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**

Provided By:

APi·marketing
A DIVISION OF AUBURN PRINTERS INC

FPO
PLACE APPROPRIATE
FSC
LOGO HERE
FPO

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