EVERY MAILING ADDRESS. NO MAILING LIST.
EVERY DOOR DIRECT MAIL™

Preparing your Every Door Direct Mail mailpiece for Business Mail Entry Unit acceptance.

To qualify for entry at a Business Mail Entry Unit (BMEU), your mailpieces must be Standard Mail® flats, irregular parcels, periodicals, or bound printed matter flats. Flats are the most popular mailpiece used with Every Door Direct Mail (EDDM).

Definition of a flat.

Flat-sized mailpieces must conform to these guidelines:

Rectangular with four square corners or finished corners that do not exceed a radius of 1/8-inch. (A square is considered a rectangle.)

Be one of the following: more than 11 1/2 inches in length **OR** more than 6 1/8 inches in height **OR** more than 1/4-inch thick

Cannot be more than 15 inches in length **OR** 12 inches in height **OR** 3/4-inch thick

Note: To be considered a flat, a mailpiece must exceed only one of the letter dimension maximums but be within all of the flat maximums, otherwise it is a parcel. For more information, see DMM® 601.1, Mailability: General Standards, and DMM 301.1, Commercial Flats: Physical Standards for Flats.

Acceptable EDDM mailing label options and permit indicia for any USPS® BMEU entry point.

With no need for a mailing list, your mailpiece can be addressed as "Postal Customer" for all active deliveries (business and residential) on a route. You can also specify "Residential Customer" for residential deliveries, or "PO Box Customer" for PO Box™ deliveries (residential only). All mailpieces must contain ECRWSS in the address area or within or below the permit indicia. See examples below.

****************ECRWSS**** **Postal Customer** **City, State 5-Digit ZIP Code**	****************ECRWSS**** **Residential Customer** **City, State 5-Digit ZIP Code**	****************ECRWSS**** **PO Box Holder** **City, State 5-Digit ZIP Code**	PRSRT STD ECRWSS U.S. POSTAGE PAID PERMIT NO.

Mailing requirements.

All EDDM mailpieces must have the whole mailing label on the "top half" of the mailpiece. Orientation of the label (i.e., whether it is applied on the long or short side of the piece) does NOT matter. The top half of the piece will always be the shortest end. See examples below for accurate placement.

UNITED STATES POSTAL SERVICE ®