EDDM Guide

EDDM | Route Selection & Ordering

We've made EDDM even easier. To view your options or begin your order, simply go to https://conquestgraphics.com/eddm. If you would like assistance, please feel free to click Chat Now on the right-hand side of the page or give us a call at 804-591-3382.
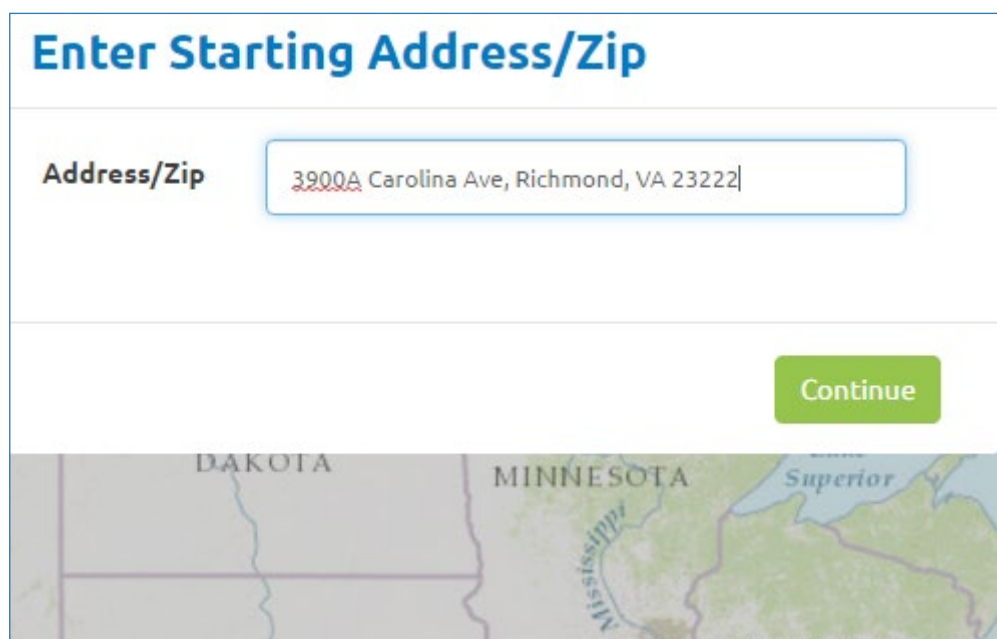
Once you are ready to select your routes, click *Get Started*.

1. Enter either a zip code (shows all routes within that zip code) or an address (shows routes within a given proximity to address, default radius is 2 miles and can be changed from 1 to 5 miles), and click *Continue*.

- Based on your search, the page will load a route selector map.

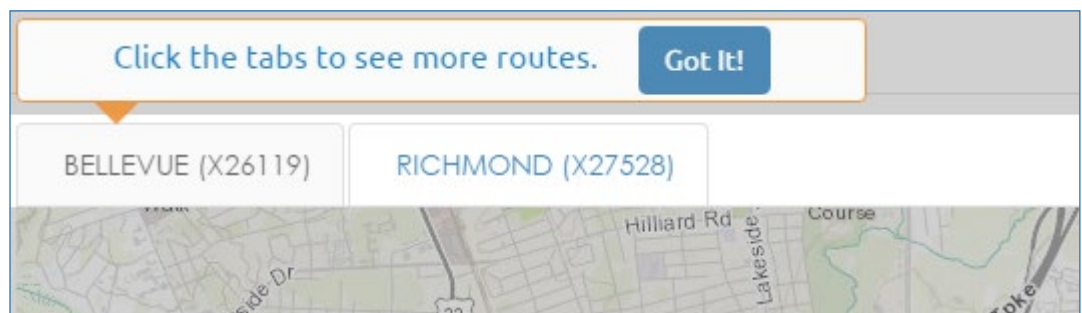- When complete, you will see a "Map is Ready" message. Click *Show the Map* to see your route options.

2. Once the map is loaded, you will see the available routes.
    - For address searches, you will see a red circle representing the radius around the given address.
3. Along the top of the map will be tabs.

- These tabs represent the different post offices that service the available routes.
- If your map only has one tab, your search resulted in routes serviced by a single post office.
- Each tab contains unique routes, so be sure to check each one to see all of your available routes.

4. You can select a route (outlined in gray) by clicking on it. Selected routes will be highlighted in red. When selecting your routes, you have several options available.
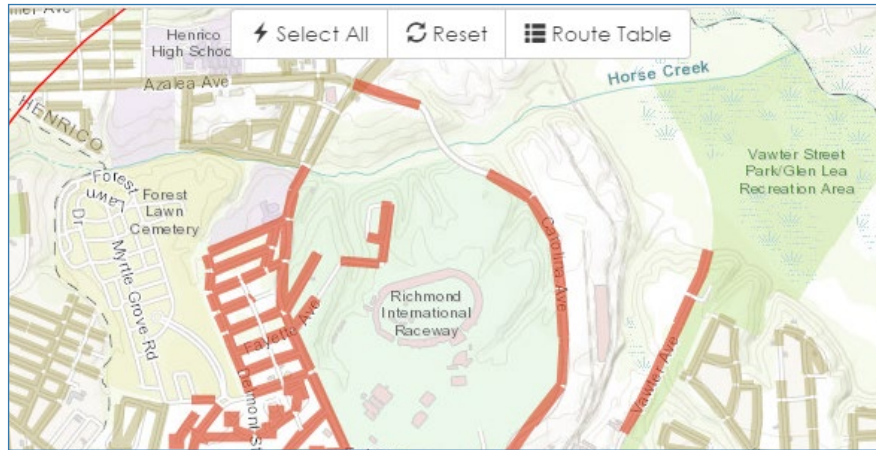
- Clicking the *Select All* button selects all the available routes in the open tab.
- The *Reset* button unselects all previously selected routes in the open tab.
- Clicking *Route Table* allows you to select routes from a table instead of the interactive map, as well as see basic demographics of the available routes, such as: ratio of businesses to residences; median age of residents; median household size; and median household income.
- You can also see demographic information along the right side of the map when hovering over individual routes.

