

Every Door Direct Mail
Simplified Mailing Process

USER GUIDE

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OVERVIEW

What is Every Door Direct Mail?

Every Door Direct Mail enables you to extend your customer reach via saturation mail without the need for mailing lists, permits, and the associated fees. With Every Door Direct Mail, you create a saturation mailing without applying individual names and addresses to each mailpiece.

You can use *Every Door Direct Mail* to:

- Ø Target a location without an address list
- Ø Send out local mailings or national campaigns
- Ø Build more traffic
- Ø Find new customers
- Ø Increase revenue
- Ø Reduce mail preparation costs

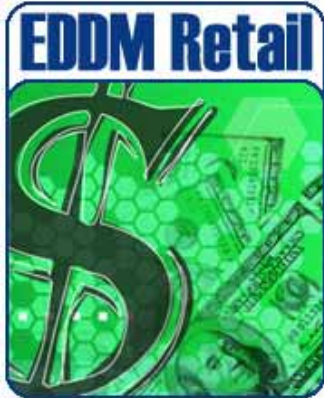
Who can benefit from *Every Door Direct Mail*?

- Ø Retailers
- Ø Auto dealerships
- Ø Arts organizations
- Ø Restaurants
- Ø Business services
- Ø Attorneys
- Ø Doctors
- Ø Dry cleaners
- Ø Contractors
- Ø Realtors

What are my mailing options?

Whether you're a large or small business, Every Door Direct Mail™ service can help get your marketing messages into the hands of consumers. There are two options. Choose EDDM Retail if your mailing meets all of the following criteria: 5,000 pieces or less, Standard Mail® flats only, and per piece weight of 3.3 ounces or less. Otherwise, choose the EDDM for Business Mail Entry Unit.

When preparing *Every Door Direct Mail*, the [Simplified Mailing Process](#) (SMP) tool allows you to identify which USPS mail routes to include in your target mailing area based on active deliveries per delivery route using the USPS® Delivery Statistics.

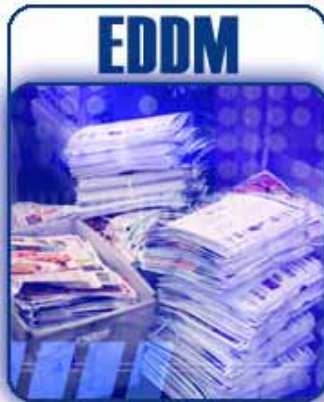


EDDM Retail - Saturation mailings are taken to the local Post Office retail unit for processing. Requirements:

- Customer must have a USPS business Customer Registration Identification (CRID)
- Mailing includes standard mail flats only
- Each mailpiece must be equal to or less than 3.3 ounces
- Each mailpiece must display special indicia or permit imprint
- Each retail unit submission must include a minimum of 200 mailpieces; but not exceed 5,000 mailpieces per day
- Mailing must be accompanied by PS Form 3587, which includes delivery statistics documentation
- Postage rate of 14.2¢ charged for each mailpiece
- Postage is paid in full at the retail unit

Do you have a Customer Registration Identification provided by USPS?

Yes No



EDDM - Saturation mailings are prepared for processing at a Business Mail Entry Unit (BMEU). Requirements:

- Customer must have an active USPS Standard mail permit number [Click here](#) for more information
- Mailing includes Standard Mail flats, Periodical flats, Bound Printed Matter (BPM) flats, or Irregular Parcels
- Mailing must be accompanied by PS Form 3602R, or the applicable mailing statement; in addition to Delivery Statistics File documentation
- Mailings entered at the BMEU and dropped at local Post Office must be accompanied by PS Form 8125
- Postage rates may vary

Getting Started

EDDM Retail

1. Click Yes or No to indicate if you have a Customer Registration Identification provided by USPS.

Do you have a Customer Registration Identification provided by USPS?

Yes No

Yes = user answer accepted; user advances to Step 1 of EDDM Retail.

No = a link is provided to the customer registration website; user is not advanced to Step 1

Note: A CRID number is not required to advance through the application; however, a CRID is required when mailer is presented at the retail count.

EDDM

1. Select EDDM by clicking on the image or the EDDM link.
User advances to Step 1.

After selecting *EDDM Retail* or *EDDM* mailing option, five (5) easy steps are provided to assist mailers in selecting or entering desired mailing geographic information, reviewing and editing geographic results and printing mailing documentation.

- STEP 1 — Geographic / Address
- STEP 2 — Selection Results
- STEP 3 — Customer Information
- STEP 4 — Print Documentation
- STEP 5 — Print Facing Slip

STEP 1 — GEOGRAPHIC / ADDRESS

In Step 1, begin your search to determine your mailing audience. Search *By City*, *By County*, *By ZIP Code* or *By Location*.

