



Your Total Communications Group

EVERY DOOR DIRECT MAIL

Step by Step Guide

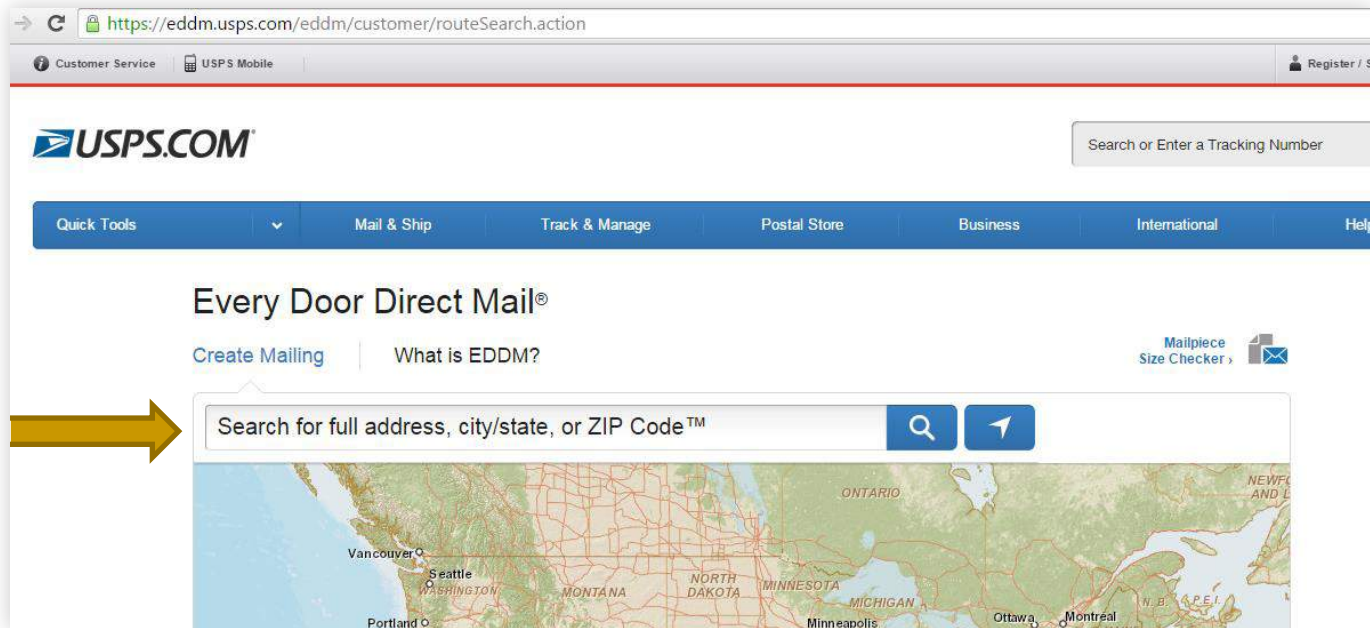
GETTING STARTED

Every Door Direct Mail (EDDM)

