

You can market Every Door Direct Mail® to a wide variety of businesses.

Below are examples of the types of businesses using Every Door Direct Mail service. Target these and similar categories when seeking customers for your printing services.

- **Retailers:** Auto dealers, restaurants and pizzerias, pharmacies, clothing stores, furniture stores and dealers, flower shops, coffee shops, bakeries, department stores, and more.
- **Service-based businesses:** Attorneys, banks, health-care professionals and providers, dry cleaners, home-improvement companies, real estate firms, and more.



What Marketing Service Providers are saying about Every Door Direct Mail service.



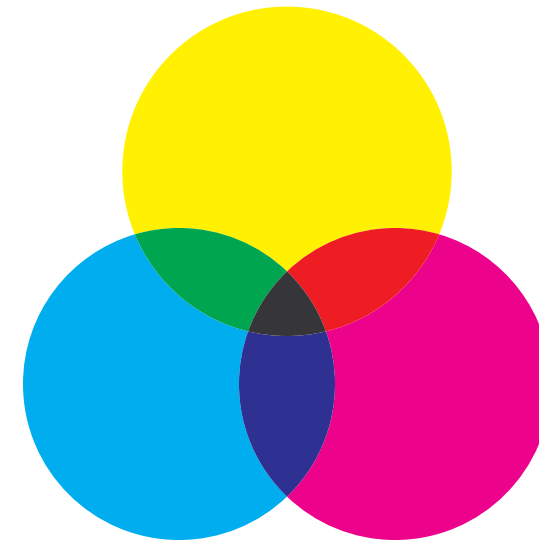
On-Time Printing – By promoting Every Door Direct Mail to restaurants in the Chicago area, On-Time Printing and Finishing, Inc., has gained \$110,000 in new revenue. According to owner Dave Clark, “introducing Every Door Direct Mail has brought in more revenue and helps us promote our overall capabilities.”



Banner Printing – Janet Tektas, Director of Operations, has discovered a niche for promoting Every Door Direct Mail to their Ohio market. “We have found it’s a great way for new businesses to target local consumers. It’s ideal for new businesses or businesses with new locations. Our customers are already having a lot of success.”



Learn more about the benefits of offering Every Door Direct Mail.
Visit usps.com/everydoordirectmail



A Marketing Service Provider's guide to expanding business with Every Door Direct Mail.®



EVERY DOOR DIRECT MAIL®

Since the launch of Every Door Direct Mail® in 2011, over one billion pieces have been printed and mailed – and this number continues to grow. As more companies look to this service to market their businesses, they are also looking for Marketing Service Providers to assist them with their mailings. This brochure introduces you to the many benefits of Every Door Direct Mail for you and your customers.



● Every Door Direct Mail service. ● You print it. ● We deliver it. ●

The U.S. Postal Service® created Every Door Direct Mail to increase the use of mail in marketing campaigns. At the same time, this service can help you increase the demand for your printing services. Businesses across the country need help printing, preparing, and submitting their mailings to the Postal Service™. By expanding your services to include Every Door Direct Mail, you have a way to gain business from new customers and expand business with existing ones.

Every Door Direct Mail lets businesses reach every home, every address, every time.

Every Door Direct Mail gives businesses a simple, low-cost way to find the customers that matter most: the ones right in their neighborhood. They simply identify the neighborhoods they want to reach, and a Postal Service Letter Carrier takes their printed piece to every address when delivering the day's mail. There is a free online mapping tool that lets businesses target the carrier routes for their mailings. The tool can be accessed at usps.com/eddmtool. Businesses don't even need to know any names or street addresses; mailpieces can be addressed with "Local Postal Customer."

Other benefits that will help you promote Every Door Direct Mail to customers.

- **It's cost-effective.** Postage is as low as 14.5 cents per piece.
- **It's a powerful way to market locally.** Businesses can send mailings to every home near their location.
- **It provides the one-to-one power of mail.** Unlike broad-based media such as radio and TV, Every Door Direct Mail gets directly into the hands of consumers. They can read the mailing at their leisure, save it for future reference, and share it with others who may be interested in what the business is offering.
- **It helps boost the effectiveness of an integrated marketing campaign.** No matter what marketing channels a business is using, mail can help improve the results. In fact, *The Little Book of Bigger Returns* (Royal Mail Group Ltd., 2011) found that mail boosted ROI by 20% when it is part of an integrated campaign. According to the same source, mail also helped increase the lift of local ads by 44% and online campaigns by 62%.

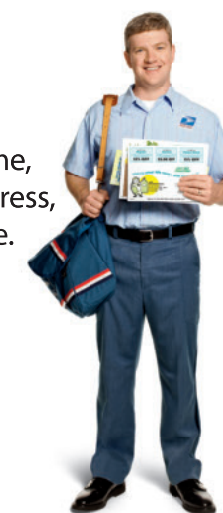
- **It can be printed in a variety of sizes.** With Every Door Direct Mail® service, businesses can send a Standard Mail® flat, irregular parcel, periodical, or bound printed-matter flat. The Standard Mail flat is the most popular option. It provides a flexible range of sizes – making it ideal for anything from a quick sales announcement to an in-depth product story.
- **It helps messages work harder.** Every Door Direct Mail allows businesses to include coupons, menus, event calendars, store maps, and more – all of which help bring customers to their door.

Two options to offer: Every Door Direct Mail and Every Door Direct Mail – Retail™

- **Every Door Direct Mail.** This option is designed for Marketing Service Providers or businesses that want to send larger mailings and want the ease of entering the mail at only one location. Typically, this is used for a mailing of more than 5,000 mailpieces. It requires a postage permit, and the mailing must be submitted at a Business Mail Entry Unit (BMEU).
- **Every Door Direct Mail – Retail.** Many local merchants choose this service. It allows them to send up to 5,000 mailpieces per day and doesn't require a postage permit. Marketing Service Providers and businesses can submit mailings at the Post Office™ that serves the neighborhoods being targeted, and they can pay for postage with cash, a check, or a debit card.

To learn more about how both options can help you grow revenue, go to usps.com/everydoordirectmail

Reach every home, every address, every time.



Build demand for your printing services with Every Door Direct Mail. Get started at usps.com/everydoordirectmail