

Guidelines for Retail EDDM File Setup

To properly take advantage of this exciting new direct-mail service, please be sure to use the correct address label and indicia, which we have provided below, and follow these guidelines for correct placement.

Please note these guidelines are for retail label EDDM pieces only, which are dropped off at local Post Office locations. Please visit the USPS website for details on Business Mail Entry Unit guidelines.

Make sure your print-ready file meets the following requirements:



Horizontal EDDM Postcards

Horizontal cards must have the address label and the retail indicia on the right half of the mail piece in the lower right quadrant.

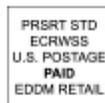
Background imagery can be included, but the address label and indicia must be solid white.



Vertical EDDM Postcards

Vertical cards must have the address label and the retail indicia on the top half of the mail piece.

Background imagery can be included, but the address label and indicia must be solid white.



EDDM Retail Indicia

The following retail indicia should be used. The minimum size for the indicia is 1/2" x 1/2". Font must be all caps and a minimum of 4 pt. This indicia needs to be placed 1/4" from any outside edge of the printed product.

EDDM Address Label

Use the address "Local Postal Customer" for all active deliveries, both residential and business. The address label needs to be placed 1/4" from any outside edge of the printed product.

