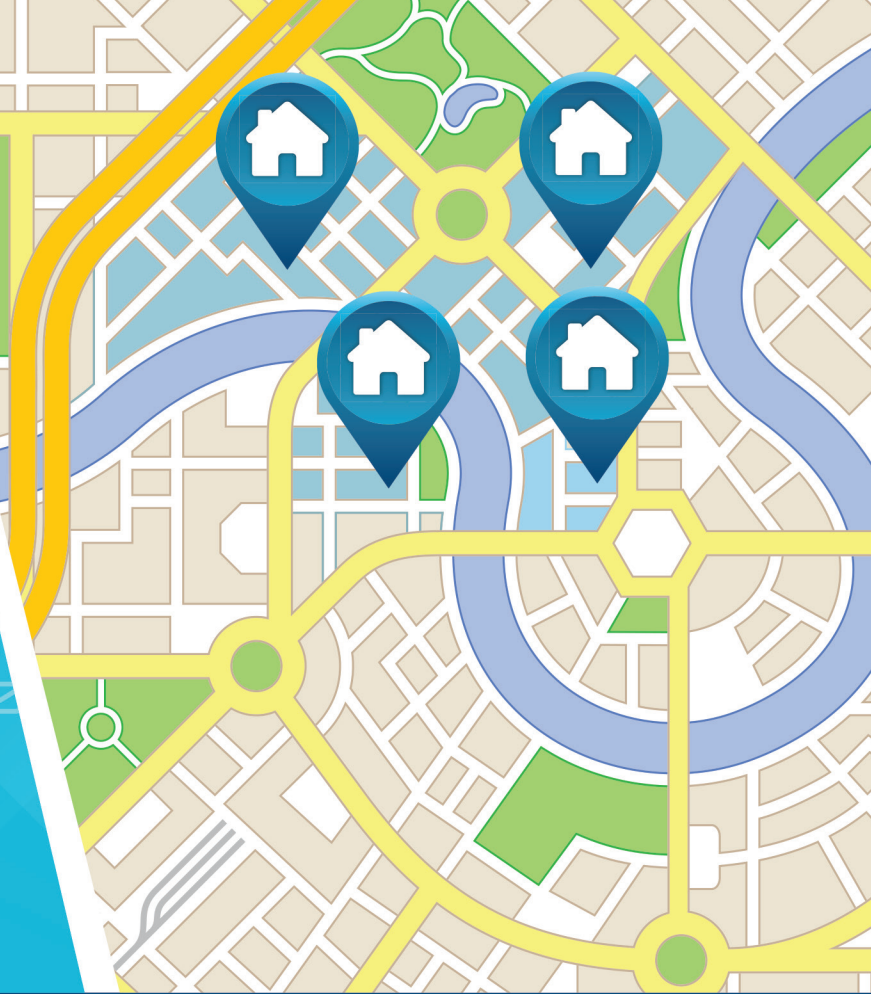


my
print
press



**Traditional
Direct Mail**

VS

**Every Door
Direct Mail**

Two Direct Mail Types

Today, marketers and business owners have a choice between two direct mail types - The traditional target direct mail marketing and Every Door Direct Mail (EDDM®) Marketing offered by the United States Postal Service.

Traditional direct mail targets people specifically chosen to suit your product. You can personalize brochures, postcards, and flyers to a specific type of person or household based on your targeted mailing list. Every Door Direct Mail on the other hand targets customers based on USPS Postal Carrier routes. "Every Door," or every mailbox, in the postal routes you select will be mailed to at a more economical postage rate than a traditional mailing.

**Traditional
Direct Mail**

VS

**Every Door
Direct Mail**





Is a mailing service that targets a specific **database or demographic**

You can use it to send postcards, brochures, and other promotional materials such as magnets to your designated target list.

Traditional Direct Mail



Is a mailing service from USPS. Using mailing routes, you can choose a specific **Geographic Area** to send your mail to.

Every address in your selected route(s) will receive your mailer. This service does not require you to prepare a mailing list beforehand.

Every Door Direct Mail



With direct mail, you are not bound by geographic limitations.

You can target any number of recipients at any scale. This makes it best for nationwide campaigns or campaigns aimed at a specific type of person/living dwelling.

Traditional Direct Mail

1 CAMPAIGN-SCOPE



EDDM® is best for saturating areas

When you want to blanket an area with your mailer, this is typically the most effective way to do so.

Every Door Direct Mail



To qualify for bulk mail postage discounts, **the minimum order is:**

501 pieces (First Class Presort)

Or

200 pieces (Presorted Standard)

But there's **no limits** on how many pieces to send.

