



www.uspseverydoor.com

EVERY DOOR DIRECT MAIL

MARC WILLIAMS

**BUSINESS DEVELOPMENT
SPECIALIST**

AGENDA

➤ Every Door Direct Mail

➤ TARGETING

EVERY DOOR DIRECT MAIL

Grow your Business
by utilizing the USPS:

Every Door Direct Mail (EDDM) Service

(Reach Every Mailing Address, without a Mailing List)





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EVERY DOOR DIRECT MAIL

- Mail is **TANGIBLE** — Unlike TV, Radio, E-Mail and other forms of Advertising; Mail puts your message Directly into your customers' hands.
- Mail is **MEASURABLE** — Mail gives you the ability to track the success of your marketing efforts. It can be as simple as counting Redeemed Coupons.



EVERY DOOR DIRECT MAIL

Create your Mail Piece (STANDARD MAIL FLAT).

- A **FLAT** must be **RECTANGULAR** with **4** square corner, or finished corners (radius must not exceed $\frac{1}{8}$ inch).
- **MINIMUM DIMENSIONS of a FLAT**
 - More than **10½** inches in **LENGTH** or (Longest Dimension is Length)
 - More than **6⅛** inches in **HEIGHT** or
 - More than $\frac{1}{4}$ inches **THICK** (Minimum Thickness .007 Card Stock)
- **MAXIMUM DIMENSIONS of a FLAT**
 - Not to exceed **15** inches in **LENGTH** or
 - Not to exceed **12** inches in **HEIGHT** or
 - Not to exceed $\frac{3}{4}$ inches **THICK**



EVERY DOOR DIRECT MAIL

Create your Mail Piece (STANDARD MAIL FLAT).

Approved INDICIA

Approved Postage Indicia Example

PRSRT STD
ECRWSS
U.S.POSTAGE
PAID
EDDM Retail

*****ECRWSS****

Postal Customer
City, State 5-Digit ZIP Code

All EDDM Pieces must have ECRWSS in the INDICIA or ADDRESS



EVERY DOOR DIRECT MAIL

Create your Mail Piece (STANDARD MAIL FLAT).

Approved Simplified ADDRESSING (EDDM-RETAIL)

*****ECRWSS**** Local Postal Customer	*****ECRWSS**** Residential Customer City, State 5-Digit ZIP Code
*****ECRWSS**** Postal Customer City, State 5-Digit ZIP Code	*****ECRWSS**** PO Box Holder City, State 5-Digit ZIP Code

(EDDM-Business Mail Entry Unit)

*****ECRWSS**** Postal Customer City, State 5-Digit ZIP Code	*****ECRWSS**** Residential Customer City, State 5-Digit ZIP Code	*****ECRWSS**** PO Box Holder City, State 5-Digit ZIP Code
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EVERY DOOR DIRECT MAIL

Tupelo Delivery Area

38801 - 12,752 Possible Deliveries City/Rural

38802 - 1,185 Possible Deliveries PO Box

38803 - 1,397 Possible Deliveries PO Box

38804 - 8,425 Possible Deliveries City/Rural

Total of 23,759 Possible Deliveries in the Tupelo Area

EVERY DOOR DIRECT MAIL

(SIMPLIFIED MAILING PROCESS)

Required Forms

(EDDM-RETAIL)

Print Documentation

STEP 4

(EDDM Mail Pieces must be in Bundles of: 50 or 150 Maximum)

[Retail Post Office Listing](#) Identifies the Post Office retail units that service the ZIP Codes and routes included in your mailing.

[Retail Mailing Statement page 1 \(PS3587\)](#)

[Retail Mailing Statement page 2 \(PS3587\)](#)

This form is to be submitted to the Retail Associate.
A sample EDDM piece must be submitted with this form.



United States Postal Service

Every Door Direct Mail (EDDM) Retail

Post Office: Note Mail Arrival Date & Time
(Do Not Round Stamp)

Mailer	Business Name and Address and Email Address, if Any	Telephone	Name and Address of Mailing Agent (if other than permit holder)	Telephone	Name and Address of Individual or Organization for Which Mailing is Prepared (if other than permit holder)
	Customer Registration I.D. (CRID)		Customer Registration I.D. (CRID)		Customer Registration I.D. (CRID)

Mailing	Post Office of Mailing	Processing Category <input type="checkbox"/> Flats	Mailer's Mailing Date	Total # of Bundles	Total # of Pieces
	Type of Postage <input type="checkbox"/> Permit Imprint <input type="checkbox"/> Metered <input type="checkbox"/> EDDM Indicia		Weight of a Single Piece _____ ounces Max Weight 3.3 ounces	Description	

Entry	Price Category	Price	No. of Pieces	Total Postage
DDU	Saturation	0.145		

Certification

The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.

Privacy Notice: For information regarding our Privacy Policy visit www.usps.com.

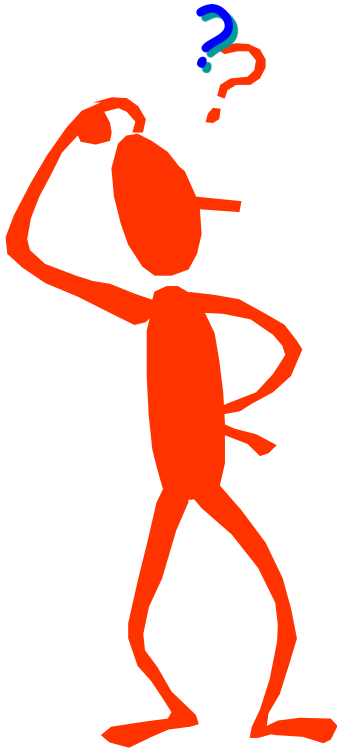
Signature of Mailer or Agent	Printed Name of Mailer or Agent Signing Form	Telephone
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Retail Acceptance	USPS Use Only	Postmaster: Report Total Postage in AIC 207		Total Postage	Retail Acceptance	
		Weight of a Single Piece _____ ounces	Total Number of Pieces	Round Date (Required) Payment Date		
		USPS Acceptance Employee Signature				
		USPS Acceptance Employee Printed Name				

Retail Verification	USPS Use Only	Number of Bundles	Any postage figures adjusted from mailer's entries? If yes, reason: <input type="checkbox"/> Yes <input type="checkbox"/> No		Retail Verification		
		I CERTIFY that this mailing has been inspected for each item below if required: (1) eligibility for postage prices claimed; (2) proper preparation (bundled by route); (3) proper completion of postage statement;	Date Mailer Notified	Contact		Round Date (Required) Verification Date	
			By (Initials)	Time			AM PM
			USPS Verification Employee Signature	Print USPS Verification Employee Printed Name			

MARC WILLIAMS CONTACT

601-351-7129



AND

