EVERY-DOOR-DIRECT ADVERTISING INSTRUCTIONS!
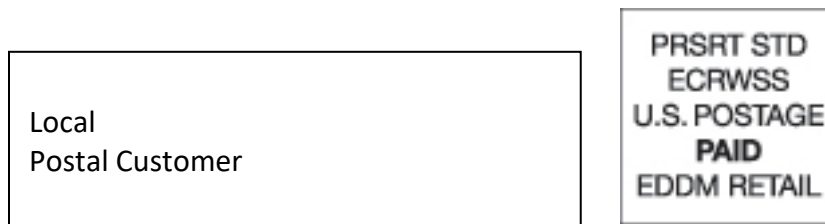
Deliver your message to specific neighborhoods for ONLY 16.5 cents each!

STEP 1:

- Go to https://www.usps.com/business/every-door-direct-mail.htm
- Click on "Use the Tool Now"
- Follow directions on the site:
    - Create an account
    - Choose your neighborhood and/or zip codes you want to target
    - Complete the process to schedule the date you want the pieces deliver (Need 3 days lead time)
- Print desired number of flyers/postcards
    - (MUST be on paper AT LEAST .007" thick)

STEP 2:

- Create your own flyer or use one we have already designed for you
- Make sure the "indicia" below AND an acceptable Every Door Direct Mail® label are on the flyer you use.

Local Postal Customer

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PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL
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Note: If you would like your mailing to be delivered to residential addresses only, select the 'residential only' option when you are selecting your routes.

Unless you have a bulk mailing account with the Post Office, you will use the RETAIL indicia & label (pictured above); if you *do* have a bulk mailing account, you will use Business Mail Entry Units (BMEU) (See USPS Business Mailing Label Fact Sheet).

The Approved Retail Indicia is available at https://www.usps.com/business/every-door-direct-mail.htm.

There are currently no size requirements for the Every Door Direct Mail® label. 1 x 3", with 12 point font is acceptable.

- All Every Door Direct Mail pieces must have the entire mailing label on the "top half" of the mailer. The orientation of the label, whether it's applied on the long or short side, does not matter (except that labels placed parallel to the shortest end must not be upside down). The shortest end will always be the top half of the mail piece. Length is always the longest side.
- Print your flyers or take to local printer.
- Ads can be in color or black and white.

You can also use the "Every-Door-Direct-Mail User Guide" for additional assistance. Please call any of our Marketing/Sales specialists with your questions!
888-745-2320

Happy Selling!