

EDDM (EVERY DOOR DIRECT MAIL)



This USPS program provides saturated mailings to specific carrier routes for a fraction of regular postage costs. GCS works with you to find the best areas to target, using demographic information for your chosen zip codes. We design and print your custom postcard, finalize your paperwork, and send you everything you need to take to the post office to complete your mailing.

With EDDM, you can

- target specific neighborhoods near your store,
- print as few as 500 pieces for your mailing, and
- complete a mailing in about two weeks (from art approval).

6.25" x 9"



5.75" x 11"



8.5" x 11"



Scan this code with your smartphone for more info.



GIANT EDDM 8.5" X 11"

- ARTWORK: \$600
- POSTAGE ONLY: 19¢ ea.
- PAPERWORK PREP: \$150 Per Location (Zip code analysis & USPS paperwork preparation)

PRINTING & BANDING

QUANTITY	PRICE
2,500	\$1,000
5,000	\$1,700
10,000	\$3,000
20,000	\$5,000

Coast of Maine

CO-OP
OPTIONS
AVAILABLE



TEXT MARKETING • DIGITAL MARKETING: Complete Digital Campaigns, E-Magazines, E-Blasts, Websites, Social Media, Videos • **TRADITIONAL MARKETING:** Postcards, Plastic Postcards, Triple Card Plastic Mailers, Gift Card Mailers, EDDM Mailings, Newsletters, Flyers, Magazines • **IN-STORE MARKETING:** Business Cards, Gift Cards, Loyalty Clubs, Planting Guides, Product Guides, Info Handout Cards, Banners, Signage • **ADDITIONAL SERVICES:** Branding, Budget Plans, Logo Design, Consulting, Package Design, Mail List Acquisition, Data Analysis

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What is EDDM and how does it work?

Every Door Direct Mail (EDDM) is a simple and affordable USPS mailing program that provides a way for local business to target their immediate community at a significantly reduced postage rate.

You select the ZIP Codes and carrier routes that you would like to target. EDDM is classified as a “saturated mailing”, meaning that delivery is made to every home on the chosen carrier routes. In light of this, the USPS does not have to run your mail piece through their equipment. Instead, it is given directly to your postal carrier for delivery to every home on his route. Eliminating this one step allows for a significantly reduced postage rate, currently at 19 cents each.

How does GCS work with you to take advantage of the EDDM?

GCS will help you determine which Zip Codes and carrier routes show the greatest prospects for your particular business.

Typically, GCS will evaluate a five-mile-drive radius from your location using the specific demographics that you would like to target, such as: single family homes, income levels, age range, and households known to have purchased garden items or publications or ‘own a pet’. We receive this information from Acxiom, a data analysis agency which collects consumer data to create highly targeted mailing lists. The resulting statistics are compiled in a spreadsheet and compared to that of the actual homes on the carrier routes in your target area. This provides a clear picture of which routes are most advantageous to your campaign. These are the routes that your mail piece will be delivered to.

After GCS receives your final artwork approval and your anticipated USPS drop-off date, your mail piece will be printed and shipped directly to you. In order to make mail preparation and delivery to the USPS straightforward, your shipment will come pre-banded in bundles of 100. You will also receive all necessary USPS paperwork via email. Simply print the paperwork and attach a “facing slip” on each banded bundle. When complete, deliver your mail bundles to your local post office(s) along with your postage payment and associated paperwork.

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