



EDDDM

with

**Signature
Postal**

www.signaturepostal.com

726 N Main St.

Fuquay Varina, NC 27526



WHY CHOOSE US?

At Signature Postal, we don't just print postcards—we **can manage the entire EDDM process** from start to finish so you don't have to worry about the details. Whether you're new to Every Door Direct Mail or you've tried it before and found it confusing, we make it simple. From helping you choose the right size and design to selecting routes, handling paperwork, bundling, and delivering everything to the right post office—we're your local one-stop EDDM shop. Our in-house printing keeps turnaround times fast, and our deep knowledge of the USPS system ensures your campaign goes out on time and stress-free. We make direct mail feel easy, because it should be.

ELEMENTS OF EDDM

POSTAGE

GETTING MAILERS TO THE POST OFFICE

PROPER BUNDLING AND PREPERATION

CHOOSING ROUTES AND PRINT QUANTITIES



ELEMENTS OF EDDM

Running an EDDM campaign involves several moving parts. You'll need to start by choosing a postcard size that qualifies for EDDM and having it designed. From there, you'll pick your delivery routes, determine how many postcards to print, make sure everything is bundled and prepared properly, and get the mailers to the correct local post office.

Our most popular and the most cost-effective sizes are 6" x 11" or 6.5" x 9", which meet USPS EDDM size requirements and offer strong visibility in the mailbox.

POSTAGE

USPS EDDM postage is currently \$0.247 per piece. Here's how that breaks down based on quantity *examples*:

- 500 postcards: \$123.50
- 1,000 postcards: \$247.00
- 2,500 postcards: \$617.50
- 5,000 postcards: \$1,235.00
- 10,000 postcards \$2,470.00

This is postage-only and does not include design, printing, or preparation services.



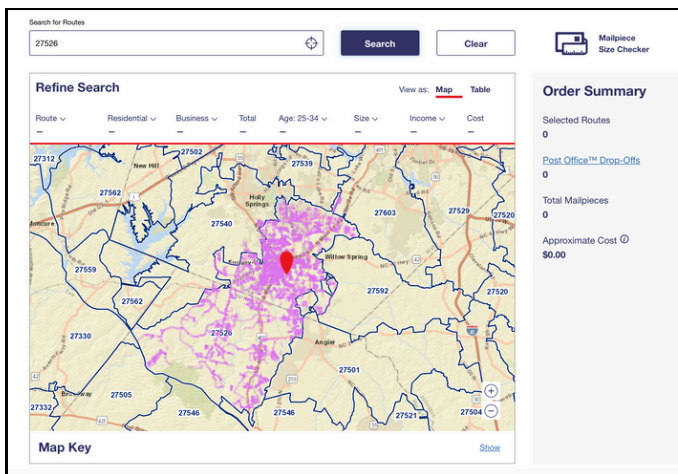
TIPS FOR SUCCESSFUL EDDM CAMPAIGN

- Look at trade organizations or marketing benchmarks in your industry—they often share what messaging or promotions work best.
- Repeating the same mailer to the same routes a few weeks apart can significantly boost response rates.
- Include a clear call-to-action and a limited-time offer to create urgency.
- Don't forget to plan ahead—timing your mailing with events, seasons, or slow periods can increase effectiveness.

