

Every Door Direct Mail
Simplified Mailing Process

USER GUIDE

Table of Contents

| | |
|---------------------------------------|----|
| Overview | 1 |
| What is Every Door Direct Mail? | 1 |
| What are my mailing options?..... | 1 |
| Getting Started..... | 2 |
| STEP 1 — Geographic / Address..... | 3 |
| By City Search | 3 |
| By County Search..... | 4 |
| By ZIP Code® Search | 4 |
| By Location Search..... | 5 |
| STEP 2 — Selection results | 6 |
| Table View | 6 |
| Map View | 8 |
| STEP 3 — Customer information | 12 |
| STEP 4 — Generate Documentation | 12 |
| STEP 5 — Generate Facing Slip..... | 13 |
| STEP 6 — Download forms..... | 14 |
| Additional Features | 15 |



OVERVIEW

What is Every Door Direct Mail?

Every Door Direct Mail enables you to extend your customer reach via saturation mail without the need for mailing lists, permits, and the associated fees. With Every Door Direct Mail, you create a saturation mailing without applying individual names and addresses to each mailpiece.

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

Who can benefit from *Every Door Direct Mail*?

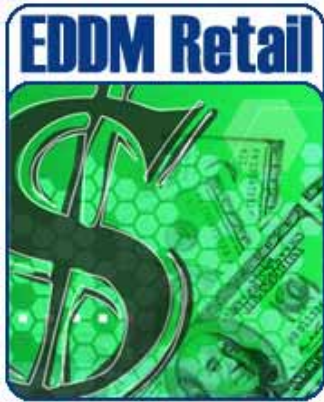
- Retailers
- Auto dealerships
- Arts organizations
- Restaurants
- Business services
- Attorneys
- Doctors
- Dry cleaners
- Contractors
- Realtors

What are my mailing options?

Every Door Direct Mail enables you to target your local neighborhood only or reach customers nationwide with [**Every Door Direct Mail**](#). If you only plan to do smaller mailings (fewer than 5,000 pieces) and you only need to reach your local marketing area, perhaps [**Every Door Direct Mail Retail**](#) will work best for you.

When preparing *Every Door Direct Mail*, the **Simplified Mailing Process** (SMP) allows you to identify which USPS mail routes to include in your target mailing area based on active deliveries per delivery route using the USPS® Delivery Statistics.

The intuitive interface of the EDDM application provides an option of preparing your mailing for submission at a local Post Office retail (EDDM Retail) unit or at a Bulk Mail Entry Unit (EDDM) for processing.

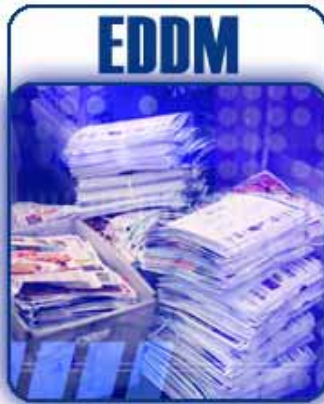


EDDM Retail - Saturation mailings are taken to the local Post Office retail unit for processing. Requirements:

- Customer must have a USPS business Customer Registration Identification (CRID)
- Mailing includes standard mail flats only
- Each mailpiece must be equal to or less than 3.3 ounces
- Each mailpiece must display special indicia or permit imprint
- Each retail unit submission must include a minimum of 200 mailpieces; but not exceed 5,000 mailpieces per day
- Mailing must be accompanied by PS Form 3587, which includes delivery statistics documentation
- Postage rate of 14.5¢ charged for each mailpiece
- Postage is paid in full at the retail unit

Do you have a Customer Registration Identification provided by USPS?

