



EDDM Provider Scoring Checklist

Use this checklist to evaluate any third-party EDDM provider before committing to a campaign. It ensures you're selecting a reliable, USPS-compliant partner who can deliver high-quality, on-time results.

Print Quality & Production

- ☒ **EDDM-compliant sizes offered:** Includes 6.25×9, 8.5×11, 9×12
- ☒ **Paper stock clearly specified:** Minimum 12–14pt recommended
- ☒ **Finish options available:** Gloss, matte, UV options
- ☒ **Full-bleed printing supported:** Design goes edge-to-edge
- ☒ **Print proofs available:** Digital or physical proofing

USPS Compliance & Prep

- ☒ **Correct indicia applied:** EDDM Retail indicia correctly placed
- ☒ **Bundling handled:** Stacks of 50–100 with facing slips
- ☒ **Forms & paperwork prepared:** USPS documentation included
- ☒ **Drop-off location confirmed:** Correct post office for ZIP

Route Targeting & Tools

- ☒ **Demographic filters:** Filter by income, age, household size
- ☒ **Carrier route mapping:** Visual map for target selection

Support, Pricing & Trust

- ☒ **Customer support accessible:** Live chat, phone, or email with knowledgeable reps
- ☒ **Clear pricing:** Postage, print, and service fees broken out
- ☒ **Reputation reviewed:** Check Google, Trustpilot, BBB