

# EVERY DOOR DIRECT MAIL®

## FIND THE CUSTOMERS THAT MATTER MOST.

With Every Door Direct Mail® service, your business can reach every home, every address, every time. You simply select the neighborhoods you want to target, and a Postal Service™ letter carrier takes your mailpiece to every address when delivering the day's mail. You don't even need to know names or street addresses.

### What are the benefits of Every Door Direct Mail service?

Every Door Direct Mail gives your business a cost-effective way to saturate a localized area and get your marketing messages directly into the hands of consumers. It's ideal for targeting entire neighborhoods near your location. Use it to:

- Promote sales and events
- Announce grand openings
- Send coupons and special offers

### What types of businesses use Every Door Direct Mail?

- **Retailers:** Auto dealers, restaurants, furniture stores, supermarkets, sporting goods shops, department stores, electronics stores, and more.
- **Service-based businesses:** Banks, home-improvement companies, insurance agencies, real estate firms, health-related providers, and more.

### Is it for local or national mailings?

Because Every Door Direct Mail targets residences and businesses at the carrier route level, you can use it for smaller local mailings, regional initiatives, or large national campaigns. For example, a local pizzeria can use Every Door Direct Mail to send coupons to a surrounding neighborhood. Or a national retailer can target homes near a new store opening – or announce a special promotion at locations nationwide. For smaller mailings, we offer Every Door Direct Mail – Retail™. To learn about this option, visit [usps.com/everydoordirectmail](http://usps.com/everydoordirectmail)

### What types of pieces can I mail?

Every Door Direct Mail is available with the following formats: Standard Mail® flats, irregular parcels, periodicals, and bound printed matter flats. This gives you a flexible range of options. You can do anything from a quick sales announcement to an in-depth product story. Plus, you can include coupons, maps, menus, event calendars, and more.



## TO GET STARTED

### Obtain a permit/authorization:

- Apply at your local Post Office.™
- The application is available online at [about.usps.com/forms/ps3615.pdf](http://about.usps.com/forms/ps3615.pdf)

### Define who you want to reach:

- You can mail to an entire city, a neighborhood, or a target area that is a specified distance from your business.
- Using our free Every Door Direct Mail online mapping tool, you can identify delivery routes in your target area as well as the number of households per route (up to five 5-digit ZIP Code™ locations per mailing).

### Prepare your printed mailpieces:

Mailpieces and bundle makeup must be prepared in accordance with the current U.S. Postal Service® mailing standards. Please contact your local mail service provider or printer for guidance.

**Calculate postage and prepare postage statement:** Current Saturation Mail prices apply. Use our free online mapping tool to calculate postage and to prepare the postage statement and support documentation.

### Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU)

\*\*\*\*\*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

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
PAID  
PERMIT NO.

### Permit indicia example

All mailpieces must contain ECRWSS in the address area or within or below the permit indicia.

Learn more at [usps.com/everydoordirectmail](http://usps.com/everydoordirectmail)



12SUPSHT638

©2012 United States Postal Service®. All Rights Reserved.  
The Eagle Logo is among the many trademarks of the U.S. Postal Service®