

# NO ADDRESSES. NO PERMIT. NO ANNUAL FEES. EVERY DOOR DIRECT MAIL RETAIL™

Every Door Direct Mail – Retail lets you market to every address in the neighborhoods near your business without the need for names or street addresses. Plus, you don't need a postage permit – and don't have to pay any annual fees. Just bring your bundled mail to the Post Office™ that serves the area you want to reach, and we'll deliver your mailpieces during the regular mail delivery.

## A simple and effective marketing option for local businesses.

Every Door Direct Mail – Retail is a simpler, more cost-effective version of our Every Door Direct Mail™ service. It has been designed to give smaller businesses an easy, low-cost way to get marketing mail to a local audience.

## Requirements to use Every Door Direct Mail – Retail service.

- Mail must be dropped at the Post Office that services the area you are targeting.
- 5,000 maximum mailpieces per mailer per day.
- Per-piece weight: up to 3.3 ounces.
- Standard Mail® flats only.

## Key benefits of Every Door Direct Mail – Retail service.

- **No postage permit required** – This saves you the annual cost of purchasing one.
- **No names or addresses needed** – Instead of printing names and street addresses, you use the approved Every Door Direct Mail format ("Local Postal Customer").
- **Plenty of room for your message** – Your mailing must follow the size specifications of a Standard Mail flat. This format provides a lot of space, making it ideal for announcing sales, sending coupons, and much more.
- **As close as your local Post Office** – You or your mail service provider can submit your mailing at the Post Office that covers the area you want to reach. Additionally, you can pay for postage via cash, check, or debit card.

## Nearly any business can take advantage of the marketing power of Every Door Direct Mail – Retail service.

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



## TO GET STARTED

Visit [usps.com/everydoordirectmail](http://usps.com/everydoordirectmail)

- You can get more information and register your business.

## Define who you want to reach:

Visit [usps.com/eddmttool](http://usps.com/eddmttool) to:

- Identify your target area by city, neighborhood, or a specified distance from your business.
- Find mail routes that match your target area.
- Obtain the number of addresses and estimated postage costs.
- Prepare documentation forms.

## Prepare your printed mailpieces:

- Utilize the Every Door Direct Mail format and postage indicia shown below.
- Your local mail service provider or printer can work with you to prepare your mailpieces.

## Bundle and submit your mailpieces:

- Your local mail service provider or printer can also handle bundling and submission.
- If you'd like to do this yourself, complete details are available at [usps.com/eddmttool](http://usps.com/eddmttool)

### Approved Retail Postage Indicia Example

PRSRT STD  
ECRWSS  
U.S.POSTAGE  
PAID  
EDDM Retail

### Acceptable Every Door Direct Mail Addressing Example

Local  
Postal Customer

Learn more at [usps.com/everydoordirectmail](http://usps.com/everydoordirectmail)



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