5. With routes selected, you can choose to either mail to all businesses and residences, or all residences only (there is no option for all businesses only). This will apply to all routes ordered.

- To toggle whether or not to mail to businesses in your routes, simply click the *Business* check box to the left of the *Save and Continue* button at the top.

6. Once you have selected your desired routes, click *Save and Continue.*

   - You will have the option to either save the map and move along to the product page, or move forward without saving the map.
   - Saving your route map allows you to reload and reuse the selected routes, without having to reselect them.
   - If you are not logged in, you will be prompted for your email address, which is necessary to save the map.

7. Your next step is to choose and configure the product you wish to mail. This could be a flat mailer (e.g. a postcard or flyer), or a folded mailer (e.g. a brochure or menu).

Quantity	4000
Product Type	Flat Mailer
Front Color	Full Color (CMYK)
Back Color	Full Color (CMYK)
Size	6.25 x 9 (EDDM Eligible)
Proof	Electronic - PDF
Paper	Conquest Preferred 14pt C2S Gloss Cover
Coating	No Coating
Mailing	Every Door Direct Mail
Mailing Quantity	3057
Extra Copies	943
Use Own Permit	No
Graphic Design	No
Turnaround	4 Days
Show More	
Job Name	
Promo	

   - All of the options shown on this page are EDDM-eligible, including Size and Fold. Simply select your desired specs using the drop-downs for Back-Color, Size, Fold, and Paper.

- The Mail Quantity is automatically filled out based on your route selections.
- The Extra Copies field is the difference between your selected print quantity and the mailing quantity. Changing the number in the Quantity box at the top will adjust this value. These nonmailing "overs" can be shipped directly to you, or recycled if they are not wanted. They will be printed with the same EDDM endorsement information as those being mailed.
- You can also choose the Turnaround, which is the number of working production days before your mailing will be delivered to the post office.

8. After you've configured your product, you are ready to place your order. Click *Add to Cart* to move this project to your shopping cart.

- You will also have the option to upload files at this step, but don't worry if they are not ready—you can upload them later as well.
- Finalizing the order is similar to most other online purchasing systems: enter shipping info if needed for extra copies; enter billing info; and then place the order.

9. Congratulations! Your order is placed.

- After the order is placed, you will be met with a confirmation screen that contains a link to take you to where you upload files, if you did not earlier. Click this link to move to *Your Jobs*.
- In a few minutes you should receive an order confirmation email. If we have any questions or concerns about your order or artwork, someone will reach out to you.
- If you would like to follow up with any of your own questions or concerns, you can reach us by sending an email to customerservice@conquestgraphics.com or by calling 800-707-9903.

EDDM | Frequently Asked Questions

1. What is EDDM?
   - EDDM, or Every Door Direct Mail, is a type of mailing offered by the USPS with a low postage rate and removes the requirement for a mail list.
   - You choose specific mail routes using our route selector tool, and the postal service with deliver one mailer per household on each route selected
   - With EDDM, you must mail to full routes, although you can choose whether the mailers go to Business and Residences, or Residences only.

2. What is a "Route"?
   - A route (or "Carrier Route") is a designation by the USPS, which is more specific than a ZIP code, and only less specific than the address itself.
   - Routes are broken up into 3 types: PO Boxes, Rural Routes (marked by an R in front of the route, e.g. R001), and City Routes (marked by a C in front of the route, e.g. C001).

3. Why should I use EDDM?
   - EDDM is a great service for businesses that do not have a specific customer database to mail to, are canvassing a given area for potential clients, or that want to reach more recipients at a lower postage rate.

4. Can I personalize my mailers to each recipient?
   - Because of the nature of EDDM mailing, personalization is not an option for individual recipients. Each mailer is identical to the rest, as the postal worker will simply take a stack per route and deliver one per address.

5. How much is this going to cost?
   - The postage cost is the only price we can figure during the route selection step. Once your product is figured, the subtotal (not including applicable taxes or exact shipping rates) is shown.

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6. What type of mailer is EDDM eligible?
    •   EDDM mailing does have some size requirements in order to be eligible to mail.
    •   The mailer has to meet one or more of the following:
        ○   More than 10.5" long (but less than 15")
        ○   More than 6.125" high (but less than 12")
        ○   More than .25" thick (but less than .75")

7. I entered an address/zip and the map is loaded—now what?
    •   Just above the map, you will see tabs. These are the route breakdowns by post office. Clicking each tab will show you the route options you have for each post office of mailing.

8. How do I change my address/search criteria?
    •   Click "Create New Map" to restart your search, or load a previously generated map.

9. What if I want to mail to only residences? Only businesses?
    •   There are two options for residential/business filters: Business & Residential or Residential Only. There is no Business Only option for EDDM. Post Office Boxes are listed as their own route (will show PBOX).

10.   How do I choose the mail piece type?
    •   After choosing your routes, the next step is selecting the mailing product (various sizes; flat/folded; glossy/matte; and any number of "overs" you want shipped to you after the mailing).

11.   Where do I upload my files?
    •   After you select your routes and product, you can upload your files when you add the product to your shopping cart.