

# EVERY DOOR DIRECT MAIL<sup>®</sup>

## Postal Regulations



Design requirements for Every Door Direct Mail (EDDM<sup>®</sup>) differ from postal regulations for traditional mail because they are sorted and delivered in a different manner. Take a look at the guidelines below and feel free to call your Direct Marketing Specialist at **800.959.8365** or email **sales@modernpostcard.com** with any questions.

### 1. Size

EDDM pieces must be at less than 16oz and over 6.125"H or 10.5"L. Our Sumo Size<sup>®</sup> Postcard, Catalog Sheets and other products that fold to these finished dimensions adhere to these requirements.

*\*Length of flat size mail piece is the longest dimension.*

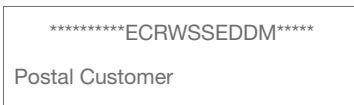
### 2. Address Block Location

- The entire address block (or mailing label) must be on the top half of the mailer.
- The orientation of the address block can be horizontal or vertical, but it can't be upside down

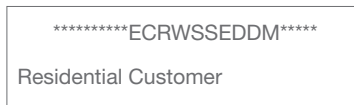
### 3. Address Block Content

- Indicate if the mailing will be going to Residences or Businesses & Residences
- Include ECRWSS either within the address area or below the indicia
- Pieces longer than 10.5" must also include EDMM after ECRWSS as shown in examples below

Use "Postal Customer" if mailing to Businesses & Residences



Use "Residential Customer" if mailing only to Residences



### 4. Indicia

We will place the appropriate indicia. Do not include one in the layout.

**Skip the hassle of handling your EDMM mailer on your own.**

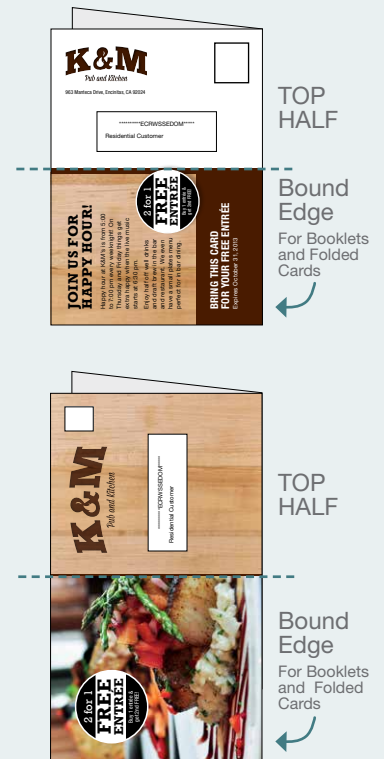
**Modern can help you from start to finish by:**

- Evaluating if an EDMM mailing is right for you
- Reviewing your files for EDMM compliance or creating a layout for you
- Printing, then bundling, sorting and delivering your mailing to the appropriate post offices

Contact the experts at Modern today.

**800.959.8365 | modernpostcard.com**

## ORIENTATION OPTIONS



To ensure best results, our designers will review your EDMM layout for accuracy prior to printing or we can create a compliant layout for you.