

# TechLines

## So you're Considering Every Door Direct Mail...

Every Door Direct Mail (EDDM®) is a very powerful marketing/advertising mailing program that the U.S. Postal Service (USPS) introduced in 2011. By mailing to “every door” within one or more neighborhoods and in one or more ZIP codes, EDDM has the potential to help you reach very targeted areas for lower postage costs.

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- EDDM allows use of a simplified address to mail Standard Mail® flats and irregular parcels or Periodicals.

P“Simplified address” means the piece will be addressed to “Postal Customer” or

P @ p e j m h e a e ` \_ [ \_ \_ o ` p p ç h e g ` Ñ Resident  
r p ` \_ o [ q d ` o q d [ k [ a r h h [ \_ \_ o ` p p.

- Pieces j r p q weigh h ` p p q d [ k 16 ounces (postage prices may vary based on the piece weight and entry point of the mail).
- Caliper must be between .007” and .75” thick.
- The dimensions must exceed one of the following dimensions: 6.125” x 11.5” x .25” and it may not be larger than 12”

EDDM offers a greater level of simplicity in mailing. There is no need to compile or purchase an address list and the minimal design requirements allow more flexibility in your mailpiece design. It also lets you reach more people without hitting your pocketbook quite so hard. Who couldn't use a few more dollars in their pocket and a few more customers at their door? We can help with both!

We're happy to help you with your next campaign using Every Door Direct Mailing or any other mailing or distribution options that meet your needs. Contact our mailing specialists