By City Search

The screenshot shows the 'Geographic / Address' search interface. The 'By City' tab is selected. The state is set to 'TENNESSEE'. A list of cities is shown, with 'MEMPHIS' selected. A list of ZIP codes is shown, with 37544, 38101, 38103, and 38104 selected. On the right, the 'Route Types' section has 'City', 'Rural/Highway Contract', and 'PO Boxes' checked. The 'Delivery Types' section has 'Business / Residential' selected. The 'View Types' section has 'Table' selected. A 'Submit' button is at the bottom right. A 'Percent complete' indicator shows 0%.

1. Select a state.
2. Select a minimum of one city.

Note: To make multiple selections, hold the **'Alt'** to select random cities or the **'Shift'** key to select a range of cities.)

3. Select up to five (5) ZIP Codes.
4. Select route type or a combination of route types.
 - City routes
 - Rural/Highway Contract routes
 - PO Box routes
5. Select a delivery type.
 - Business/Residential
 - Residential

Note: View Types selection available for By Location search only.

6. Click Submit.
7. Results are displayed in Table View

Step 2 – Selection Results, Table View covered on [page 8](#).

By County Search

Geographic / Address
STEP 1

By City
By County
By ZIP Code
By Location

Select a State, County, and ZIP Code.
Select up to 5 ZIP Codes.

TENNESSEE

FAYETTE

	ZIP Code	City Name
<input type="checkbox"/>	38010	BRADEN
<input checked="" type="checkbox"/>	38036	GALLAWAY
<input checked="" type="checkbox"/>	38045	LACONIA
<input checked="" type="checkbox"/>	38046	LA GRANGE
<input type="checkbox"/>	38048	MACON

Percent complete 0%

Select route and delivery type options.

Route Types

City Rural/Highway Contract PO Boxes

Delivery Types

Business / Residential Residential

View Types

Table Map

Submit

1. Select a state.
2. Select a county.
3. Select up to five (5) ZIP Codes.
4. Select route type or a combination of route types.
 - o City routes
 - o Rural/Highway Contract routes
 - o PO Box routes
5. Select a delivery type.
 - o Business/Residential
 - o Residential

Note: View Types selection available for By Location search only.

6. Click Submit.
7. Results are displayed in Table View
 - Step 2 – Selection Results, Table View covered on [page 8](#).

By ZIP Code® Search

Geographic / Address
STEP 1

By City
By County
By ZIP Code
By Location

Enter a ZIP Code.

ZIP Code

Percent complete 25%

Select route and delivery type options.

Route Types

City
 Rural/Highway Contract
 PO Boxes

Delivery Types

Business / Residential
 Residential

View Types

Table
 Map

1. Enter a 5-digit ZIP Code.
2. Select route type or a combination of route types.
 - City routes
 - Rural/Highway Contract routes
 - PO Box routes
3. Select a delivery type.
 - Business/Residential
 - Residential

Note: View Types selection available for By Location search only.

4. Click Submit.
5. Results are displayed in Table View
 - Step 2 – Selection Results, Table View covered on [page 8](#).

By Location Search

Geographic / Address
STEP 1

By City
By County
By ZIP Code
By Location

Enter a Street Address and City and State or Street Address and ZIP Code

Address:

City: **State:** TENNESSEE ▼

ZIP Code:

Mile Radius:

Percent complete 0%

Select route and delivery type options.

Route Types

City Rural/Highway Contract PO Boxes

Delivery Types

Business / Residential Residential

View Types

Table Map

Submit

1. Enter
 - a street address and city and state, or
 - a street address and ZIP code
2. Set the desired mile radius from the input address to view geographical results
3. Select route type or a combination of route types.
 - City routes
 - Rural/Highway Contract routes
 - PO Box routes
4. Select a delivery type.
 - Business/Residential
 - Residential
5. Select a view type.
 - Table
 - Map
6. Click Submit.
7. Results are displayed based on selected view type.
 - Step 2 – Selection Results, Table view covered on [page 8](#).
 - Step 2 – Selection Results, Map view covered on [page 10](#).

STEP 2 – SELECTION RESULTS

Selection results are available in a table for all search options. Only the *By Location* search includes the option to display data in Table or Map view.

In the Table view, results are displayed by indicating the total routes and the total possible deliveries based on the selections made in STEP 1, in addition to the approximate cost to mail.

