

# USPS Every Door Direct Mail (EDDM)

Great for Targeting Neighborhoods!

Pieces are delivered to every household & business (optional) in route(s) selected

You can use Every Door Direct Mail to:

- Target a location without an address list.
- Send out local mailings or national campaigns.
- Build more traffic.
- Find new customers.
- Increase revenue.
- Reduce mail preparation costs.



For more information about EDDM, read our “Print and Mail User guide” or Visit

<https://www.usps.com/business/every-door-direct-mail.htm>

What Every Door Direct Mail brings to your marketing efforts:

- Reaches consumers in their homes. Saturate an entire neighborhood with your message, and your mailing gets directly into the homes and hands of consumers.
- A flexible range of sizes makes it ideal for anything from a quick sales announcement to an in-depth product story.
- Helps your messages work harder. Include coupons, menus, event calendars, store maps, and more to help drive customers to your door.

\* For quantities 5000 and below. See chart on page 20 for additional pricing.

## Drive more customers to your business with Direct Mail!



## EDDM Printing Options

**All of the sizes below are approved for EDDM mailing.** Choose from 100# cover, 14pt or 16pt card stock, matte finish, or UV coating on one or both sides! Postcards are bundled in 100's unless otherwise specified (additional charge for bundles of 50).

**Add \$0.195 per piece for postage and processing for 5000 pieces or less. 5001-10000: \$0.19ea, 10000 or more: \$0.185ea**

EDDM Print Pricing*	Quantity					
<u>Size</u>	<u>500</u>	<u>1000</u>	<u>2500</u>	<u>5000</u>	<u>7500</u>	<u>10000</u>
8 x 6.5"						
1-sided	<b>\$179</b>	<b>\$219</b>	<b>\$289</b>	<b>\$449</b>	<b>\$709</b>	<b>\$829</b>
2-sided	<b>\$199</b>	<b>\$239</b>	<b>\$329</b>	<b>\$519</b>	<b>\$789</b>	<b>\$929</b>
4.5 x 12"						
1-sided	<b>\$179</b>	<b>\$219</b>	<b>\$289</b>	<b>\$449</b>	<b>\$709</b>	<b>\$829</b>
2-sided	<b>\$199</b>	<b>\$249</b>	<b>\$329</b>	<b>\$519</b>	<b>\$789</b>	<b>\$929</b>
6.5 x 9"						
1-sided	<b>\$189</b>	<b>\$239</b>	<b>\$289</b>	<b>\$449</b>	<b>\$719</b>	<b>\$849</b>
2-sided	<b>\$209</b>	<b>\$259</b>	<b>\$329</b>	<b>\$519</b>	<b>\$799</b>	<b>\$939</b>
8.5 x 7"						
1-sided	<b>\$199</b>	<b>\$239</b>	<b>\$329</b>	<b>\$509</b>	<b>\$799</b>	<b>\$909</b>
2-sided	<b>\$219</b>	<b>\$269</b>	<b>\$359</b>	<b>\$559</b>	<b>\$879</b>	<b>\$999</b>
6 x 12"						
1-sided	<b>\$199</b>	<b>\$249</b>	<b>\$309</b>	<b>\$489</b>	<b>\$789</b>	<b>\$899</b>
2-sided	<b>\$229</b>	<b>\$279</b>	<b>\$349</b>	<b>\$539</b>	<b>\$869</b>	<b>\$999</b>
8.5 x 11"						
1-sided	<b>\$239</b>	<b>\$279</b>	<b>\$469</b>	<b>\$599</b>	<b>\$989</b>	<b>\$1089</b>
2-sided	<b>\$269</b>	<b>\$309</b>	<b>\$529</b>	<b>\$669</b>	<b>\$1099</b>	<b>\$1219</b>
9 x 11"						
1-sided	<b>\$249</b>	<b>\$289</b>	<b>\$499</b>	<b>\$749</b>	<b>\$1089</b>	<b>\$1139</b>
2-sided	<b>\$279</b>	<b>\$319</b>	<b>\$559</b>	<b>\$829</b>	<b>\$1159</b>	<b>\$1269</b>
9 x 12"						
1-sided	<b>\$259</b>	<b>\$299</b>	<b>\$549</b>	<b>\$799</b>	<b>\$1129</b>	<b>\$1189</b>
2-sided	<b>\$289</b>	<b>\$339</b>	<b>\$609</b>	<b>\$889</b>	<b>\$1239</b>	<b>\$1329</b>

\*Prices for printing only.