



**Maximum size is 12" x 15"**  
(the size of the piece you are holding)

**Acceptable Retail Addressing**

Local  
Postal Customer

**Approved Retail Indicia**

PRSR STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

Your mailpiece must be *at least* 6.125" high **OR** 10.5" long

**NOTE:**

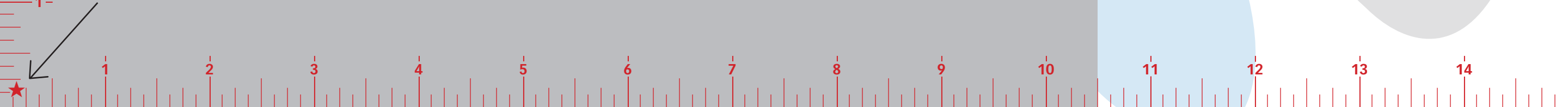
- If your piece is over 10.5" long, the minimum height is 3.5"
- If your piece is over 6.125" high, the minimum length is 6.125" (square)



**717.731.9456**  
**Konhaus.com**  
**info@konhaus.com**

Contact us to confirm your mail piece meets the requirements of the program.

Align your mailpiece to this corner





# See How Your Piece Measures Up with Every Door Direct Mail®

## EDDM Ruler Tool

85% of customers come from within a 5-mile radius of your business's location.  
EDDM is a cost-effective way to get your message out  
to every home in a targeted area.

- No postal permit required
- No names or street addresses needed
- Plenty of room for your personalized message
- Use the EDMM online tool to identify your target area
- Target your customer by age, income, and family size
- Send up to 5,000 mailpieces a day per zip code
- Extremely discounted postage rates
- Must weight 3.3 oz. or less
- Requires bundling with facing slips. Recommended bundle size is 100 pieces.

Check out the online tool at [www.uspseverydoor.com](http://www.uspseverydoor.com).

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*Use this handy dandy EDMM Ruler to make sure  
your piece is designed to the right size!*

Compliments of