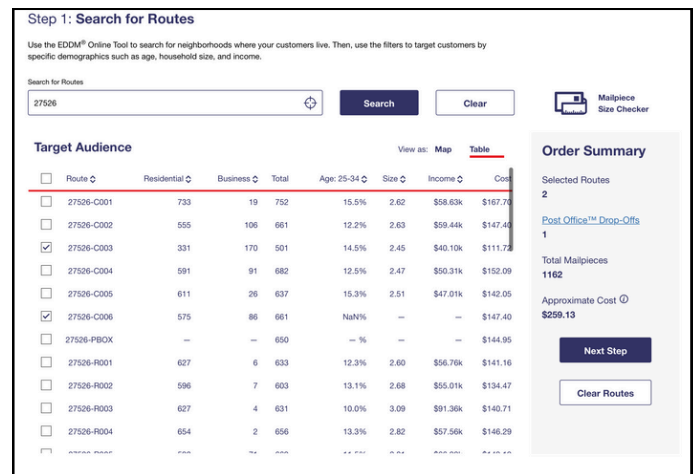
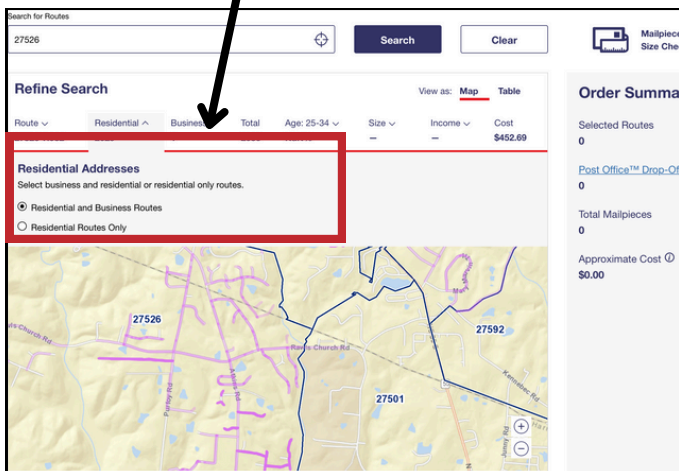
CHOOSING PRINT QUANTITIES AND ROUTES

The most up-to-date route information can be found on the official [USPS EDDM Tool](https://eddm.usps.com/eddm/select-routes.htm):
<https://eddm.usps.com/eddm/select-routes.htm>

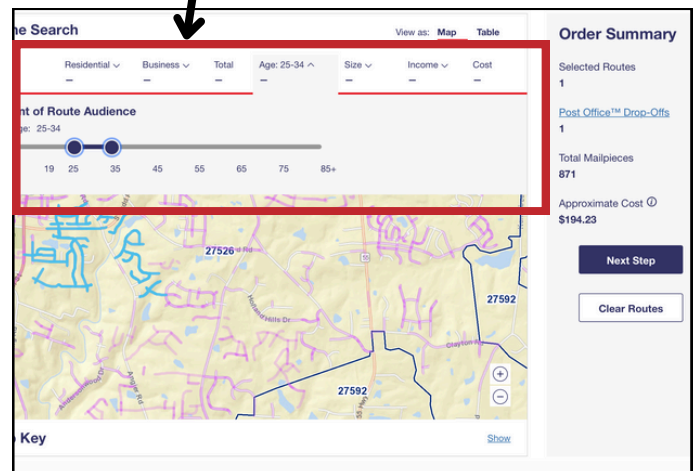
Keep in mind that the **cost per piece goes down significantly** with higher print quantities. It's often a smart strategy to print a larger batch than you plan to send right away. *We can store your printed mailers at no charge and, when you're ready to target new routes, we'll handle the prep and delivery for your next drop.*



You can choose if you only want your mailer to go to residential addresses.



Use statistics like average income, or age to identify and target your audience.



EDDM CAMPAIGN QUOTE EXAMPLE

MAIL QUANTITY: 4,785 PIECES

ROUTES COVERED: 7 CARRIER ROUTES

POST OFFICE DROP: 1 LOCATION

PRINTING TOTAL: \$750 FOR 5,000 POSTCARDS (YOU'LL HAVE EXTRAS ON HAND FOR FUTURE DROPS)

ITEMIZED COST

Printing: 5,000 postcards - \$750.00 (This depends on size and finishes)

Postage: 4,785 x \$0.247 - \$1,187.90

Bundling & Paperwork: \$15 per thousand - \$75.00

Post Office Delivery: 1 drop - \$100.00

TOTAL CAMPAIGN COST: \$2,112.90

ESTIMATED REACH AND RESPONSE

Based on USPS research and Data & Marketing Association reports and publications

Estimated Impressions: ~2.2x per piece = 10,527 total impressions

(Mail pieces are often seen more than once per household — by multiple people or over several days.)

Average Response Rate (Retail): ~1.5% to 3%


(EDDM tends to perform better than regular mail because it's oversized and local.)

Estimated Responses:

- Low Estimate (1.5%) → **~72 responses**
- High Estimate (3%) → **~144 responses**


These numbers are general estimates and will vary based on your offer, design, industry, and how often you mail. **Repeating the same mailer to the same routes over time can significantly increase total response.**

Contact Us:

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