

# 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.

### What are the options?

The USPS® offers two levels of EDDM®, a “Retail” and a “Bulk or Bulk Mail Extended Unit (BMEU)” service. The retail service limits you to 5,000 pieces of mail per day, a piece weight not to exceed 3.3 ounces and the mailing must be delivered to the post office that will deliver your mail. The BMEU service allows greater flexibility, quantity, weight and which post office you use.

### What type of business could benefit from the use of EDDM?

EDDM can be helpful to any retail or service-oriented business that is targeting new areas you haven't yet reached. EDDM allows you to use your imagination to promote special sales, make announcements or mail coupons to help increase your business.

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### How can I target my audience?

The USPS has an online EDDM mapping program that we can use to help you choose your target audience. You can choose just one neighborhood, an entire zip code or set your goals higher with a national campaign. Alternately, you can specify a radius around your location. In each case, you can select if you want your mailing to go only to residences or if you would like to include businesses to your advertising campaigns. You can also use tools in the EDDM selection program to sort by age, income and household size demographics to help you pick the routes best targeted to meet your needs.

### What are the design considerations?

- EDDM allows use of a simplified address to mail
  - “Simplified address” means the piece will be addressed to “Postal Customer” or “Residential Customer” rather than using full address.
    - a. “Postal Customer” instructs the post office to deliver to both residential homes and businesses.
    - b. “Residential Customer” instructs the post office to deliver to homes and skip businesses.
- Pieces must weigh less than 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” x 15”. There is an exception to this rule; we can help you define the exact dimensions for your mail piece to conform to the USPS requirements.
- Do I need a permit? For EDDM BMEU, you are required to have a permit and place an indicia on your mail piece. If you do not have a permit, Walsworth can help you apply for one or you are welcome to use our permit free of charge!

### So what advantage does EDDM® offer over other mailing options?

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 mail piece 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.