

Every Door Direct Mail[®] Promotional Coupon-- Incentive Program for New EDDM[®] Customers



Discounted postage for EDDM[®] is available solely to new EDDM[®] customers for a limited time. Coupon availability is limited to a certain pre-determined number of redemptions.

The Every Door Direct Mail[®] (EDDM) Promotional Coupon is an incentive program for new customers that will provide a postage credit for mailings that meet a certain threshold. This incentive program runs begins on September 7, 2014 and ends on December 31, 2014.

New EDDM[®] customers will be issued a coupon by their USPS Sales representative. The coupon will offer:

- **\$50 postage credit towards an EDDM[®] order of \$350 or more, or;**
- **\$100 postage credit towards an EDDM[®] order of \$750 or more.**

Customers using the coupon will be able to apply their coupon online when they create and pay for their order, or present it when they pay for their order at a USPS Retail location or a Business Mail Entry unit.

Any USPS Sales Associate may issue a coupon to new customers.

In order to receive an EDDM[®] Promotional Coupon new customer must register on USPS.Com and obtain a Customer ID number.

Once registered, customers should contact their USPS Sales representative or call 1-855-559-0438 to receive their EDDM[®] Promotional Coupon.

Please note: This program is not intended for existing EDDM[®] customers.

USPS is able to monitor coupon redemption through the barcode on the coupon which is associated with a mailer's CRID.

What customers are eligible to receive a coupon?

- New customers who have not used Every Door Direct Mail[®] before will be eligible to receive a coupon.

How do customers get their coupon?

- USPS Sales representatives will issue coupons to eligible new customers or customers can call 1-855-559-0438.

How are the coupons applied to a customer's order?

- New EDDM[®] customers may apply their coupon when they create and pay for their EDDM order online via the USPS.com EDDM[®] Online Tool, or present it at a Retail location or Business Mail Entry Unit when they pay for their order. Also, printers preparing an order on behalf of a customer may apply their customer's coupon when they pay for the order.

Can a coupon be used more than once?

- No. Coupons can only be used once by an eligible customer.

Can more than one coupon be applied on an order?

- No. Only one coupon may be applied per order.

Can a coupon value be split among orders (i.e., half of the value applied to 1 order and half applied to another order)?

- No. A coupon's value cannot be split for use on additional orders.

Do the coupons have an expiration date?

- Yes. The EDDM[®] Promotional Coupon incentive expires on December 31, 2014.