Every Door Direct Mail – Retail® Discount Program

Fact Sheet

What is the EDDM Retail® Discount Program?
The United States Postal Service is offering a discount on Every Door Direct Mail - Retail mailings to help assist small and micro-businesses reach current and potential customers. The EDDM Retail® Discount Program is a 10% discount on all EDDM Retail mailings paid for online or in a Post Office™ branch. The discount is automatically applied to EDDM Retail transactions between August 1 and September 30, 2020.

How to Participate
Participation in the Discount Program is automatic. The 10% discount is automatically applied during order creation using the EDDM® Online Tool or when dropping off and paying for a mailing at a Post Office.

Customers can create their own mailings or use partners such as local printers, agencies, or mail service providers. Instructions for EDDM Retail services can be found online at usps.com/business/everydoor-direct-mail.htm, and provide guidance on order creation, payment, and entry. Whether you create a mailing on your own using the online tool or have someone else help, the 10% discount will be applied to every mailpiece sent using EDDM Retail during the promotional period.

Are there special guidelines for EDDM Retail as it relates to the Discount Program?
No – all current guidelines apply such as:

• Customers can send up to 5,000 pieces per day per ZIP Code™
• Customers don’t need to purchase a permit to send mailpieces
• The approved Every Door Direct Mail - Retail indicia must be used
• Customers can pay online or at the local Post Office where the mailing is submitted
• All EDDM Retail orders must be finalized, paid in full, and entered within the discount period to receive 10% reduction in postage

*EDDM mailings dropped off at Business Mail Entry Units (BMEU) are not eligible for this discount program.

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