- Yes No



EDDM - Saturation mailings are prepared for processing at a Business Mail Entry Unit (BMEU). Requirements:

- Customer must have an active USPS Standard mail permit number [Click here](#) for more information
- Mailing includes Standard Mail flats, Periodical flats, Bound Printed Matter (BPM) flats, or irregular parcels
- Mailing must be accompanied by PS Form 3602-R, or the applicable mailing statement; in addition to Delivery Statistics File documentation
- Mailings entered at the BMEU and dropped at local Post Office must be accompanied by PS Form 8125

Getting Started

EDDM Retail

1. Click Yes or No to indicate if you have a Customer Registration Identification provided by USPS.

| |
|---|
| <p>Do you have a Customer Registration Identification provided by USPS?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> |
|---|

Yes = user answer accepted; user advances to Step 1 of EDDM Retail.

No = a link is provided to the customer registration website; user is not advanced to Step 1

Note: A CRID number is not required to advance through the SMP application; however, a CRID is required when mailer is presented at the retail count.

EDDM

1. Select EDDM by clicking on the image or the EDDM link.
User advances to Step 1.

After selecting *EDDM Retail* or *EDDM* mailing option, six (6) easy steps are displayed to assist mailers in selecting or entering desired mailing geographic information, reviewing and editing geographic results and printing mailing documentation.

- STEP 1 — Geographic / Address
- STEP 2 — Selection Results
- STEP 3 — Customer Information
- STEP 4 — Generate Documentation
- STEP 5 — Generate Facing Slip
- STEP 6 — Download Form

STEP 1 — GEOGRAPHIC / ADDRESS

In Step 1, begin your search to determine your mailing audience. Search *By City*, *By County*, *By ZIP Code* or *By Location*.

By City Search

1. Select a state.
 2. Select a minimum of one city.
-
- Note:** To make multiple selections, hold the 'Alt' to select random cities or the 'Shift' key to select a range of cities.)
-
3. Select up to five (5) ZIP Codes.
 4. Select route type or a combination of route types.
 - o City routes
 - o Rural/Highway Contract routes
 - o PO Box routes
 5. Select a delivery type.
 - o Business/Residential
 - o Residential

Note: View Types selection available for By Location search only.

6. Click Submit.
7. Results are displayed in Table View
 - Step 2 – Selection Results, Table View covered on [page 6](#).

By County Search

1. Select a state.
2. Select a county.
3. Select up to five (5) ZIP Codes.
4. Select route type or a combination of route types.
 - o City routes
 - o Rural/Highway Contract routes
 - o PO Box routes
5. Select a delivery type.
 - o Business/Residential
 - o Residential

Note: View Types selection available for By Location search only.

6. Click Submit.
7. Results are displayed in Table View
 Step 2 – Selection Results, Table View covered on [page 6](#).

By ZIP Code® Search

1. Enter a 5-digit ZIP Code.
2. Select route type or a combination of route types.
 - o City routes
 - o Rural/Highway Contract routes
 - o PO Box routes

3. Select a delivery type.
 - Business/Residential
 - Residential

Note: View Types selection available for By Location search only.

4. Click Submit.
5. Results are displayed in Table View
 - Step 2 – Selection Results, Table View covered on [page 6](#).

By Location Search

Geographic / Address **STEP 1**

By City By County By ZIP Code **By Location**

Enter a Street Address and City and State or Street Address and ZIP Code

Address: 6060 Primacy Pkwy

City: Memphis State: TENNESSEE

ZIP Code:

Mile Radius: 0 1 2 3 4 5

Percent complete 0%

Select route and delivery type options.

Route Types

City Rural/Highway Contract PO Boxes

Delivery Types

Business / Residential Residential

View Types

Table Map **Submit**

1. Enter a street address.
2. Enter a city.
3. Select a state.
4. Enter a ZIP Code.
5. Set the desired mile radius from the input address.
6. Select route type or a combination of route types.
 - City routes
 - Rural/Highway Contract routes
 - PO Box routes
7. Select a delivery type.
 - Business/Residential
 - Residential
8. Select a view type.
 - Table
 - Map
9. Click Submit.
10. Results are displayed based on selected view type.
 - Step 2 – Selection Results, Table view covered on [page 6](#).
 - Step 2 – Selection Results, Map view covered on [page 8](#).

STEP 2 — SELECTION RESULTS

Selection results are available in a table for all search options. The *By Location* search includes the option to display data in Table or Map view.

