



## EDDM and your business

The Post Office has been putting a lot of advertising into its new EDDM program and this fact sheet will try to explain it and how it may work for your business.

EDDM stands for “Every Door Direct Mail” and it is essentially the same program the Post Office has had for many years under the internal term “saturation mailing.” It means exactly what that implies: every mail stop on a carrier’s route gets a mail piece. There are some unique aspects to the EDDM program that you need to be aware of.

### **Mail Piece size**

Mail pieces as small as 3.5”x5” to as large as 6”x11” qualify as “letter size” pieces. Anything larger is called a “flat”. Think of a magazine; that’s a good example of a “flat” mail piece. EDDM only works with flats. Your options for mail piece size are more limited, especially considering that the larger the piece, the more expensive the paper and printing costs.

### **“Addressing”**

EDDM requires that every stop on the mail carrier’s route receive a mail piece. On average, each carrier route is approximately 500 (+/- 100) stops. If you provide us with a single address we can tell the carrier route and how many mail pieces are necessary for that route.

Every mail piece delivered to a city route requires an address. EDDM allows the use of a simplified address, “Postal Customer”, so we no longer need to rent a carrier mail list. That is a cost savings for you. On the other hand, EDDM requires significant bundling, no more than 50 pieces to a bundle with each bundle having a facing slip noting zip code, carrier route, total number of pieces in bundle, sequencing (“package 1 of 12”, “package 2 of 12”, etc.) and mailing name. There is actually more handling involved with an EDDM mailing than with a regular mailing.

AP&M will process EDDM mail at 5¢ per piece with the standard \$50 minimum.

### **Postage**

EDDM can have a substantial postage discount. On average, your mail piece will cost about 15¢ per piece, whereas standard addressed mail will cost between 19 –27¢ each. The primary savings are due to reduced transportation costs – to get that 15¢ rate the mail must be brought to the destination delivery Post Office. AP&M will only deliver to Escondido and San Marcos. If you want that 15¢ rate, you will need to pick up your job at our office and bring it to Oceanside, Carlsbad, Encinitas, etc. (Optionally, we can also handle delivery to other areas for approximately 5¢ more per piece.)

### **Printing costs**

We will print any size flat mail you want, but our strongest recommendation is a piece 6”x12” done in a two color format. That size piece meets the requirements for a “flat” mailing and can be efficiently printed 3-up on a 12”x18” sheet. It gives you a very large area to tell your story and, when designed

correctly, two colors can have significant visual impact. Moreover, we have designed our EDDM pieces so that, with a little bit of strategic trimming, the entire post card will also qualify for letter size mail should you later decide that you don't wish to mail to an entire carrier route but rather to a selected mailing list.

AP&M will print 5,000, two color post cards for \$500.00. The same quantity of four color cards is \$675.00. Other size mail pieces and quantities can be quoted individually.

Note that you do not have to mail all printed cards at one time but that you must mail to all mail stops in the chosen carrier routes.

Graphic design of the post card, should you need it, is about \$150-\$175.00.

Some carrier routes are all residential; some are residential and business combined; few are strictly business. EDDM works best for residential offers. Promotional mailings to businesses will have more inherent waste since the mail must go to ALL mail stops, business and residential. That's not to say it won't work – just that there is an unavoidable inefficiency.

### **Summary**

EDDM is probably better for business to consumer rather than business to business.

Mail to every stop on a carrier route; most routes are about 500 stops.

Give us an address; we'll determine the carrier route.

No list rental fees

Lower postage rates but you may need to bring your mail to the PO yourself

Limited to only larger post card style mail pieces

Addressing fees the same

We look forward to working with you on your next project.

Prices subject to change.