



Preparing your Every Door Direct Mail (EDDM) mailpiece for retail entry.

- Only Standard Mail® saturation flats up to 3.3 ounces are accepted.
- Your mailing can be as few as 200 mailpieces, but can't exceed 5,000 mailpieces per Post Office,™ per day.
- Bring your mailpieces to the Post Office servicing the area where you are sending your mailing. You can find Post Office locations at USPS.whitepages.com/post_office
- Be sure to bring the required PS Form 3587 and a Facing Slip with your mailing.
- You can pay postage with cash, check, debit card, or metered postage at the retail location.

Definition of a flat.

Flat-sized mailpieces must conform to these guidelines:

Rectangular with four square corners or finished corners that do not exceed a radius of 1/8-inch. (A square is considered a rectangle.)

Be one of the following: more than 11 1/2 inches in length **OR** more than 6 1/8 inches in height **OR** more than 1/4-inch thick

Cannot be more than 15 inches in length **OR** 12 inches in height **OR** 3/4-inch thick

Note: To be considered a flat, a mailpiece must exceed only one of the letter dimension maximums but be within all of the flat maximums, otherwise it is a parcel. For more information, see DMM® 601.1, Mailability: General Standards, and DMM 301.1, Commercial Flats: Physical Standards for Flats.

Acceptable EDMM Retail mailing label options.

For retail entry at a Post Office, use the address "Local Postal Customer" for all active deliveries (residential and business). As depicted in the examples below, all mailpieces must contain ECRWSS in the address area or within or below the permit indicia.

*****ECRWSS**** Local Postal Customer	*****ECRWSS**** Residential Customer City, State 5-Digit ZIP Code
*****ECRWSS**** Postal Customer City, State 5-Digit ZIP Code	*****ECRWSS**** PO Box Holder City, State 5-Digit ZIP Code

EDMM Retail indicia.

EDMM Retail has its own indicia; see image at right. Or you may use your existing permit indicia.

PRSRT STD
 ECRWSS
 U.S. POSTAGE
 PAID
 EDMM RETAIL

Mailing requirements.

All EDMM mailpieces must have the whole mailing label on the "top half" of the mailpiece. Orientation of the label (i.e., whether it is applied on the long or short side of the piece) does NOT matter. The top half of the piece will always be the shortest end. See examples below for accurate placement.