1

Go to USPS website directly

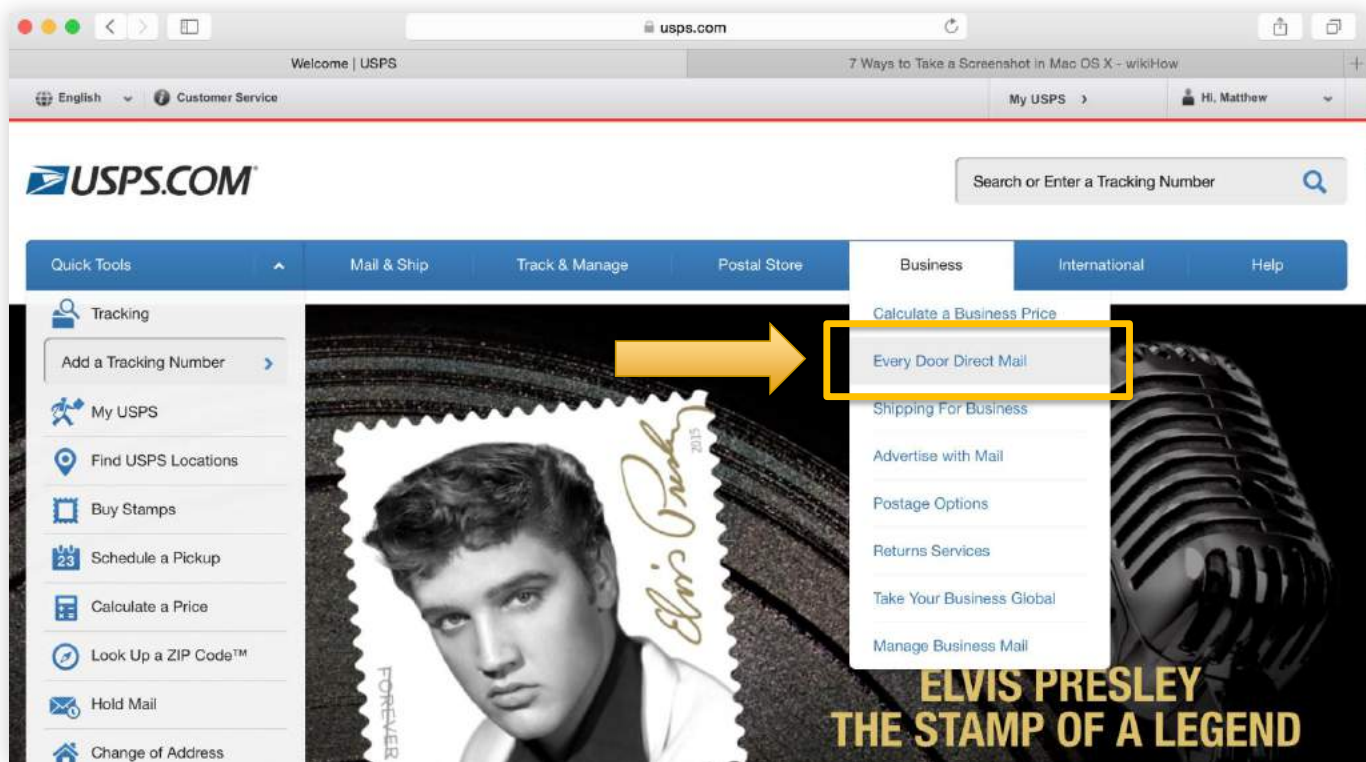
- Click on <https://eddm.usps.com/eddm/customer/routeSearch.action>
- Enter store address



The screenshot shows a web browser at the URL <https://eddm.usps.com/eddm/customer/routeSearch.action>. The page features the USPS.COM logo and a navigation bar with links like Quick Tools, Mail & Ship, Track & Manage, Postal Store, Business, International, and Help. Below the navigation bar, the heading "Every Door Direct Mail®" is displayed, followed by links for "Create Mailing" and "What is EDDM?". On the right, there are links for "Mailpiece Size Checker" and an email icon. A large yellow arrow points to a search bar labeled "Search for full address, city/state, or ZIP Code™". The search bar contains a magnifying glass icon and a blue button with a white arrow. Below the search bar is a map of the United States showing various states and cities, including Vancouver, Seattle, Portland, Washington, Montana, North Dakota, Minnesota, Michigan, Minneapolis, Ottawa, Montreal, and New York.

or

Search for EDDM on USPS website



2

Select Radius Around Store

The screenshot shows the **eddm.usps.com** web application. At the top, there are navigation links: **Create Mailing**, **Saved Orders (0)**, **Order History (4)**, and **What is EDDM?**. On the right, there is a **Mailpiece Size Checker** icon.

