

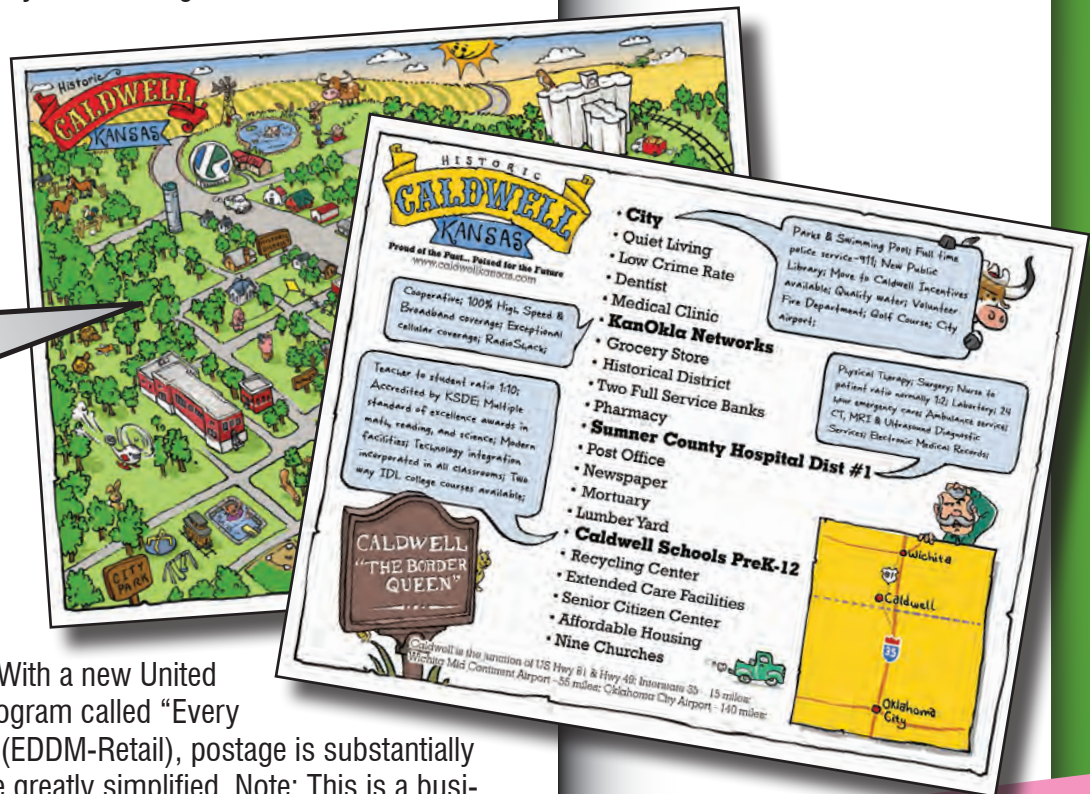
# ignite! your business with EDDM-Retail!

## Every Door Direct Mail Is An Opportunity for You and Your Customers!

**Direct Mail** is one of the most effective advertising media, as shown consistently by studies and surveys. You know it must produce results – just notice all the advertising pieces you get in your own mailbox.

**You may have thought** direct mail too expensive. After all, postage continues to increase; effective design and quality printing are not cheap; you may not have a good list of customers and prospects; or, you just don't have the time to devote to all the necessary elements.

"We recommend using full-color graphics printed in hi-definition on 8.5 x 11 cover stock, both sides. Here is a better value: print your full-color ad on 11 x 17 folded to 8.5 x 11."



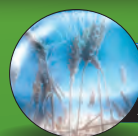
Direct mail is quick to produce. A small promotion can be prepared and mailed within days or weeks. You have control over the audience and your offer.

**Here's Good News!** With a new United States Postal Service program called "Every Door Direct Mail-Retail" (EDDM-Retail), postage is substantially less, and procedures are greatly simplified. Note: This is a business-to-consumer (B2C) activity, rather than business-to business (B2B). Use EDDM-Retail to build store traffic, increase revenue, or find new customers.

### Here are the EDDM-Retail basics:

**One:** You decide what products or services you wish to promote directly to consumers. They can be seasonal, special event-related, clearance sales, or just a general promotion for your business. You may wish to send a flyer, coupons, or product literature. You may

Direct mail is highly targeted. You can target your mailings more selectively than you can with most other media. You can reach almost any market segment, buyer profile, or geographic area that is most appropriate for your business.



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use literature or a design from a national campaign from one of your suppliers.

**Two:** You determine your target area: an entire city, specific neighborhoods, or a specified distance from your location. For example, if your target consumer lives generally north of Broadway and west of Main in Great Bend, you can send your advertising piece to just that area of town.

**Three:** You prepare enough marketing materials to cover that area (more on quantities in a moment). There are some restrictions:

- The mail piece must be a "standard flat." That means it must be at least 6.125" x 11.5" and not larger than 12" x 15".
- The mailing destination must be local delivery area only.
- Your advertising piece must weigh less than 3.3 oz. and be less than .25" thick.
- You may mail a maximum of 5,000 pieces per day per local Post Office.
- The mail piece must have a standard EDDM-Retail indicia and a standard address label printed on it.
- A Retail postage statement with Carrier Route documentation is required, along with payment for postage at \$.142 per piece.

### Important Details:

- You can use our permit or apply for your own by following the sequence beginning at <http://smp.usps.gov>
- Golden Belt Printing can guide you through the process. Call us at 620-793-6351.
- You can find more information at:  
<https://www.usps.com/business/every-door-direct-mail-retail.htm>
- You must follow all specifications. We will help you.
- You'll want the sharpest printed material possible. We can design and print your EDDM pieces for you.

Direct mail is a core business product at Golden Belt Printing, Inc. Call us we're experts!



Use your smartphone or webcam to scan this QR Code to read the details directly from the United States Postal Service web site. Then, don't hesitate to call us.

*Direct mail produces a quicker response. Response time to direct mail is usually quicker. You can project the final results of a mailing quickly and accurately. You can build an advertising campaign with more confidence.*

*Direct mail is easy to respond to. Your prospect can see your location, your hours of business, and how convenient it is to respond.*

*Direct mail has less competition. Your advertising message does not have to compete with other advertising messages. And, your competitors are less apt to know your current strategy.*

*You can build a list of loyal customers. Direct mail allows you to build and maintain a list of prime prospects for your future direct mail campaigns.*

