

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 1/28/19)

	Business & Residential	Residential
Alta Vista	<input type="checkbox"/> 244	<input type="checkbox"/> 240
Fredericksburg	<input type="checkbox"/> 757	<input type="checkbox"/> 749
Ionia	<input type="checkbox"/> 421	<input type="checkbox"/> 417
Lawler	<input type="checkbox"/> 485	<input type="checkbox"/> 481
Nashua	<input type="checkbox"/> 1142	<input type="checkbox"/> 1132
New Hampton	<input type="checkbox"/> 2517	<input type="checkbox"/> 2386
	<hr/> approx. 5566	<hr/> approx. 5405

STEP 2:

(effective 1/24/18)

Pick your marketing material

(prices include full color imprint on both sides, grayscale only subtract 30%)

	4x11	6x11	8.5x11
500	\$183	\$275	\$364
1000	\$206	\$309	\$422
2500	\$340	\$509	\$690
5000	\$532	\$800	\$1070
5001-9999	12¢ each additional	18¢ each additional	25¢ each additional

STEP 3:

(effective 1/28/19)

Estimate Cost

$$\begin{array}{l} \text{_____} \times \frac{.187}{\text{Current Mailing Rate}} = \text{_____} \\ \text{Total Target Market} \\ \\ \text{_____} \times \frac{.02}{\text{EDDM Processing Fee}} = \text{_____} \\ \text{Total Target Market} \end{array}$$

Cost to Mail	_____
+ EDDM Processing Fee	_____
+ Marketing Material	_____
+ Marketing Material Setup	\$150
= TOTAL	_____

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