The main search area contains the address **10501 Blacklick Eastern Rd, Pickerington, Ohio** and a search button. To the right of the address is a **RADIUS 1.0 mi** dropdown menu, which is highlighted by a yellow arrow.

Below the search bar, there is a map of the area around Reynoldsburg, Ohio. A red circle indicates the search radius around a location marked with a blue pin and a red star. An **Adjust Search Radius** dialog box is open over the map, showing a slider from 0 to 5 miles and an **Apply** button. The text in the dialog says: "Adjust Search Radius. Show all routes within a 5 mile radius."

On the right side of the map, there is an **Order Summary** panel. It displays the following information:

- Individual Routes Selected: 0
- Post Office Drop-Offs: 0
- Total Delivery Addresses: 0
- Approximate Cost: \$0.00

At the bottom of the Order Summary panel, there are **Continue** and **Save** buttons.

3

Select Neighborhoods to Drop

- Note: Selected neighborhoods will be highlighted in purple. When you scroll over the neighborhoods you will also get the demographics for that area—age, average household income, households and businesses in that area. Once you select the neighborhood, the delivery addresses are tallied as well as the postage count. You are only able to choose up to 5000 households/businesses per order.

The screenshot displays the eddm.usps.com interface. At the top, there are navigation tabs: 'Create Mailing', 'Saved Orders (0)', 'Order History (4)', and 'What is EDDM?'. A search bar shows the address '10501 Blacklick Eastern Rd, Pickerington, Ohio'. Below the search bar is a table with demographic data:

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
43147-R001	660	0	660	21%	3.00 PPL	\$97.81K	\$120.78

An arrow labeled 'Demographics' points to this table. Below the table is a map of the area. An arrow labeled 'Click on neighborhoods' points to a purple-highlighted neighborhood on the map. To the right of the map is an 'Order Summary' box. An arrow labeled 'Postage Count' points to the 'Total Delivery Addresses' and 'Approximate Cost' in this summary.

Order Summary

- Individual Routes Selected: 8
- Post Office Drop-Offs: 1
- Total Delivery Addresses: 4790
- Approximate Cost: \$876.57

Buttons for 'Continue' and 'Save' are located at the bottom of the Order Summary box.

Additional Notes

- If you choose zip codes covered by a different post office, this information will be shown in the post office's drop-off section of the summary. This will also print out in the retail facing sheets at the end, which gives you a snapshot of the estimated cost and delivery postage and address for each post office.
- If different zip codes are selected, you must drop them off at different post office locations.

The screenshot displays a USPS shipping software interface. On the left, a map shows a residential area with a red line indicating a delivery route. A popup window titled "Drop-off Location(s) (2)" is overlaid on the map. It lists two post offices: "MOCKINGBIRD Post Office™" and "OAK HILL Post Office™". Each post office has a list of zip codes and their corresponding delivery counts and costs. On the right, an "Order Summary" panel shows the total delivery address, approximate cost, and a "Continue" button.

RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Drop-off Location(s) (2)						
To complete your order, drop off your mailing(s) at the following Post Office(s)™:						
MOCKINGBIRD Post Office™ 7310 MANCHACA RD AUSTIN, TX 78745						
✓	78745-C028 (1107 deliveries)	\$202.58				
✓	78745-C031 (1020 deliveries)	\$186.66				
✓	78745-C034 (794 deliveries)	\$145.30				
✓	78745-C048 (903 deliveries)	\$165.25				
OAK HILL Post Office™ 6104 OLD FREDERICKSBURG RD AUSTIN, TX 78749						
✓	78749-C072 (694 deliveries)	\$127.00				

Order Summary

Individual Routes S
5

Post Office Drop-O
2

Total Delivery Add
4518

Approximate Cost
\$826.79

[Continue](#)

[Save](#)

[Done](#)

Select Drop Off Date & Payment Options

- After you have selected the neighborhoods for your mailers, choose continue to sign up for an account.
- You can choose to pay online or at the post office.

eddm.usps.com

Create Mailing | Saved Orders (0) | Order History (4) | What is EDDM?

