

# Better Every Door Direct Mail—Retail

Reach your local market—neighborhood by neighborhood—WITHOUT a mailing list!

It's called Every Door Direct Mail—Retail® (EDDM®)—a simplified way to think about marketing your product, service, or idea locally.

Instead of mailing to specific names and addresses, the United States Postal Service's EDDM program allows you to have your mailpieces delivered to individual neighborhoods (by carrier routes). You pinpoint your audience and the USPS delivers directly to every mailbox on the route.

## It's this easy

Start by choosing local neighborhoods (carrier routes) via the [Click2EDDM.com](http://Click2EDDM.com) website (see page 4). Then design and produce your mailpiece document (we offer design services too), upload it to Click2EDDM.com, and choose from three levels of service...

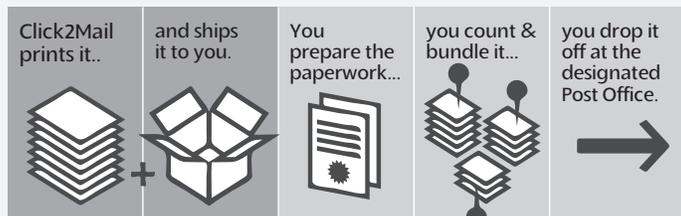
### Three levels of service: Click2EDDM does it all...



### OR... We print & prep, you drop it off...



### OR... We print, you prep & drop it off...



### Six HUGE, attention grabbing formats

Your EDMM mailers will be hard to miss—they provide all the space you need for detailed messaging and images: 6.5 x 9 inches, 6.25 x 11, 8.5 x 11, 8.5 x 12, 12 x 4.5 (folded), 7 x 10 (folded).

**Questions? Speak to a mailing expert... 9AM–8PM, Mon–Fri ET at 1-866-665-2787**



7 x 10 inches (folded)

Postage is from ONLY 16.2 to 18.7 cents per piece

Six sizes:  
6.5 x 9  
6.25 x 11  
8.5 x 11  
8.5 x 12  
12 x 4.5  
7 x 10

8.5 x 11 inches

6.25 x 11 inches

### Why EDMM?

- EDMM is INEXPENSIVE: Postage is from only 16.2 to 18.7 cents per piece
- EDMM is EASY: No lists, no permits, no fees
- EDMM is VERSATILE: Six different formats
- EDMM is ADAPTABLE: 200 to 5000 pieces per post office, per day
- EDMM is LOCAL: Time mailings precisely—Drop it off yourself and YOU choose when it gets delivered.