Traditional Direct Mail

2 MAILING-QUANTITIES



EDDM® has a starting quantity of **200 pieces** and a **limit of 5,000 pieces** per post office per day.

Although limited, there's no stopping you from going to different post offices **to market separate areas with your 5000 piece maximum.**

Note: If you already own a postal permit you can mail an **EDDM®** piece under your permit and not have the 5000 piece restrictions.

Every Door Direct Mail

3 TIME-FRAMES



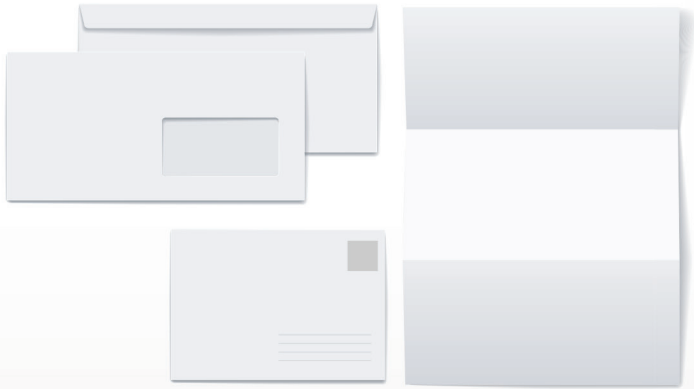
1st class presort: 2 to 3 days*
Presorted **Standard** 5 to 15 days*

2 to 3 working days.*
If we are shipping out of the area,
need to add transport time.

Traditional Direct Mail

Every Door Direct Mail

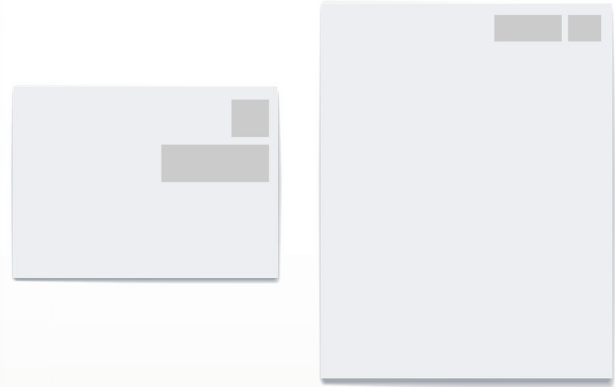
4 SIZES & POSTAGE



Direct mail is for all sizes and product types

From rack cards, booklets, and multi-fold brochures, you can send a variety of custom items with almost no limitations with traditional direct mail.

Postage cost depends on the class of mail, size, shape, weight, and its destination.



EDDM® is limited to the sizes of postcards and brochures that typically mail using flat rates. These are larger and heavier mail pieces. Although you have to mail preconfigured sizes, EDDM® allows you to send larger size pieces at postage rates from .190 to .229.

Sample sizes are 11" x 6", 8.5" x 11", 6.5" x 9" to name a few!

Traditional Direct Mail

Every Door Direct Mail



5 SETTING-UP-YOUR-ARTWORK

Direct mail requires the use of the indicia/bulk rate permit along with the intelligent mail bar code. **You will need a 4" x 2" rectangle "label area"** for the address information and room for the indicia. Placement varies according to the category of mail you are using. The most common is the "lettersize" category



You will need to add a USPS/EDDM® indicia to your artwork. Use the EDDM® Retail Indicia, which is a postage payment mark that takes the place of a regular postage stamp or meter stamp. Every EDDM® mailpiece must include the EDDM® Retail Indicia above and to the right of the address block.

Traditional Direct Mail

Every Door Direct Mail



6 ADDITIONAL BENEFITS

- Variable Data
- Trackable
- Informed Delivery Campaign
- Small Print Sizes

Additional Benefits of

Traditional Direct Mail

CONCLUSION

If you are wanting to target a specific type of person or business, traditional direct mail is for you. Its designed for running highly demographically targeted business and marketing campaigns.

Here are the major benefits:

- Specific Demographic targeting
 - Able to target Absentee owners

- Mail nationwide
- Custom mailers (die cuts/booklets)



If your'e a business that is targeting local neighborhoods, EDDM® is for you if its dated materials, events, or not trying to target a specific demographic/type of housing.

Here are the major benefits:

- Small budget pricing
- Blanket market to local customers
 - Easy-no permits or set up fees
- Lower postage price on mailer sizes



Traditional Direct Mail

Every Door Direct Mail



One Stop Shop

DESIGN • PRINTING • MAILING • DATABASE SERVICES • ...AND MORE