

*Every Door Direct Mail*  
*Simplified Mailing Process*

USER GUIDE

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## OVERVIEW

With **Every Door Direct Mail**, you can distribute flats or irregular parcels without applying individual names and addresses to each mailpiece. Use *Every Door Direct Mail* to:

- Target a location without an address list
- Send out local mailings or national campaigns
- Build more traffic
- Find new customers
- Increase revenue
- Reduce mail preparation costs

Who can benefit from *Every Door Direct Mail*?

- Retailers
- Auto dealerships
- Arts organizations
- Restaurants
- Business services
- Attorneys
- Doctors
- Dry cleaners
- Contractors
- Realtors

Define who you want to reach. Your target area can be a city, neighborhood or specified distance from your business.

When preparing *Every Door Direct Mail*, the **Simplified Mailing Process** (SMP) allows you to identify which USPS mail routes to include in your target mailing area based on active deliveries per delivery route using the USPS® Delivery Statistics.

The intuitive interface of the SMP application provides six (6) easy steps to assist mailers in selecting or entering desired mailing geographic information, reviewing and editing geographic results and printing mailing documentation.

- STEP 1 — Geographic / Address
- STEP 2 — Selection Results
- STEP 3 — Download Form
- STEP 4 — Customer Information
- STEP 5 — Generate Documentation
- STEP 6 — Generate Facing Slip

## STEP 1 — GEOGRAPHIC / ADDRESS

In Step 1, begin your search to determine your mailing audience. Search *By City*, *By County*, *By ZIP Code* or *By Location*.

### By City Search

The screenshot shows the 'Geographic / Address' search interface. The 'STEP 1' tab is active. Under 'By City', 'TENNESSEE' is selected. A list of cities is shown: MEDINA, MEDON, MELROSE, MEMPHIS (highlighted), MERCER, and MICHIE. Under 'By ZIP Code', a list of ZIP codes is shown: 37544, 38101, 38103, 38104, and 38105. The 'Route Types' section has checkboxes for 'City', 'Rural/Highway Contract', and 'PO Boxes'. The 'Delivery Types' section has radio buttons for 'Business / Residential' and 'Residential'. A 'Submit' button is at the bottom right. A progress bar shows 'Percent complete' at 25%.

1. Select a state.
2. Select a minimum of one city.  

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**Note:** To make multiple selections, hold the 'Alt' to select random cities or the 'Shift' key to select a range of cities.)
3. Select up to five (5) ZIP Codes.
4. Select route type or a combination of route types.
  - o City routes
  - o Rural/Highway Contract routes
  - o PO Box routes
5. Select a delivery type.
  - o Business/Residential
  - o Residential
6. Click Submit.

## By County Search

Geographic / Address
STEP 1

By City
By County
By ZIP Code
By Location

Select a State, County, and ZIP Code.      Select up to 5 ZIP Codes.

TENNESSEE ▼

FAYETTE ▼

	ZIP Code	City Name
<input checked="" type="checkbox"/>	38036	GALLAWAY
<input checked="" type="checkbox"/>	38045	LACONIA
<input checked="" type="checkbox"/>	38046	LA GRANGE
<input type="checkbox"/>	38057	MOSCOW
<input type="checkbox"/>	38060	OAKLAND

Percent complete 25%

Select route and delivery type options

**Route Types**

City   
  Rural/Highway Contract   
  PO Boxes

**Delivery Types**

Business / Residential   
  Residential

Submit

1. Select a state.
2. Select a county.
3. Select up to five (5) ZIP Codes.
4. Select route type or a combination of route types.
  - City routes
  - Rural/Highway Contract routes
  - PO Box routes
5. Select a delivery type.
  - Business/Residential
  - Residential
6. Click Submit.

## By ZIP Code® Search

Geographic / Address
STEP 1

By City
By County
By ZIP Code
By Location

Enter a ZIP Code.

ZIP Code

Percent complete 25%

Select route and delivery type options

**Route Types**

City   
  Rural/Highway Contract   
  PO Boxes

**Delivery Types**

Business / Residential   
  Residential

Submit

1. Enter a 5-digit ZIP Code.
2. Select route type or a combination of route types.
  - City routes
  - Rural/Highway Contract routes
  - PO Box routes
3. Select a delivery type.
  - Business/Residential
  - Residential
4. Click Submit.

## By Location Search

**Geographic / Address**
**STEP 1**

By City
By County
By ZIP Code
By Location

Enter a Street Address, City & State or ZIP Code

**Address:**

**City:**  **State:**

**ZIP Code:**

**Mile Radius:**  0 2 4 6 8 10

Percent complete

Select route and delivery type options

**Route Types**

City  Rural/Highway Contract  PO Boxes

**Delivery Types**

Business / Residential  Residential

1. Enter a street address.
2. Enter a city.
3. Select a state.
4. Enter a ZIP Code.
5. Set the desired mile radius from the input address.
6. Select route type or a combination of route types.
  - o City routes
  - o Rural/Highway Contract routes
  - o PO Box routes
7. Select a delivery type.
  - o Business/Residential
  - o Residential
8. Click Submit.

## STEP 2 — SELECTION RESULTS

Selection results are displayed by indicating the total routes and the total possible deliveries based on the selections made in STEP 1 in addition to the approximate cost to mail.