Mailpiece Size Checker

Order Summary

Individual Routes Selected: 8

Post Office Drop-Offs: 1

Total Delivery Addresses: 4790

[Back to Map](#)

Select Drop-Off Date & Payment Options

August 2015

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Company/Mailer Name: [Graham Family Enterprises, LLC (CRID 12491502)]

[Creating this order for someone else? \(Optional\)](#)

Check [mailpiece size requirements](#).

☐ I have read, understand and agree to the [Terms & Conditions](#).

Take order to Post Office: 08/24

Total Cost: \$876.57

[Pay at Post Office](#) [Pay Online](#) [Save](#)

[Need assistance?](#)

store.usps.com

English Customer Service USPS Mobile Hi, Matthew Shopping Cart (1)

USPS.COM

Search or Enter a Tracking Number

Shopping Cart

ITEM	QTY	TOTAL
Every Door Direct Mail - Retail® Edit		
- PICKERINGTON POST OFFICE, 43147 -	1	\$876.57

[Clear Shopping Cart](#)

Order Summary

Subtotal **\$876.57**

Total: **\$876.57**

[Checkout](#)

USPS.COM

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[FAQs](#)

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[Inspector General](#)

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Bundle EDDM Cards

- Bundle your EDDM postcards in stacks of 100 based on the delivery addresses on the facing slips.

<div>EVERY DOOR DIRECT MAIL - RETAIL™</div> <div>FACING SLIP</div>	
<div>Master Information</div> <div>Company Name: Graham Family Enterprises, LLC</div> <div>Post Office of Mailing: ROCKFORD</div>	
<div>5 Digit ZIP Code (Required):</div> <div>43147</div>	<div>Route Number (Required):</div> <div>C002</div>
<div>Date:</div> <div></div>	<div>Delivery Type:</div> <div>Business & Residential</div>
<div>Total # of Mailpieces per bundle:</div> <div></div>	<div>Total # of bundles:</div> <div></div>

USPS TRACKING #



9500 8860 5560 0000 0064 8860 55

[illegible]

* Usable in person. Subject to compliance with standards.
Generated by MRP1 - Every Door Direct Mail - Retail Facing 2/10

EVERY DOOR DIRECT MAIL - RETAIL SLIP		USPS TRACKING #
Mailor Information: Company name: <u>Graham Family Enterprises, LLC</u> Post Office of Mailing: <u>PO BOX 1000</u> ZIP+4: <u>01001</u>		 8308 8889 5550 0000 0004 8820 88
5-Digit ZIP Code (Required): <u>43147</u>	Route Number (Required): <u>C004</u>	
Delivery Type: <u>Business & Residential</u>		
Date:	Total # of Multipieces per Bundle:	Total # of Bundles:

[illegible]

EDDM Mail Description

- Take the bundles and facing slips with payment for postage (if you have not paid online) to the appropriate post office.

[illegible][illegible]

PS Form 3587, July 2014 (Page 2 of 2) PON 7530-13-000-6929 This form and mailing standards available on Postal Explorer at pe.usps.com

Sheet 1 of 1

GET TO KNOW US.

Your Graphic Communications Partner.



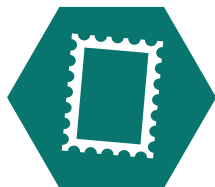
COMMERCIAL PRINTING

- Traditional Offset
- Digital Offset
- Variable Data
- Business Forms



LARGE FORMAT PRINTING

- Banners and POP
- Yard Signs
- Stickers
- Window Clings
- Magnets



MAIL FULFILLMENT

- Books
- Periodicals
- Association Publications



PUBLISHING

- Data Processing
- List Management
- Inkjetting
- Insertion



MARKETING SERVICES

- Traditional Media
- Social Media
- Website Development
- Graphic Design
- Photography/Videography



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