In the Table view, results are displayed by indicating the total routes and the total possible deliveries based on the selections made in STEP 1, in addition to the approximate cost to mail.

Table View

EDDM RETAIL

Selection Results **STEP 2** Select All Total Routes: 6 Total Deliveries: 2,005

| ZIP Code | Route | City State | Residential | Business | Total | Add/Remove |
|----------|-------|-------------|-------------|----------|-------|-------------------------------------|
| 38119 | C007 | MEMPHIS, TN | 62 | 0 | 62 | <input checked="" type="checkbox"/> |
| 38119 | C008 | MEMPHIS, TN | 126 | 157 | 283 | <input checked="" type="checkbox"/> |
| 38119 | C009 | MEMPHIS, TN | 602 | 4 | 606 | <input checked="" type="checkbox"/> |
| 38119 | C031 | MEMPHIS, TN | 170 | 143 | 313 | <input checked="" type="checkbox"/> |
| 38119 | C038 | MEMPHIS, TN | 482 | 34 | 516 | <input checked="" type="checkbox"/> |
| 38119 | C041 | MEMPHIS, TN | 1 | 224 | 225 | <input checked="" type="checkbox"/> |

Approximate Cost
3.3 oz (0.2063 lbs) or less
Local PO: \$284.71

[Quick Service Guides](#)

When EDDM Retail is chosen, the *Table* view displays selection results and an approximate mailing cost for flats only to be dropped at a local Post Office retail unit

EDDM

Selection Results **STEP 2** Select All Total Routes: 20 Total Deliveries: 11599

| ZIP Code | Route | City State | Residential | Business | Total | Add/Remove |
|----------|-------|-------------|-------------|----------|-------|-------------------------------------|
| 38119 | C000 | MEMPHIS, TN | 0 | 1 | 1 | <input checked="" type="checkbox"/> |
| 38119 | C007 | MEMPHIS, TN | 63 | 0 | 63 | <input checked="" type="checkbox"/> |
| 38119 | C008 | MEMPHIS, TN | 132 | 211 | 343 | <input checked="" type="checkbox"/> |
| 38119 | C009 | MEMPHIS, TN | 613 | 4 | 617 | <input checked="" type="checkbox"/> |
| 38119 | C031 | MEMPHIS, TN | 182 | 171 | 353 | <input checked="" type="checkbox"/> |
| 38119 | C038 | MEMPHIS, TN | 492 | 39 | 531 | <input checked="" type="checkbox"/> |

Approximate Cost
3.3 oz (0.2063 lbs) or less
 Flats Parcels

None: \$2,250.21
DNDC: \$1,855.84
DSCF: \$1,751.45
DDU: \$1,647.06

[Check Location Eligibility](#)

When EDDM is chosen, the *Table* view displays selection results and an approximate mailing cost for both flats and irregular parcels to be submitted at one of the following Business Mail Entry Units:

- None = Standard Mail
- Regional Plant = Destination Network Distribution Center
- Local Plant = Destination Sectional Center Facility
- Local PO = Local Post Office Retail Unit

1. Review results.

- a. Click each column heading to sort data based on the column selection.
- b. Add or remove delivery routes by selecting or deselecting check boxes displayed in the Add/Remove column. In doing so, the counts for routes and delivery and the approximate cost will change.
- c. For EDDM, compare the cost to mail flats and irregular parcels at standard mail rates.

- d. The Check Location Eligibility links provides a list of Quick Service Guides and Service Destination Entry Information to assist in mail preparation.

Quick Service Guides

Standard Mail Carrier Route Flats <http://pe.usps.com/text/qsg300/Q340c.htm>

Standard Mail Irregular Parcels <http://pe.usps.com/text/qsg300/Q440c.htm>

Service Area Destination Entry Information (DNDC, DSCF, DDU)

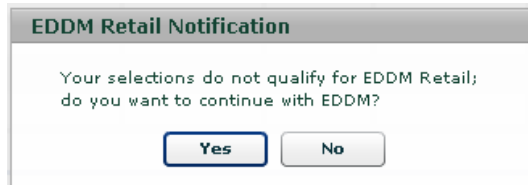
Standard Mail Carrier Route Flats <http://pe.usps.com/text/dmm300/346.htm#wp1032523>

Standard Mail Irregular Parcels <http://pe.usps.com/text/dmm300/446.htm#wp1072595>

- 2. Click the **Next** button.

