

# EDDM®



## What is EDDM?

The Every Door Direct Mail® (EDDM®) program was created by the United States Postal Service® to help businesses reach new customers without a mailing permit or mailing list.

The service is frequently used to reach entire ZIP Codes, or specific postal routes, and delivers to every residential mailbox (business and PO boxes optional) within defined geographic parameters.

## Benefits of EDDM:

- Reach entire ZIP Codes or postal carrier routes without a mailing list
- Significant postage savings
- Send out local, regional, or national direct mail campaigns
- Reach and communicate with new customers via direct mail offers
- Potentially increase revenue and grow business



## US Bulk Mail's full EDDM services include:

- Evaluating to see if EDDM is right for your business goals
- Reviewing design files for EDDM compliance
- Creating an EDDM layout file from scratch
- Printing, bundling, sorting and delivering your mailing to the right post offices

## Sizes

- 9 X 12
- 8.5 X 14
- 4.25 X 12
- 8.5 X 11
- 6.5 X 9
- 6.5 X 11
- 8.5 X 7.5
- 8.5 X 7
- 6.5 X 12

*Best for those looking for new customers in a particular area!*

***Call or email us and we are happy to help you decide if EDDM is the best option for you.***

## Requirements:

- Size of Card is EDDM compliant
- Must mail to entire route
- Must contain proper indicia

**IMPORTANT: Contact us about EDDM guidelines before preparing your order**