



Every mailing address. No mailing list.

Every Door Direct Mail™

What if your business could experience the benefits of Direct Mail without buying or maintaining mailing lists? What if you could get more customers through your doors, including new customers? What if you could promote yourself in nearby neighborhoods to help grow your business and increase revenue? Now you can, and it's easier than ever, thanks to **Every Door Direct Mail.**

SIMPLIFIED WAY

Every Door Direct Mail™ from the U.S. Postal Service® makes Direct Mail easier and less costly for local businesses. With Every Door Direct Mail, you can target specific areas in your local market without the need of a mailing list. And since you don't have to buy customer addresses or pay to have names and addresses printed on your mailpieces, Every Door Direct Mail can save you time and money!

The Benefits of Every Door Direct Mail

As a local business, you know your best customers. But how do you reach a broad-based audience in your local area so you can attract new ones? Every Door Direct Mail helps you:

- Get your marketing messages into the hands of prospective customers – such as people new to your area – as well as former and infrequent customers who may need reminding.
- Spread your message at the neighborhood level to attract customers near you.
- Connect directly with customers – your mailpiece gets right into their homes.
- Give customers something tangible – something they can feel, keep, and refer to whenever they choose. Your mailpiece has staying power and pass-along value, so be sure to include an offer and call to action.

For any USPS® entry point.

*****ECRWSS****

Postal Customer
City, State 5-Digit ZIP Code

*****ECRWSS****

PO Box Holder
City, State 5-Digit ZIP Code

*****ECRWSS****

Residential Customer
City, State 5-Digit ZIP Code

Acceptable Every Door Direct Mail Formats

All mailpieces must contain ECRWSS in the address area or within or below the permit indicia. A route number is required on the Facing Slip (bundle identification label) and is optional in the address area.





All the Tools You'll Need, All in One Place

Our Every Door Direct Mail™ online tool offers a six-step process with everything you need to prepare your mailing. It features a helpful cost estimator, a search engine to identify Postal Service™ carrier routes near your business, and a filter that allows you to limit your mailing to residences or to include businesses as well. You can access the tool at USPS.com/everydoordirectmail

Discover the Possibilities

Here are a few ways you can use Every Door Direct Mail to expand your business horizons:

- **Invite** customers to a grand opening or to a newly renovated or expanded space.
- **Offer** timely coupons or offers – give customers something in exchange for their time.
- **Announce** events like clearance sales, kids' days, anniversary celebrations, and holiday promotions.
- **Publicize** your participation in community events, such as sidewalk sales and seasonal activities.
- **Highlight** your hours of operation, especially if you're extending them for the holidays.
- **Emphasize** your location and let them know you're nearby; give them a map to your door.
- **Thank** the community for its patronage, and you may see new patrons sooner than you think.

For example, a local pizza restaurant can send coupons in its own neighborhood corresponding with a major televised sporting event. Or a roofing service can target a neighborhood of older homes and offer a seasonal inspection, cultivating customers in a localized area.

To qualify for the program, please ensure your mailpiece meets these Standard Mail® flat dimensions:

- Be more than 11.5" long OR more than 6.125" high OR more than 0.25" thick.
- NOT be more than 15" long OR more than 12" high OR more than 0.75" thick.
- Weigh less than 15.994 ounces.

Please ensure your mailpieces are bundled properly. The recommended bundle size is 50 Standard Mail flats with a Facing Slip that identifies the bundle by carrier route number, 5-digit ZIP Code,™ and the following recommended criteria:

- Date
- Saturation Mail Description
- Total Number of Bundles
- Total Number of Pieces
- Mailer Company Name
- Permit Number

Start building your business with Every Door Direct Mail today. Go to USPS.com/everydoordirectmail



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