

EVERY DOOR DIRECT MAIL®

What is EDDM?: EDDM is a mailing service that allows customers to have a mail piece delivered to every mail box in a certain route at a reduced rate. Mail pieces can be sorted by individual mail routes. Mail pieces must qualify as a flat as per USPS standards.

STEP 1:

Pick your target market

(numbers change daily-numbers shown as of 4/5/16)

	Business & Residential	Residential
Alta Vista	<input type="checkbox"/> 253	<input type="checkbox"/> 249
Fredericksburg	<input type="checkbox"/> 785	<input type="checkbox"/> 775
Ionia	<input type="checkbox"/> 483	<input type="checkbox"/> 479
Lawler	<input type="checkbox"/> 472	<input type="checkbox"/> 468
Nashua	<input type="checkbox"/> 1151	<input type="checkbox"/> 1144
New Hampton	<input type="checkbox"/> 2577	<input type="checkbox"/> 2436
	<hr/>	<hr/>
	approx. 5721	approx. 5551

STEP 2: (effective 5/8/15)

Pick your marketing material

(prices include design on both sides for 6x11 postcards)

	Black ink on Colored Paper	Full Color
500	<input type="checkbox"/> \$60	<input type="checkbox"/> \$375
1000	<input type="checkbox"/> \$100	<input type="checkbox"/> \$390
2500	<input type="checkbox"/> \$240	<input type="checkbox"/> \$450
BRAD'S SPECIAL		
5000	<input checked="" type="checkbox"/> \$400	<input checked="" type="checkbox"/> \$675
6000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$850

STEP 3: (effective 1/18/17)

Estimate Cost

<hr/>	X	<u>.177</u>	=	<hr/>
Total Target Market		Current Mailing Rate		Cost to Mail
<hr/>	X	<u>.015</u>	=	<hr/>
Total Target Market		EDDM Processing Fee		EDDM Processing Fee

Cost to Mail	<hr/>
+ EDDM Processing Fee	<hr/>
+ Marketing Material	<hr/>
+ Marketing Material Setup	<u>\$100</u>
= TOTAL	<hr/>

This form is used as a basic way to calculate cost to do an EDDM. Pricing will change depending on marketing material choices and the change of numbers in target market. These are base prices. Pricing does not include delivery to post office. Delivery to each towns post office is up to the customer. Rapid Printers can deliver for an additional fee.

RAPID PRINTERS (641) 394-4410