S. 1900-1940	UE
Belgium	BEL	Ethiopia	ETH	Liechtenstein	LCH	U.S. 19th Century	USE
Benelux	BNX	Europa	TEU	Luxembourg	LUX	U.S. Air Mails	UTC
Bermuda	BER	EUROPE	EUR	Malaysia-Singapore	MAY	U.S. Back of the Book	UJE
Bolivia	BOL	Europe(1840-1940)	EC	Mexico	MX	U.S. Blocks of Four	BLX
Brazil	BRA	Far East	FE	Middle East	ME	U.S. Coils	CLS
British Africa	BF	Finland	FIN	Miniature Sheets	MIN	U.S. Covers (19th C.)	USC
British America	BA	France	FX	Monaco	MON	U.S. Covers (20th C.)	COV
British Asia	BS	France & Colonies	F	Netherlands	N	U.S. Covers 1900-1945	CVE
British Atlantic Islands	BAT	France 19th-Century	FXE	Netherlands Colonies	NC	U.S. Cut Squares	CUT
British Caribbean Saints	BCS	French Africa	FF	New Zealand	NZ	U.S. Fancy Cancels	CAN
British Empire	B	French Colonies	FC	Nicaragua	NIC	U.S. First Day Covers	FDC
British Empire Mint only	BM	German Colonies	GC	Norway	NOR	U.S. General (Mint & Used)	US
British Empire Used only	BU	German Covers	GCV	Panama	PAN	U.S. Mint	USM
British Empire-Victorian Era	BVE	German States	GS	Paraguay	PAR	U.S. Officials	USO
British Europe	BE	Germany	G	Peru	PER	U.S. Picture Postcards	UPC
British Middle East	BME	Germany Pre-1945	GE	Philippines	PHL	U.S. Plate Blocks	USN
British North America	BNA	Glob. General (mint & used)	GL	Poland	PO	U.S. Plate No. Singles	PNS
British Oceania	BO	Global (1840-1940)	GLE	Portugal	P	U.S. Possessions	POS
British Oceania Mint	BOM	Global Covers	GLC	Portuguese Colonies	PC	U.S. Postal Stationery	UPS
British Pre-Elizabethan	BPE	Global Used Only	GLU	Romania	ROM	U.S. Precancels	PRE
British West Indies	BWI	Great Britain	GB	Russia (USSR)	R	U.S. Revenues	RV
British West Indies Mint	BWM	Great Britain Victorian Era	GBV	Ryukyus	RYU	U.S. Used	USU
Canada General	C	Greece	GR	Saar	SAR	United Nations	UN
Canada Mint	CM	Guatemala	GUA	Salvador	SAL	Uruguay	URU
Canada Pre-Elizabeth	CPE	Honduras	HON	San Marino	SAN	Vatican	VAT
Canada Used	CU	Hong Kong	HK	Scandinavia	SC	Venezuela	VEN
Central America	LC	Hungary	H	Siam (Thailand)	THA	West Germany	GW
Central Europe	CE	Iceland-Greenland	ICE	South America	LS	Yugoslavia	YUG
Channel Islands	BCH	India & States	IND	Southeast Asia	SEA		