

EDDM – EVERY DOOR DIRECT MAIL

OVERVIEW: Every Door Direct Mail (EDDM) is a mailing option offered by the USPS. Businesses can mail to entire carrier routes in their area without having to buy a mailing list, and for a low postage rate of \$0.192/ piece.

In return for these price concessions, the USPS requires your mailing piece to meet certain criteria, and you need to do a little bit of leg-work for the delivery process.



EDDM POSTCARD

Two Sizes 6.5" x 9" or 8.5" x 11"

14/16 pt. card stock. Super glossy UV coating.

Price includes bundling in 100's.

Price does not include postage.

Quantity	6.5" x 9" EDDM Postcard	8.5" x 11" EDDM Postcard
2,500	\$1,602	\$1,687
5,000	1,789	2,016
7,500	2,181	2,361
10,000	2,415	2,919
15,000	3,100	3,962
20,000	3,481	5,612
30,000	4,190	6,279



513.874.0027
www.growpro.com

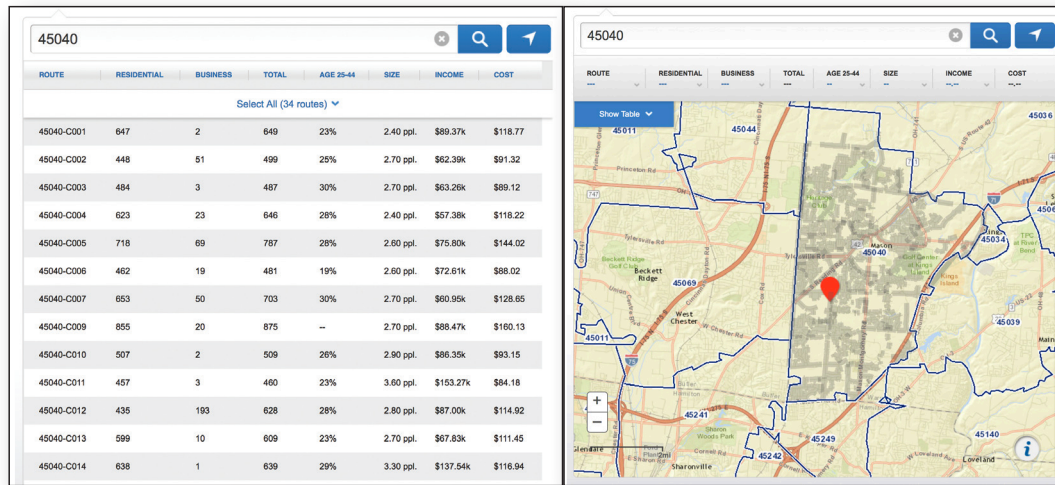
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COMMUNICATIONS

EDDM SIMPLIFIED PROCESS:

STEP 1: DECIDE WHO YOU'RE MAILING TO, AND GET A COUNT.

The EDDM site allows you to input a specific address and then see all the carrier routes in the immediate vicinity by mousing over them. You select the carrier routes you want to mail by clicking on them. In this example, I picked the neighborhoods around a country club in my area, and it totaled 2,758 homes.

Link to Mapping tool: growpro.com/mapping



The screenshot shows the EDDM mapping tool interface. On the left is a table of carrier routes for ZIP code 45040. The table has columns for ROUTE, RESIDENTIAL, BUSINESS, TOTAL, AGE 25-44, SIZE, INCOME, and COST. A dropdown menu indicates 'Select All (34 routes)'. On the right is a map of the area around 45040, with a red pin marking a location. The map shows various streets and neighborhood boundaries.

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
45040-C001	647	2	649	23%	2.40 ppl.	\$89.37k	\$118.77
45040-C002	448	51	499	25%	2.70 ppl.	\$62.39k	\$91.32
45040-C003	484	3	487	30%	2.70 ppl.	\$63.26k	\$89.12
45040-C004	623	23	646	28%	2.40 ppl.	\$57.38k	\$118.22
45040-C005	718	69	787	28%	2.60 ppl.	\$75.80k	\$144.02
45040-C006	462	19	481	19%	2.60 ppl.	\$72.61k	\$88.02
45040-C007	653	50	703	30%	2.70 ppl.	\$60.95k	\$128.85
45040-C009	855	20	875	—	2.70 ppl.	\$88.47k	\$160.13
45040-C010	507	2	509	26%	2.90 ppl.	\$86.35k	\$93.15
45040-C011	457	3	460	23%	3.60 ppl.	\$153.27k	\$84.18
45040-C012	435	193	628	28%	2.80 ppl.	\$87.00k	\$114.92
45040-C013	599	10	609	23%	2.70 ppl.	\$67.83k	\$111.45
45040-C014	638	1	639	29%	3.30 ppl.	\$137.54k	\$116.94

STEP 2: DESIGN AND PRINT YOUR MATERIALS

The USPS has specific requirements your mailing piece must meet in order to qualify for EDDM. Your mailing piece must be what the USPS refers to as a "flat." A flat must be rectangular, and:

- 1) More than:
 - a. 10.5" in length OR
 - b. 6.125" in height OR
 - c. more than .25" thick
- 2) But NOT more than:
 - a. 15" in length OR
 - b. 12" in height OR
 - c. .75" thick

These rules can be a bit confusing, but the key thing is that a "flat" is generally a larger piece than you would use for direct mail, and *this means you get to mail a larger piece at a lower postage rate.*

The majority of EDDM pieces we create are either 6.5" x 9" or 8.5" x 11".

STEP 3: PRINT OUT YOUR PAPERWORK AND PREP THE MATERIALS

Once you have your mailing materials printed and ready to go, you essentially circle back around to step #1 by logging in to the EDDM website and selecting the areas you want to mail. Follow the steps online, and once you've selected the carrier routes you will have the option to print:

- 1) USPS Form #3587 – this is a summary of the mailing you are going to drop off at a given post office.
- 2) Facing slips – you will have a facing slip for each carrier route you will be mailing. You will need to fill out certain simple bits of information and provide a facing slip for each carrier route when you drop the materials off at the post office. Please note: you are required to bundle the materials in either 50's or 100's, and then note the number of pieces per bundle and total number of bundles on the facing slips.

STEP 4: DROP THEM OFF AT THE USPS

Now comes the fun part: taking them to the post office. Practically speaking, this program requires you or a representative from your company to physically go to each post office in order to drop off the materials and pay for the postage.

When you drop the materials off at the local post office, they are 90% if the way to the homes you are targeting, so it is safe to assume that they will get delivered within a day or two of dropping them off.