

# Every Door Direct Mail®

## Postal Regulations



Design requirements for Every Door Direct Mail (EDDM®) 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** with any questions.

### 1. Size

EDDM pieces must be over 6.125" h OR 10.5" w and less than 16oz. Our Deluxe, Sumo or Catalog Sheets—or any product that folds to these finished dimensions—all adhere to these size requirements.

### 2. Address Block Location

The entire address block (or mailing label) must be on the top half of the mailer.

- With the exception of deluxe sized mailers, the orientation of the address block can be horizontal or vertical, but it can't be upside down
- For deluxe mailers, the mailing panel must be vertical

### 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 EDDM after ECRWSS as shown in examples below

Use "Postal Customer" if mailing to Businesses & Residences

```
*****ECRWSS**EDDM*****
Postal Customer
```

Use "Residential Customer" if mailing only to Residences

```
*****ECRWSS**EDDM*****
Residential Customer
```

### 4. Indicia

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

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

**At Modern, we take care of you from start to finish. We can:**

- Evaluate if an EDDM mailing is right for you
- Review your files for EDDM compliance OR create a layout for you
- Print and then bundle, sort and deliver your mailing to the appropriate post offices

Contact our Direct Marketing Specialists to learn more!

**800.959.8365 | sales@modernpostcard.com**

**ANY SIZE** (only option for Deluxe)

TOP HALF

Bound Edge  
For Booklets & Folded Cards

**Sumo or Catalog Sheet**

TOP HALF

Bound Edge  
For Booklets & Folded Cards

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