For EDDM Retail mailings, route selections are verified to ensure the requirement of more than 200 and less than 5,000 delivery points per retail unit is met.

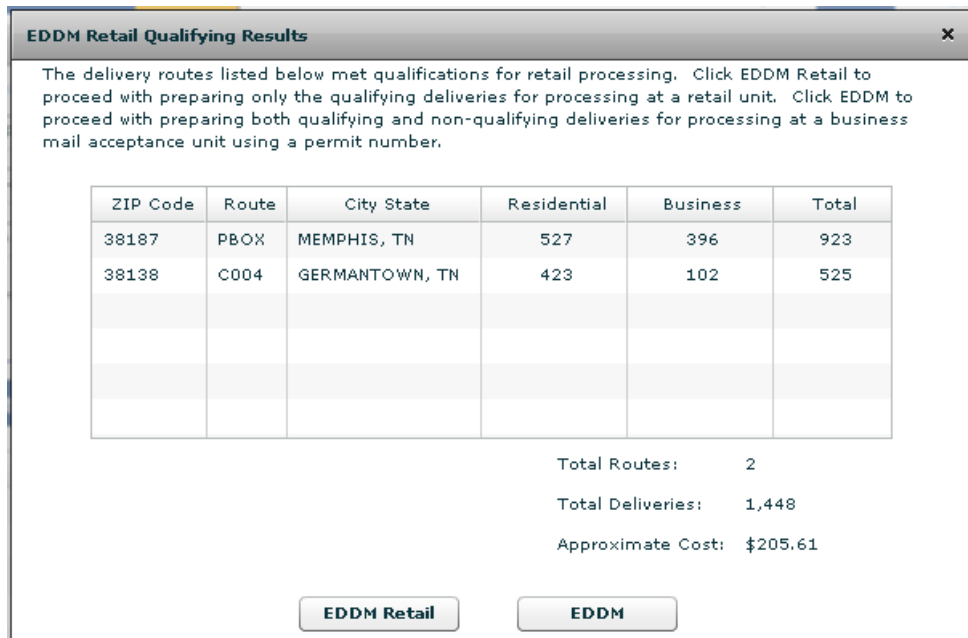
- a. If qualifications **are** met, users will proceed to remaining steps for EDDM Retail.
- b. If qualifications **are not** met, a message is displayed.



Yes = continue with selected routes and process as EDDM with a permit

No = return to interface to modify selections for EDDM Retail compliance.

- c. If only a portion of the selected routes qualify, the following message appears listing the deliveries that meet retail qualifications along with total routes, total deliveries and approximate mailing cost:



EDDM Retail = continue EDDM Retail with qualifying routes only

EDDM = switch to EDDM with all routes selected in Step 2

Map View

EDDM RETAIL — MAP 1

Clear Map
Show Address
Route/Deliveries

Select All Total Deliveries: 4,280 Total Routes: 6

| ZIP Code | Route | City State | Residential | Business | Total | Remove |
|----------|-------|-------------|-------------|----------|-------|-------------------------------------|
| 38187 | PBOX | MEMPHIS, TN | 507 | 379 | 886 | <input checked="" type="checkbox"/> |
| 38119 | C066 | MEMPHIS, TN | 874 | 25 | 899 | <input checked="" type="checkbox"/> |
| 38119 | C082 | MEMPHIS, TN | 1178 | 2 | 1180 | <input checked="" type="checkbox"/> |
| 38119 | C038 | MEMPHIS, TN | 482 | 34 | 516 | <input checked="" type="checkbox"/> |
| 38120 | C084 | MEMPHIS, TN | 407 | 3 | 410 | <input checked="" type="checkbox"/> |
| 38119 | C092 | MEMPHIS, TN | 167 | 222 | 389 | <input checked="" type="checkbox"/> |

