


# THE **WHAT** AND **HOW** GUIDE TO **EVERY DOOR DIRECT MAIL**®

EVERY DOOR DIRECT MAIL



## Why choose Every Door Direct Mail®?

	Build traffic.	Find new customers.	Mail up to 5000 pieces per day.	Reduce out-of-pocket mail preparation costs.  Mail up to 5000 pieces per day.	No address list required. You can target an area by zip code and carrier route.

## What is my responsibility in preparing my printed product for Every Door Direct Mail®?

### First, design your piece.

Think about what you want people to know about your business, and create an eye-catching design and headline that will grab people's attention and make them want to use your business.

Select the size you want to order from PrintPlace.com, and use the templates provided to make sure your piece meets the design requirements set forth by the US Postal Service.

### Sizes include:

4.25 x 11  
6.25 x 9  
6.25 x 11  
6 x 12  
8.5 x 7  
11 x 8.5

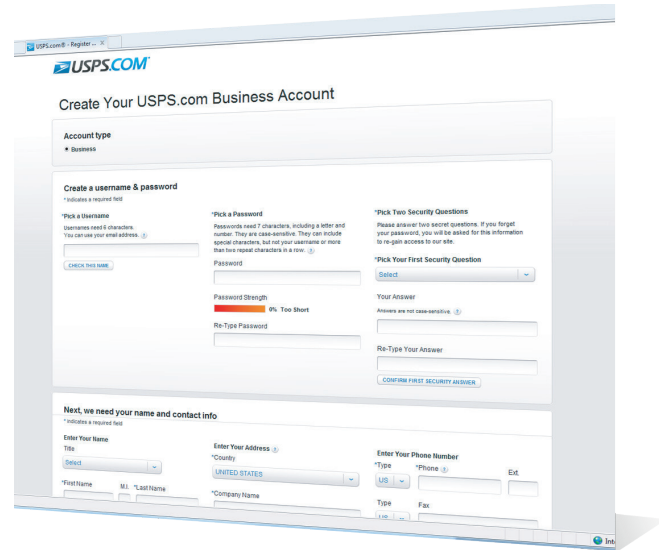


*Please keep in mind that if your piece does not adhere to these design requirements, it may not be eligible for the super low postage rates you want.*

***After you have your design completed,  
identify the areas you want to target with this mailer.***

*This is where the web services by USPS come in.*

*Before placing your order, you must  
register and log in on the Business  
Customer Gateway for the USPS.*

A screenshot of the USPS Business Account registration page. The page is titled "Create Your USPS.com Business Account". It has a section for "Account type" with "Business" selected. Below that is a "Create a username & password" section with fields for "Pick a Username", "Pick a Password", and "Pick Two Security Questions". There are also fields for "Your Answer" and "Re-Type Your Answer". At the bottom, there is a "Next, we need your name and contact info" section with fields for "Enter Your Name", "Enter Your Address", and "Enter Your Phone Number".

*You can register for a new account at:*

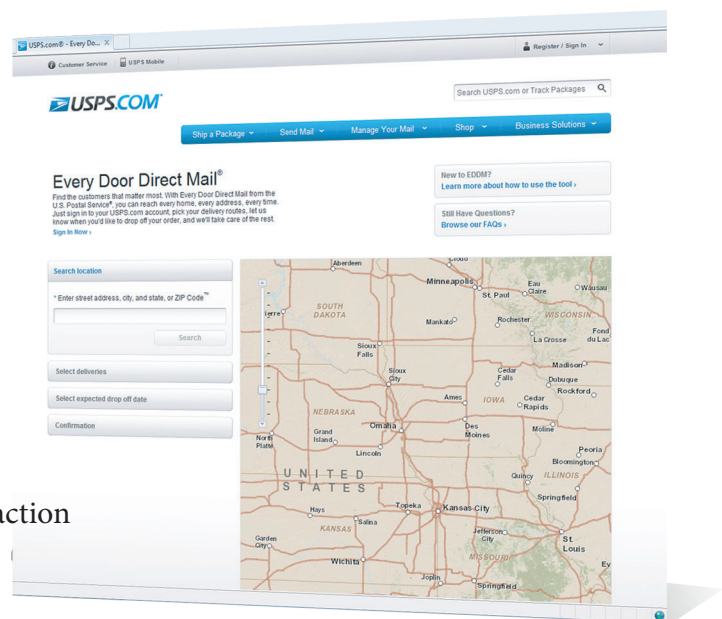
<https://reg.usps.com/register?appURL=https%3a%2f%2feddm.usps.com%2feddm&app=EDDM>

***After you have registered,  
you can use the EDDM® tool***

*provided by the USPS to figure out the  
specific areas you want to target, and  
for obtaining the number of addresses in  
that area. You can either mail to all of the  
addresses (residential and business) or just  
mail to residential addresses.*

*The EDDM® tool can be found at:*

<https://eddm.usps.com/eddm/customer/routeSearch.action>

A screenshot of the USPS EDDM (Every Door Direct Mail) tool interface. The page has a header with the USPS logo and navigation links. Below the header, there is a "Search location" section with a text input field for "Enter street address, city, state, or ZIP Code" and a "Search" button. There are also buttons for "Select deliveries" and "Select expected drop off date". On the right side, there is a map of the United States showing various cities and states. Below the map, there is a "Confirmation" section.

***We recommend going through the route selection process before  
placing your printing order, so you know how many pieces to order.***

*With EDDM®, it is preferable to have more product than you need. If you have too few pieces, you will not be able to mail to an entire carrier route. This means that if you have 4026 names in your area, and you order 4000 pieces, then you are not just going to miss 26 households, you will not be able to mail to any of the addresses in one of the carrier routes you chose.*

*You can always keep extra cards to hand out in your store or to give to customers, friends and family.*

**Once you know how much product you need to order and have finalized your design, you can place your order for printing.**

PrintPlace.com offers printing and shipping services for EDDM® product.

**You are responsible for** obtaining counts, completing the facing slips, bundling your product, taking it to the post office, and paying for postage.

After you receive your printed product, you will need to bundle the pieces in either **50 or 100 pieces per bundle**, and attach a **facing slip**, which you can download and print from the USPS.com tool.

After your mailing is bundled, and you have the paperwork ready to go, you can take your mailer to your local post office and pay for the postage. Then you're done!

You can download the entire EDDM® Guide provided by the USPS at

<https://reg.usps.com/register?appURL=https%3a%2f%2feddm.usps.com%2feddm&app=EDDM>

We recommend reading this document carefully and following the process outlined in it, so that your mailing goes as smoothly as possible.

## What else?

Don't be intimidated! EDDM® can be a great means to increasing traffic and revenue, and once you know what to do, it is pretty simple.

Please call us at **877-405-3949** if you need assistance.