Table View

EDDM RETAIL

Selection Results **STEP 2** Select All Total Routes: 19 Total Deliveries: 10,075

Local PO	ZIP Code	Route	Residential	Business	Total	Add/Remove
WHITE	38120	C010	265	52	317	<input checked="" type="checkbox"/>
WHITE	38119	C008	128	159	287	<input checked="" type="checkbox"/>
WHITE	38119	C009	602	4	606	<input checked="" type="checkbox"/>
WHITE	38119	C038	482	35	517	<input checked="" type="checkbox"/>
WHITE	38119	C041	1	225	226	<input checked="" type="checkbox"/>
WHITE	38119	C045	427	30	457	<input checked="" type="checkbox"/>

Delivery Counts Last Updated: 07/15/2011

Approximate Cost
3.3 oz (0.2063 lbs) or less
Local PO: \$1,430.65

Local PO	Total	Price
WHITE	9,547	1,355.67
GERMANTOWN	528	74.98

[Quick Service Guides](#)

When EDDM Retail is chosen, the *Table* view displays selection results and an approximate mailing cost for flats only to be dropped at a local Post Office retail unit.

- Local PO = local Post Office to which mail must be dropped
- Total = number of deliveries covered by each Post Office (*based on user selections*)
- Price = approximate mailing cost for each Post Office location

When selections do not meet Retail qualifications (*greater than 200 and less than 5000 deliveries*), a message appears indicating such.

Non-Qualifying Selections

Selection(s) in red do not qualify for EDDM-Retail. To qualify for EDDM-Retail, Total Deliveries must have a minimum of 200 mail pieces, but not exceed 5,000 mail pieces. Adjust the selections in the Add/Remove column to change the Total Deliveries count.

Simply click OK and then use the Add/Remove check boxes to make selections to meet Retail qualifications. In doing so, the routes count, deliveries counts and the approximate cost changes. Otherwise, click your browser Back button and select EDDM as your mailing option.

EDDM

Selection Results **STEP 2** Select All Total Routes: 19
Total Deliveries: 11,053

ZIP Code	Route	City State	Residential	Business	Total	Add/Remove
38119	C007	MEMPHIS, TN	62	0	62	<input checked="" type="checkbox"/>
38119	C008	MEMPHIS, TN	128	159	287	<input checked="" type="checkbox"/>
38119	C009	MEMPHIS, TN	602	4	606	<input checked="" type="checkbox"/>
38119	C031	MEMPHIS, TN	170	144	314	<input checked="" type="checkbox"/>
38119	C038	MEMPHIS, TN	482	35	517	<input checked="" type="checkbox"/>
38119	C041	MEMPHIS, TN	1	225	226	<input checked="" type="checkbox"/>

Delivery Counts Last Updated: 07/15/2011

Approximate Cost
 3.3 oz (0.2063 lbs) or less
 Flats Parcels
 None: \$2,144.28
 Regional Plant: \$1,779.53
 Local Plant: \$1,669.00
 Local PO: \$1,569.53

[Quick Service Guides](#)

When EDDM is chosen, the *Table* view displays selection results and an approximate mailing cost for both flats and irregular parcels to the submitted at one of the following Business Mail Entry Units:

- None = Standard Mail
- Regional Plant = Destination Network Distribution Center
- Local Plant = Destination Sectional Center Facility
- Local PO = Local Post Office Retail Unit

1. Review **results**.

- a. Click each column heading to sort data based on the column selection.
- b. Add or remove delivery routes by selecting or deselecting check boxes displayed in the Add/Remove column. In doing so, the route count, total deliveries count and the approximate cost changes.
- c. For EDDM Retail, view the Approximate Cost table to see the total number of deliveries and the estimated cost to mail at each local Post Office listed.
 - i. Deliveries that do not meet retail qualifications are red. When this occurs,
 - Ø adjust selections using the Add/Remove check boxes or
 - Ø click next to proceed with totals that meet retail qualifications or
 - Ø adjust selections made in Step 1
- d. For EDDM, compare the cost to mail flats and irregular parcels at standard mail rates.
- e. The Check Location Eligibility links provides a list of Quick Service Guides and Service Destination Entry Information to assist in mail preparation.

Quick Service Guides

Standard Mail Carrier Route Flats <http://pe.usps.com/text/qsg300/Q340c.htm>

Standard Mail Irregular Parcels <http://pe.usps.com/text/qsg300/Q440c.htm>

Service Area Destination Entry Information (DNDC, DSCF, DDU)

Standard Mail Carrier Route Flats <http://pe.usps.com/text/dmm300/346.htm#wp1032523>

Standard Mail Irregular Parcels <http://pe.usps.com/text/dmm300/446.htm#wp1072595>