Approximate Cost

3.3 oz (0.2063 lbs) or less

Local PO: \$607.76

[Quick Service Guides](#)

EDDM — MAP 1

| Select All | | | | | | | Total Deliveries: 11,495 | Total Routes: 21 | Approximate Cost | |
|------------|-------|-------------|-------------|----------|-------|-------------------------------------|---|------------------|------------------|--|
| ZIP Code | Route | City State | Residential | Business | Total | Remove | 3.3 oz (0.2063 lbs) or less | | | |
| 38187 | PBOX | MEMPHIS, TN | 527 | 396 | 923 | <input checked="" type="checkbox"/> | <input checked="" type="radio"/> Flats <input type="radio"/> Parcels None: \$2,230.03 Regional Plant: \$1,839.20 Local Plant: \$1,735.75 Local PO: \$1,632.29 Quick Service Guides | | | |
| 38119 | C066 | MEMPHIS, TN | 874 | 25 | 899 | <input checked="" type="checkbox"/> | | | | |
| 38119 | C082 | MEMPHIS, TN | 1178 | 2 | 1180 | <input checked="" type="checkbox"/> | | | | |
| 38119 | C038 | MEMPHIS, TN | 482 | 34 | 516 | <input checked="" type="checkbox"/> | | | | |
| 38120 | C084 | MEMPHIS, TN | 407 | 3 | 410 | <input checked="" type="checkbox"/> | | | | |
| 38119 | C092 | MEMPHIS, TN | 167 | 222 | 389 | <input checked="" type="checkbox"/> | | | | |

Using the *By Location* search, when either EDDM Retail or EDDM is chosen, the *Map* view displays a map and a table along with the approximate mailing cost. The shaded circle on the map represents the mile radius with the input address as the center point (centroid).

Like the *Table* view, the table displayed below the map identifies selection results and an approximate mailing cost for flats to be dropped at a local Post Office retail unit (See *EDDM Retail — Map 1*) or for flats and irregular parcels to be dropped at a Business Mail Entry Unit (See *EDDM — Map 1*)

Pointing to each route listed in the table outlines the route on the map showing its exact location within the radius.

1. Review results.

- a. Add or remove delivery routes by selecting or deselecting check boxes displayed in the Add/Remove column. In doing so, the counts for routes and delivery and the approximate cost will change.
- b. For EDDM, compare the cost to mail flats and irregular parcels at standard mail rate.

- c. The Check Location Eligibility links provides a list of Quick Service Guides and Service Destination Entry Information to assist in mail preparation.

Quick Service Guides

Standard Mail Carrier Route Flats <http://pe.usps.com/text/qsg300/Q340c.htm>

Standard Mail Irregular Parcels <http://pe.usps.com/text/qsg300/Q440c.htm>

Service Area Destination Entry Information (DNDC, DSCF, DDU)

Standard Mail Carrier Route Flats <http://pe.usps.com/text/dmm300/346.htm#wp1032523>

Standard Mail Irregular Parcels <http://pe.usps.com/text/dmm300/446.htm#wp1072595>

To modify the display, use the Clear Map, Show Address or Route/Deliveries buttons:

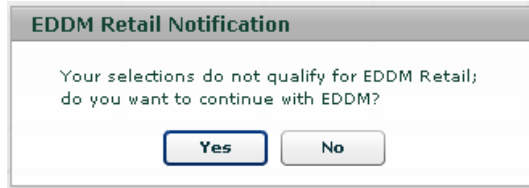


| | |
|------------------|--|
| Clear Map | <ul style="list-style-type: none"> ● Removes the shaded radius and the data from the table. |
| Show Address | <ul style="list-style-type: none"> ● Modify input and radius ● Click Find to apply edits (<i>map and table refreshes</i>) ● Click Cancel to discard <div data-bbox="993 737 1414 1125" data-label="Image"> </div> |
| Route/Deliveries | <ul style="list-style-type: none"> ● Modify Route Type selections ● Modify Delivery Type selections <div data-bbox="959 1161 1414 1451" data-label="Image"> </div> |

- 2. Click the **Next** button.

