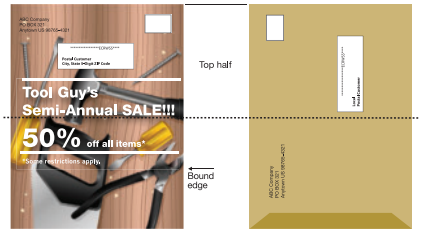
EVERY DOOR DIRECT MAIL®

Quick Reference

Enclosed are examples of Standard Mail® flats that can be used with Every Door Direct Mail® service. These show some of the ways you can reach every home, every address, every time. Below, you'll find guidelines on all qualifying dimensions and other requirements.



Mailing requirements.

All Every Door Direct Mail mailpieces must have the entire mailing label on the "top half" of the mailpiece. The orientation of the label, whether it's applied on the long or short side, does not matter (except that labels placed parallel to the shortest end must not be upside down). The shortest end will always be the top half of the piece. Length is always the longest side. See examples at left for accurate placement.

*********ECRWSSEDDM****
Postal Customer
City, State 5-Digit ZIP Code

*********ECRWSSEDDM****
Residential Customer
City, State 5-Digit ZIP Code

*********ECRWSSEDDM****
PO Box Holder
City, State 5-Digit ZIP Code

Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU):

- "Postal Customer" for all active deliveries (business and residential).
- "Residential Customer" for residential deliveries.
- "PO Box Customer" for PO Box™ deliveries.
- City, State, and 5-Digit ZIP Code™ are recommended but not required.
- "EDDM" must be included after "ECRWSS" on the label of pieces greater than 10.5" and up to and including 11.5" in length submitted at a BMEU.

PRSRT STD
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX

ECRWSS

Every Door Direct Mail Indicia Example:

All mailpieces must contain "ECRWSS" in the address area **or** within **or** below the permit indicia.

Local
Postal Customer

Acceptable Every Door Direct Mail – Retail™ label options for entry at Post Office™ locations:

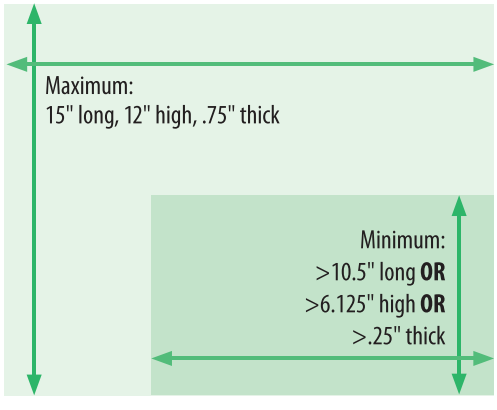
"Local Postal Customer" for active deliveries (residential and business).

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Retail Indicia Example

Bundling at Retail:

When you submit Every Door Direct Mail, your pieces must be bundled with a facing slip. Recommended bundle size is 50 to 100 pieces. You must include the piece-count per bundle. Example: A 426-piece mailing could have eight bundles of 50 and one of 26.



Acceptable dimensions of a flat.

Rectangular with four square corners or finished corners that do not exceed a radius of .125". (A square is considered a rectangle.) Must be one of the following: More than 10.5" in length **OR** 6.125" in height **OR** .25" thick.

Cannot be more than 15" long, 12" high, and .75" thick.

Note: To be considered a flat, a mailpiece must exceed only one of the dimension minimums but be within all flat maximums; otherwise, it is a parcel. Minimum thickness is .007" (about three sheets of paper) and minimum height is 3.5".

Maximum weight of a flat at Retail.

3.3 oz. maximum weight when submitted at a local Post Office.

For more information, go to **usps.com/everydoordirectmail**

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EVERY DOOR DIRECT MAIL RETAIL™



FIND THE CUSTOMERS THAT MATTER MOST.

Every Door Direct Mail – Retail™ service lets you reach every home, every address, every time. You simply pick the neighborhood you want to target, and a Postal Service™ carrier delivers your printed piece to every address while delivering the day's mail. You don't need to know the names or street addresses.

Specifications for using Every Door Direct Mail – Retail service.

- Submit your mailing at the Post Office™ serving the area you want to reach.
- Send up to 5,000 mailpieces per day.
- Keep your per-piece weight to 3.3 ounces or less.
- Use Standard Mail® flats (learn more at **usps.com/everydoordirectmail**).

Key benefits of Every Door Direct Mail – Retail service.

- **No postage permit required** – Saves you the annual cost of buying one.
- **No names or addresses needed** – Instead of printing names and street addresses, you use the approved Every Door Direct Mail® format ("Local Postal Customer").
- **Plenty of room for your message** – Every Door Direct Mail offers a flexible range of sizes, making it ideal for announcing sales, sending coupons, and much more. Three of the most popular options are postcards (6.5" x 9"), oversized postcards (8.5" x 11"), and tri-fold menus (4.25" x 14"). For additional sizes, visit usps.com/everydoordirectmail or contact your local printer regarding the approved sizes for Every Door Direct Mail Standard Mail® flats.
- **As close as your local Post Office** – You or your mail service provider can submit your mailing at the Post Office that serves the area you want to reach. You can pay for postage with cash, check, or debit card.

Nearly any business can take advantage of the marketing power of Every Door Direct Mail – Retail service.

- **Retailers:** Auto dealers, restaurants and pizzerias, pharmacies, clothing stores, furniture dealers, flower shops, coffee shops, bakeries, and more.
- **Service-based businesses:** Attorneys, health-care professionals, dry cleaners, home-improvement companies, real estate firms, and more.

TO GET STARTED

Visit usps.com/everydoordirectmail

- You can get more information and register your business.

Define who you want to reach:

Use our free online mapping tool to:

- Identify your target area by city, neighborhood, or a specified distance from your business.
- Find mail routes that match your target area.
- Obtain the number of addresses and estimated postage costs.
- Prepare documentation forms.

Prepare your printed mailpieces:

- Utilize the Every Door Direct Mail format and postage indicia shown below.
- Your local mail service provider or printer can work with you to prepare your mailpieces.

Bundle and submit your mailpieces:

- Your local mail service provider or printer can also handle bundling and submission.
- If you'd like to do this yourself, visit **usps.com/everydoordirectmail** to access our free online tool.

Acceptable Every Door Direct Mail Addressing Example

Local
Postal Customer

Approved Retail Postage Indicia Example

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Learn more at **usps.com/everydoordirectmail**

FPO PLACE APPROPRIATE FSC LOGO HERE FPO

12SUPSHT637

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