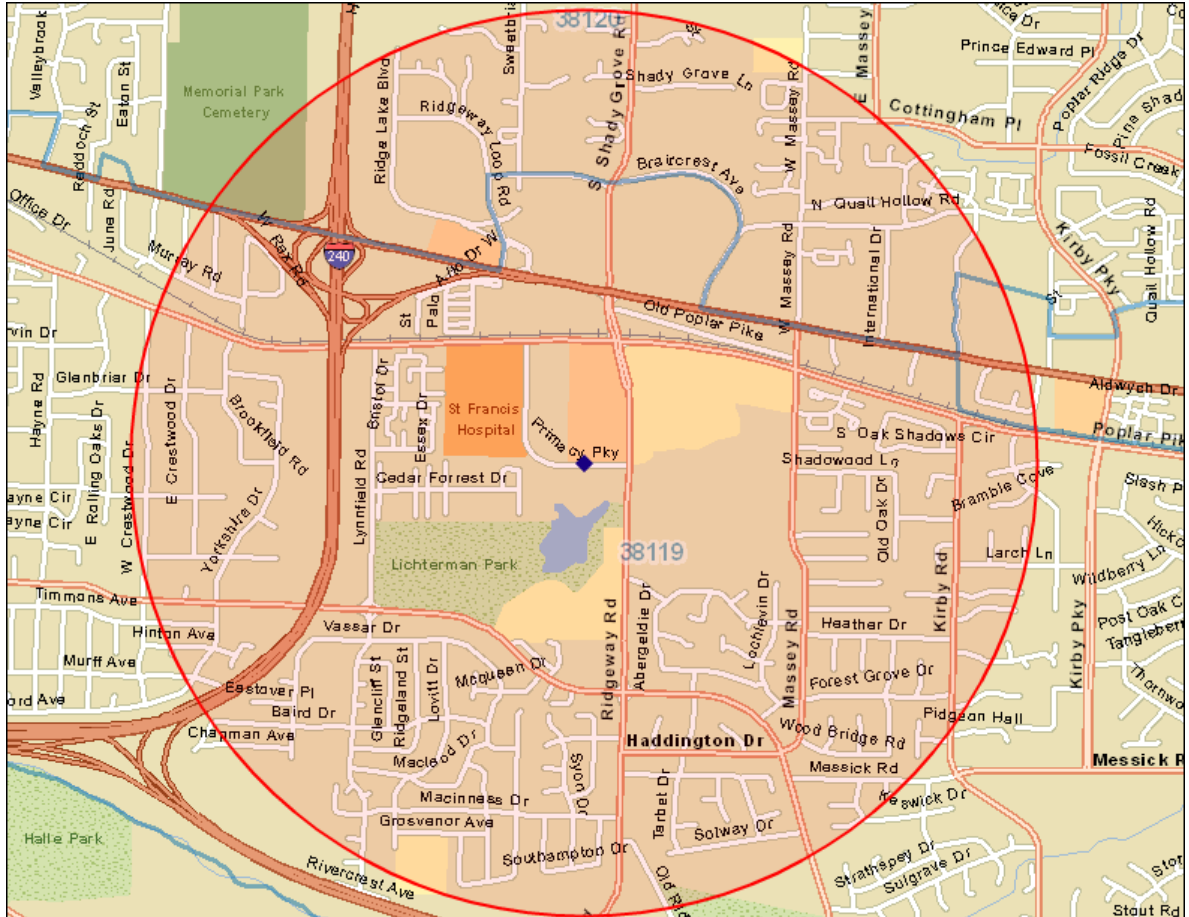
- f. The date displayed below the Selection Results table identifies when delivery counts were last updated.

2. Click the **Next** button to proceed to Step 3 (see page 10).

Map View

Using the *By Location* search, when either EDDM Retail or EDDM is chosen, the *Map* view displays a map and a table along with the approximate mailing cost. The shaded circle on the map represents the mile radius with the input address as the center point (centroid).

EDDM RETAIL — MAP 1



Select All Total Deliveries: 10,075 Total Routes: 19

Local PO	ZIP Code	Route	Residential	Business	Total	Remove
WHITE	38120	C010	265	52	317	<input checked="" type="checkbox"/>
WHITE	38119	C008	128	159	287	<input checked="" type="checkbox"/>
WHITE	38119	C009	602	4	606	<input checked="" type="checkbox"/>
WHITE	38119	C038	482	35	517	<input checked="" type="checkbox"/>
WHITE	38119	C041	1	225	226	<input checked="" type="checkbox"/>
WHITE	38119	C045	427	30	457	<input checked="" type="checkbox"/>

Approximate Cost
3.3 oz (0.2063 lbs) or less

Local PO: \$1,430.65

Local PO	Total	Price
WHITE	9,547	1,355.67
GERMANTOWN	528	74.98

Delivery Counts Last Updated: 07/15/2011

[Quick Service Guides](#)

