

Local
Postal Customer

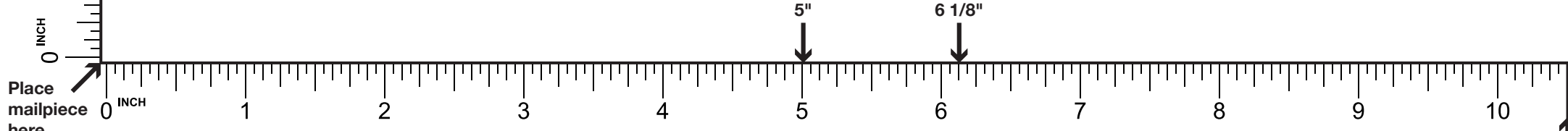
PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

EDDM Retail Tips

- EDDM Retail must be a **FLAT SIZE** piece
- The **LENGTH** is **ALWAYS** the longest side (regardless of printing/addressing orientation)
- EDDM Retail must be **.007** thickness or greater (approximately 3 sheets of paper)
- EDDM Retail can be **200** pieces (must saturate entire route) up to **5000** pieces, per ZIP per day
- EDDM Retail mailpieces must weight **3.3 ounces or less**
- EDDM Retail requires consistent bundling with facing slips

- EDDM Retail **MUST EXCEED ONE element listed below:**

- Over **6 1/8" height** (if over 6 1/8" height...the minimum length is also over 6 1/8")
Ex: Square
- **(or)** Over **10 1/2" length** (if over 10 1/2" length...the minimum height is 3 1/2")
- **(or)** Over **3/4" thick** (if the piece is thick...the smallest mailable piece is 3 1/2" x 5")



Align corner with longest side here

MUST EXCEED 10 1/2"

EDDM Retail Tool

Maximum 'flat' size is 15" long x 12" high by 3/4" thick