For EDDM Retail mailings, route selections are verified to ensure the requirement of more than 200 and less than 5,000 delivery points per retail unit is met.

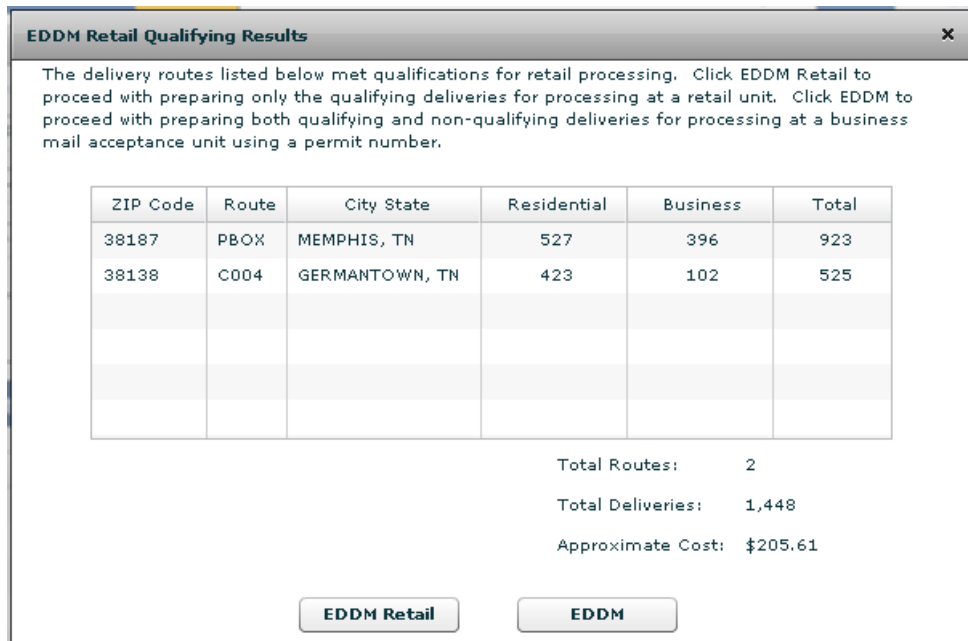
- a. If qualifications **are** met, users will proceed to remaining steps for EDDM Retail.
- b. If qualifications **are not** met, a message is displayed.



Yes = continue with selected routes and process as EDDM with a permit

No = return to interface to modify selections for EDDM Retail compliance.

- c. If only a portion of the selected routes qualify, the following message appears listing the deliveries that meet retail qualifications, total routes, total deliveries and approximate mailing cost:




EDDM Retail = continue EDDM Retail with qualifying routes only

EDDM = switch to EDDM with all routes selected in Step 2 (permit required)

STEP 3 — CUSTOMER INFORMATION

Step 3 is used to enter customer information and to pre-populate portions of PS Form 3587 (Retail) or portions of PS Form 3602-R (EDDM) in addition to the facing slips for each mailing type.


EDDM Retail

Customer Information **STEP 3** Percent complete 

Company/Mailer Name

Post Office of Mailing

EDDM

Customer Information **STEP 3** Percent complete 

Company/Mailer Name

Post Office of Mailing

Permit Type

Permit Imprint Precanceled Stamps Metered

Permit Number

3. Enter the customer information

EDDM Retail

- a. Enter the Company/Mailer Name
- b. Enter the Post Office of Mailing

EDDM

- c. Enter the Company/Mailer Name
- d. Enter the Post Office of Mailing
- e. Select a permit type
 - Permit Imprint
 - Precanceled Stamps
 - Metered
- f. Enter a permit number

STEP 4 — GENERATE DOCUMENTATION

Step 4 provides a link to generate the Retail Post Office Listing (EDDM Retail) or the Every Door Direct Mail Documentation for PS Form 3602-R (EDDM).

