

GET THE
Neighborhood Talking
ABOUT YOUR COMPANY
WITH EVERY DOOR DIRECT MAIL®



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EVERY DOOR DIRECT MAIL®

Every Door Direct Mail (EDDM) is a program from the USPS that can help you promote your business to a neighborhood, an entire city, or a radius around a specific address at a discounted postage rate. You don't even have to know the names and addresses...it's that easy!

You can mail flyers, brochures, coupons, menus, store maps, oversized postcards, catalogs, booklets, and more!

WITH EDDM, YOU CAN:

- Target any location without an actual address list.
- Choose your ideal routes based on age, income, and family size.
- Market your product, service, store openings, sales, or other major events.
- Build more traffic, increase revenue, and find a new prospective customer base.
- Reach local businesses and consumers with one campaign.
- Make a big impact with oversized mailing pieces.
- Save money because there is NO permit charge and NO mailing list to purchase.



3 WAYS TO USE THE PROGRAM:

1. We Handle It All.

We'll print, bundle, prepare all paperwork and deliver your mailer to the post office.

2. You Prepare The Mail.

We'll print your order and call you when it's ready. We'll provide you with step by step instructions for you to complete the mail prep for the EDDM program.

3. We Prepare the Mail For You.

We'll print your order and prepare all paperwork for you and bundle the mailing exact to post office guidelines. Once prepared, we'll call you when your order is ready. All you have to do is deliver them to the post office.

COST COMPARISON CHART:

No of Pieces	First Class	Bulk	EDDM
500	\$ 621.31	\$ 463.58	\$ 262.08
1,000	\$ 1045.43	\$ 723.16	\$ 488.13

Prices are based on a 4.25 x 11, 80# Cover, Double Sided, Full Color, No Bleed Postcard

Prices include: Printing, Mail Prep/Addressing, Mail List (if needed), Postage, & Delivery to P.O.

A FEW RULES:

- Overall Size Requirements: The finished size of the mailer must be at least 10.5" long **OR** 6.125" tall to qualify for EDDM.
- Length Requirements: The finished size of the mailer must be at least 10.5" long, but no longer than 15".
- Height Requirements: The finished size of the mailer must be at least 3.5" tall, but not taller than 12".
- Mail up to 5,000 pieces per day, per zip code. (unless using Konhaus' permit)
- Must mail to an entire carrier route.
- Mail to either residential only or residential and businesses within a carrier route.

POPULAR SIZES

4.25" X 11" • 6" X 11"

8.5" X 11" • 11" X 14"

12" X 15"

COMPANIES THAT BENEFIT FROM EDDM:

- Auto Sales & Services
- Realtors
- Banks
- Churches
- Day Care
- Home Improvement
- Dentists
- Doctors
- Restaurants
- Plumbers
- Electricians
- Bakeries
- HVAC
- Funeral Homes
- Entertainment
- Insurance Agencies
- Lawn Care
- Fitness Centers
- Salons
- Many More!

visit

USPSEVERYDOOR.COM

to select your carrier routes!

