



Every mailing address. No mailing list.

As part of our portfolio of services, we are now featuring Every Door Direct Mail™ service from the U.S. Postal Service®. This new offering lets you send Direct Mail to every address in the neighborhoods near your business without needing a mailing list. It's a smart, cost-effective way to promote your business, and we can do the printing and more. Ask us today about **Every Door Direct Mail.**

Brought to you by:



and



SIMPLIFIED WAY

Every Door Direct Mail™ service from the U.S. Postal Service® makes Direct Mail easier and less costly for local businesses. With Every Door Direct Mail, you can target specific areas in your local market without the need of a mailing list. And since you don't have to buy customer addresses or pay to have names and addresses printed on your mailpieces, Every Door Direct Mail can save you time and money!

The Benefits of Every Door Direct Mail™ Service

As a local business, you know your best customers. But how do you reach a broad-based audience in your local area so you can attract new ones? Every Door Direct Mail helps you:

- Get your marketing messages into the hands of prospective customers – such as people new to your area – as well as former and infrequent customers who may need reminding.
- Spread your message at the neighborhood level to attract customers near you.
- Connect directly with customers – your mailpiece gets right into their homes.
- Give customers something tangible – something they can feel, keep, and refer to whenever they choose. Your mailpiece has staying power and pass-along value, so be sure to include an offer and call to action.

For any USPS® BMEU (Business Mail Entry Unit) entry point.

*****ECRWSS****

Postal Customer
City, State 5-Digit ZIP Code

*****ECRWSS****

PO Box Holder
City, State 5-Digit ZIP Code

*****ECRWSS****

Residential Customer
City, State 5-Digit ZIP Code

Acceptable Every Door Direct Mail Formats

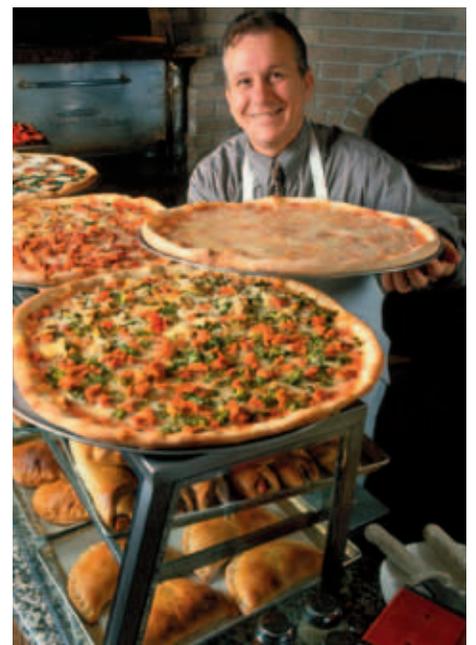
All mailpieces must contain ECRWSS in the address area or within or below the permit indicia. A route number is required on the Facing Slip (bundle identification label) and is optional in the address area.

For entry at a local Post Office™ servicing your target area.

*****ECRWSS****

**Local
Postal Customer**

- No permit required.
- Standard Mail® flats only.
- 5,000 maximum pieces per mailer per day.
- Per-piece weight: up to 3.3 oz.





All the Tools You'll Need, All in One Place

Our Every Door Direct Mail™ online tool offers a six-step process with everything you need to prepare your mailing. It features a helpful cost estimator, a search engine to identify Postal Service™ carrier routes near your business, and a filter that allows you to limit your mailing to residences or to include businesses as well. You can access the tool at [USPS.com/everydoordirectmail](https://www.usps.com/everydoordirectmail)

Discover the Possibilities

Here are a few ways you can use Every Door Direct Mail service to expand your business horizons:

- **Invite** customers to a grand opening or to a newly renovated or expanded space.
- **Offer** timely coupons or offers – give customers something in exchange for their time.
- **Announce** events like clearance sales, kids' days, anniversary celebrations, and holiday promotions.
- **Publicize** your participation in community events, such as sidewalk sales and seasonal activities.
- **Highlight** your hours of operation, especially if you're extending them for the holidays.
- **Emphasize** your location and let them know you're nearby; give them a map to your door.
- **Thank** the community for its patronage, and you may see new patrons sooner than you think.

For example, a local pizza restaurant can send coupons in its own neighborhood corresponding with a major televised sporting event. Or a roofing service can target a neighborhood of older homes and offer a seasonal inspection, cultivating customers in a localized area.

To qualify for BMEU (Business Mail Entry Unit) acceptance, please ensure your mailpiece meets these Standard Mail® flat dimensions:

- Be more than 11.5" long OR more than 6.125" high OR more than 0.25" thick.
- NOT be more than 15" long OR more than 12" high OR more than 0.75" thick.
- Weigh less than 15.994 ounces.

Please ensure your mailpieces are bundled properly. The recommended bundle size is 50 Standard Mail flats with a Facing Slip that identifies the bundle by carrier route number, 5-digit ZIP Code™, and the following recommended criteria:

- Date
- Saturation Mail Description
- Total Number of Bundles
- Total Number of Pieces
- Mailer Company Name
- Permit Number

Start building your business today with Every Door Direct Mail. Visit us at: www.morrisgraphics.com

or call us at:
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