EDDM Retail

Generate Documentation **STEP 4**

[Retail Post Office Listing](#) Identifies the Post Office retail units that service the ZIP Codes and routes included in your mailing.

EDDM

Generate Documentation **STEP 4**

[Every Door Direct Mail Documentation for PS Form 3602](#)

4. Click the form **link** to generate the documentation

EDDM Retail — Retail Post Office Listing: Identifies the Post Office retail units that service the ZIP Codes and routes included in your mailing.

Form is populated with:

- Retail Post Office address
- Phone number
- Fax number
- Hours of operations
- The number of mailpieces to submit to each unit
- Estimated cost

NOTE: 'Do Not Qualify for Retail' listing also included if non-qualifying deliveries were identified in Step 2.

EDDM — Every Door Direct Mail Documentation for PS Form 3602-R

Form is populated with

- 5-Digit ZIP Codes
- Route Numbers
- Number of mailpieces per route
- Total number of mailpieces in mailing
- Date form is generated
- Delivery Statistics valid through date
- Customer information from Step 3

Customer must complete additional information

- Saturation Mail Description
- Number of bundles

5. **Review** the form information based on your selections.

- To make changes, close the form and go back to the desired Step to modify. Use the Previous button to navigate back to the first screen.

Note: Form may span multiple pages based on the number of routes.

Note: The Delivery Statistic information is valid for 90 days. The last date the delivery statistics can be used is printed at the bottom of the page for EDDM.

6. **Save** and/or **print** the form.

7. **Close** the pdf window.

STEP 5 — GENERATE FACING SLIP

Step 5 provides a link to generate the Facing Slip. When this link is selected, the form is generated with customer information and current date based on user input/selections captured in Step 3.

EDDM Retail

Generate Facing Slip

STEP 5

[Every Door Direct Mail Retail Facing Slip](#)

EDDM

Generate Facing Slip

STEP 5

[Every Door Direct Mail Facing Slip](#)

8. Click the **link**.

Form is populated with

- 5-Digit ZIP Code
- Delivery Type
- Date form is generated
- Customer information from Step 3

Customer must complete additional information

- Route Number
- Total Number of Mailpieces per Bundle
- Total Number of Bundles
- Do Not Deliver Address information and
- Saturation Mail Description

9. **Review** the form information based on your selections.

- To make changes, close the form and go back to the desired Step to modify. Use the Previous button to navigate back to the first screen.

10. **Save** and/or **Print** the form.

11. **Close** the pdf window.

STEP 6 — DOWNLOAD FORMS

Step 6 provides a link to the Postage Statements forms and other accompanying documentation.

EDDM Retail

Download Forms

STEP 6

[Every Door Direct Mail Retail Documentation for PS Form 3602RTL](#)

[Every Door Direct Mail Retail Manifest](#)

EDDM

Download Forms

STEP 6

[PS Form 3602R](#) Postage Statement - Standard Mail with instructions

[PS Form 8125](#) Plant-Verified Drop Shipment (PVDS) Verification and Clearance with instructions

12. Click each link to view and download the appropriate forms.

EDDM Retail

PS Form 3587, *Every Door Direct Mail Retail*

Form is populated with unit price, total mailpieces and total postal

Every Door Direct Mail Retail Manifest

Form is populated with 5-digit ZIP Codes, routes and total mailpieces

EDDM

PS Form 3602-R, Postage Statement – Standard Mail

PS Form 8125, Plant-Verified Drop Shipment (PVDS) Verification and Clearance

ADDITIONAL FEATURES



- Located at the top of each page, a Percent Complete bar is provided to see and monitor completion.



Located at the bottom of the Map view and page 2:

- A previous button is provided allowing users to navigate back to the previous page.
- The Exit button closes the SMP application and returns user to <http://www.usps.com/everydoordirectmail>

Note. This button is active after user click the links for *Every Door Direct Mail Documentation for PS Form 3602-R* and the *Every Door Direct Mail Facing Slip*.
