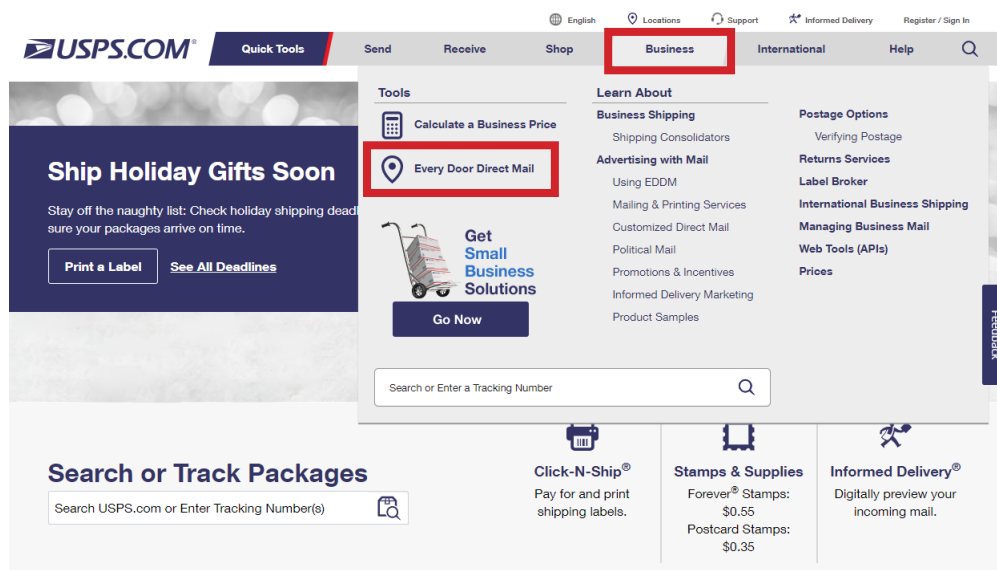


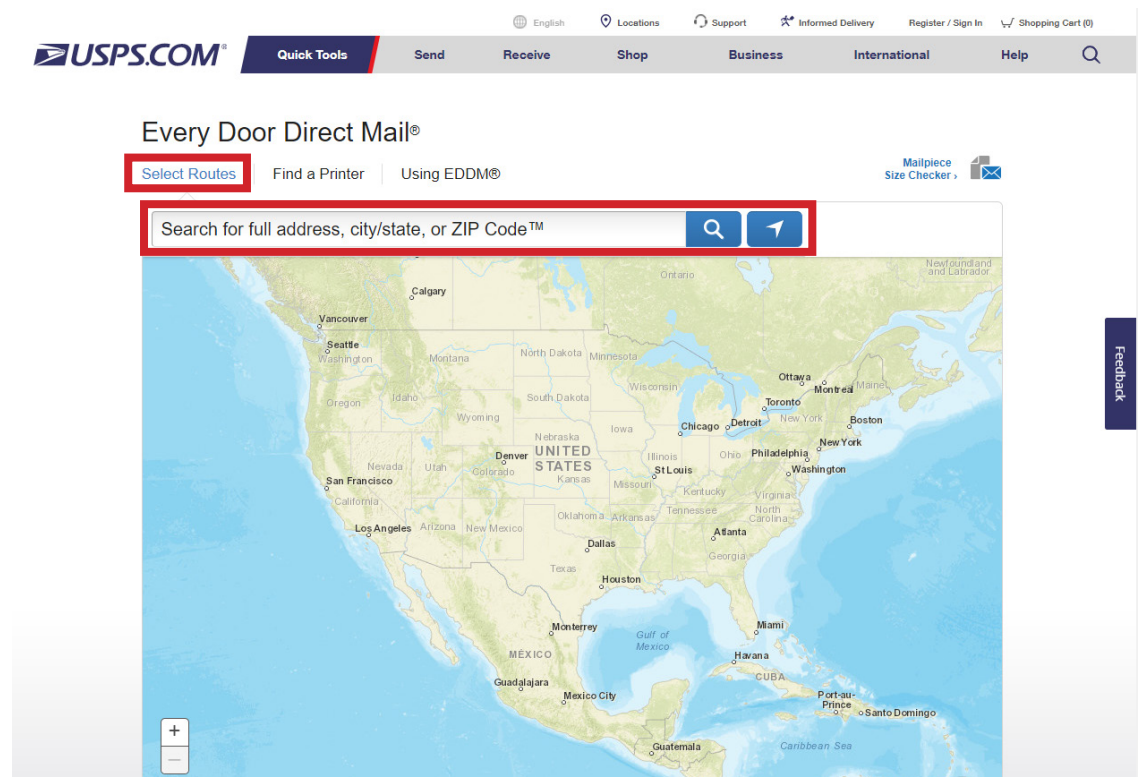
A QUICK DIGITAL GUIDE TO EDDMS

The USPS EDDM online tool is quick and easy to use! Follow these steps below to get started.

Go to the USPS website using your desired browser (chrome, bing, firefox). Once you've arrived at the homepage, hover your mouse cursor over the business tab on the top of screen. A drop down page will appear showing Every Door Direct Mail under Tools on the right side of this drop down page. Click on Every Door Direct Mail to go to the online tool (shown in red boxes below).



Now that you've entered the EDDM online tool, type in the zip code you would like to look at in the search bar. Make sure to do so under the select routes tab which should be highlighted blue.



USING THE EDDM PAGE

The screenshot shows the USPS EDDM (Every Door Direct Mail) interface. At the top, there are navigation links for English, Locations, Support, Informed Delivery, Register / Sign In, and Shopping Cart (0). Below this is the USPS.COM logo and a navigation bar with links for Quick Tools, Send, Receive, Shop, Business, International, and Help. The main heading is "Every Door Direct Mail®". Below the heading are links for "Select Routes", "Find a Printer", and "Using EDDM®". On the right, there is a "Mailpiece Size Checker" icon. The main content area features a search bar with "55106" entered. Below the search bar is a table with columns: ROUTE, RESIDENTIAL, BUSINESS, TOTAL, AGE 25-44, SIZE, INCOME, and COST. The "ROUTE" column has a red box around "55106-C028". The "RESIDENTIAL" column shows "526", "BUSINESS" shows "6", "TOTAL" shows "532", "AGE 25-44" shows "29%", "SIZE" shows "3.21 PPL", "INCOME" shows "\$50.74K", and "COST" shows "\$101.61". Below the table is a "Show Table" dropdown. The map shows various mail routes in the 55106 zip code area, with route 55106 highlighted in pink. To the right of the map is an "Order Summary" section with the following information: Individual Routes Selected: 0, Post Office™ Drop-Offs: 0, Total Delivery Addresses: 0, Approximate Cost: \$0.00. There are "Continue" and "Save" buttons. A "Feedback" button is located on the far right.

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
55106-C028	526	6	532	29%	3.21 PPL	\$50.74K	\$101.61

Now that you've entered your zip code, a map with all mail routes in that zip code should appear. By hovering your mouse cursor over the gray area you will see the individual routes highlighted in pink. Click on a route to see the analytics of that route (at the top bar across the map) and a price estimate (on the left side under Order Summary).

You can pick and choose your route using the analytic bar on the top of the map to find your target demographic. You can even choose to select only Residential addresses!

It's very important that you note the carrier code for your zip code when you've selected the routes you'd like to mail to. In the red box on the top right corner of the analytic bar is where you will find this. Make sure to include the carrier codes for each individual route when emailing us your EDDM order.

Keep in mind that the USPS estimate cost is an estimate only. Your price might be more after including paperwork and delivery cost to the post office of your selected zip code(s).