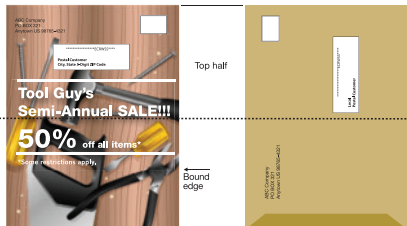


EVERY DOOR DIRECT MAIL

Quick Reference

Enclosed are examples of Standard Mail® flats that can be used with Every Door Direct Mail® service. These show some of the ways you can reach every home, every address, every time. Below, you'll find guidelines on all qualifying dimensions and other requirements.



Mailing requirements.

All Every Door Direct Mail mailpieces must have the entire mailing label on the "top half" of the mailpiece. The orientation of the label, whether it's applied on the long or short side, does not matter (except that labels placed parallel to the shortest end must not be upside down). The shortest end will always be the top half of the piece. Length is always the longest side. See examples at left for accurate placement.

Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU):

*****ECRWSEDDM**** Postal Customer City, State 5-Digit ZIP Code
*****ECRWSEDDM**** Residential Customer City, State 5-Digit ZIP Code
*****ECRWSEDDM**** PO Box Holder City, State 5-Digit ZIP Code

- "Postal Customer" for all active deliveries (business and residential).
- "Residential Customer" for residential deliveries.
- "PO Box Customer" for PO Box™ deliveries.
- City, State, and 5-Digit ZIP Code™ are recommended but not required.
- "EDDM" must be included after "ECRWSS" on the label of pieces greater than 10.5" and up to and including 11.5" in length submitted at a BMEU.

PRSR STD U.S. POSTAGE PAID PERMIT NO. XXX
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ECRWSS

Every Door Direct Mail Indicia Example:

All mailpieces must contain "ECRWSS" in the address area **or** within **or** below the permit indicia.

Acceptable Every Door Direct Mail – Retail™ label options for entry at Post Office™ locations:

Local Postal Customer

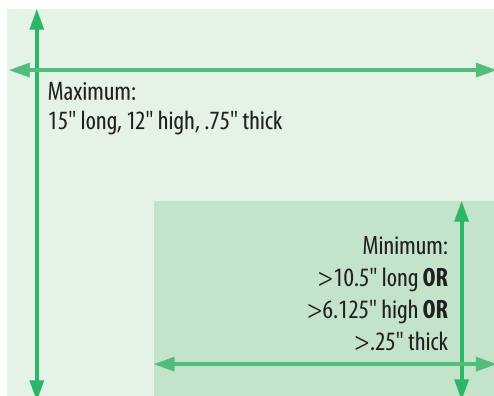
"Local Postal Customer" for active deliveries (residential and business).

PRSR STD ECRWSS U.S. POSTAGE PAID EDDM RETAIL

Retail Indicia Example

Bundling at Retail:

When you submit Every Door Direct Mail, your pieces must be bundled with a facing slip. Recommended bundle size is 50 to 100 pieces. Mailers must include the bundle count. Example: A mailing of 426 pieces could have eight bundles of 50 and one of 26.



Acceptable dimensions of a flat.

Rectangular with four square corners or finished corners that do not exceed a radius of .125". (A square is considered a rectangle.) Must be one of the following: More than 10.5" in length **OR** 6.125" in height **OR** .25" thick.

Cannot be more than 15" long, 12" high, and .75" thick.

Note: To be considered a flat, a mailpiece must exceed only one of the dimension minimums but be within all flat maximums; otherwise, it is a parcel. Minimum thickness is .007" (about three sheets of paper) and minimum height is 3.5".

Maximum weight of a flat at Retail.

3.3 oz. maximum weight when submitted at a local Post Office.

For more information, go to usps.com/everydoordirectmail