**Selection Results**
**STEP 2**

Select All

ZIP Code	Route	City State	Residential	Business	Total	Add/Remove
38119	C000	MEMPHIS, TN	0	1	1	<input checked="" type="checkbox"/>
38119	C007	MEMPHIS, TN	63	0	63	<input checked="" type="checkbox"/>
38119	C008	MEMPHIS, TN	132	211	343	<input checked="" type="checkbox"/>
38119	C009	MEMPHIS, TN	613	4	617	<input checked="" type="checkbox"/>
38119	C031	MEMPHIS, TN	182	171	353	<input checked="" type="checkbox"/>
38119	C038	MEMPHIS, TN	492	39	531	<input checked="" type="checkbox"/>

Total Routes: 20  
Total Deliveries: 11599

**Approximate Cost**

3.3 oz (0.2063 lbs) or less

Flats  Parcels

None: \$2,250.21  
DNDC: \$1,855.84  
DSCF: \$1,751.45  
DDU: \$1,647.06

[Check Location Eligibility](#)

1. Review results.
 

Add or remove delivery routes by selecting or deselecting check boxes displayed in the Add/Remove column. In doing so, the total counts for routes and delivery and the approximate cost will change.

Compare the cost to mail flats and parcels at standard mail rate.

The Check Location Eligibility links provides a list of Quick Service Guides and Service Destination Entry Information to assist in mail preparation.

Quick Service Guides

Standard Mail Carrier Route Flats <http://pe.usps.com/text/qsg300/Q340c.htm>

Standard Mail Irregular Parcels <http://pe.usps.com/text/qsg300/Q440c.htm>

Service Area Destination Entry Information (DNDC, DSCF, DDU)

Standard Mail Carrier Route Flats <http://pe.usps.com/text/dmm300/346.htm#wp1032523>

Standard Mail Irregular Parcels <http://pe.usps.com/text/dmm300/446.htm#wp1072595>

2. Click the Next button.

## STEP 3 — DOWNLOAD FORMS

Step 3 provides a link to the Postage Statements forms for Standard Mail in addition to the Plant Verified Drop Shipment (PVDS) Verification and Clearance form. The last page of each form provides instructions to assist in completing.

Download Forms **STEP 3** Percent complete 50%

[PS Form 3602R](#) Postage Statement - Standard Mail with instructions

[PS Form 8125](#) Plant-Verified Drop Shipment (PVDS) Verification and Clearance with instructions

3. Click each link to view and download the appropriate forms.

## STEP 4 — CUSTOMER INFORMATION

Step 4 is used to enter customer information regarding company/mailler name, Post Office of mailing, permit type and permit number. The information in this section will be used to populate the Documentation for PS Form 3602 (Step 5) and the Facing Slip (Step 6).

Customer Information **STEP 4**

Company/Mailer Name

Post Office of Mailing

Permit Type

Permit Imprint  Precanceled Stamps  Metered

Permit Number

4. Enter the company or mailer name.
5. Enter the Post Office of Mailing.
6. Select a permit type
  - o Permit Imprint
  - o Precanceled Stamps
  - o Metered
7. Enter a permit number.

## STEP 5 — GENERATE DOCUMENTATION

Step 5 provides a link to generate the Every Door Direct Mail Documentation for PS Form 3602. When this link is selected, the form is generated with customer and route information based on user input/selections captured in Steps 1, 2 and 4.

Generate Documentation **STEP 5**

[Every Door Direct Mail Documentation for PS Form 3602](#)

8. Click the link.

Form is populated with

- 5-Digit ZIP Codes
- Route Numbers
- Number of mailpieces per route
- Total number of mailpieces in mailing
- Date form is generated
- Delivery Statistics valid through date
- Customer information from Step 4

Customer must complete additional information

- Saturation Mail Description
- Number of bundles

9. Review the form information based on your selections.

- To make changes, close the form and go back to the desired Step to modify. Use the Previous button to navigate back to the first screen.

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**Note:** Form may span multiple pages based on the number of routes.

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10. The Delivery Statistic information is valid for 90 days. The last date the delivery statistics can be used is printed at the bottom of the page.

11. Save and/or print the form.

## STEP 6 — GENERATE FACING SLIP

Step 6 provides a link to generate the Every Door Direct Mail Facing Slip. When this link is selected, the form is generated with customer information and current date based on user input/selections captured in Step 4.

Generate Facing Slip **STEP 6**

[Every Door Direct Mail Facing Slip](#)

12. Click the link.

Form is populated with

- 5-Digit ZIP Code
- Date form is generated
- Customer information from Step 4



Customer must complete additional information

- Route Number
  - Total Number of Mailpieces per Bundle
  - Total Number of Bundles
  - Do Not Deliver Address information and
  - Saturation Mail Description
13. Review the form information based on your selections.
- To make changes, close the form and go back to the desired Step to modify. Use the Previous button to navigate back to the first screen.
14. Save and/or Print the form.

## ADDITIONAL FEATURES



- Located at the top of each page, a Percent Complete bar is provided to see and monitor completion.



Located at the bottom of page 2:

- A previous button is provided allowing users to navigate back to the first page.
- The Exit button closes the SMP application and returns user to <http://www.usps.com/everydoordirectmail>

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**Note.** This button is active after user clicks the links for Every Door Direct Mail Documentation for PS Form 3602 and the Every Door Direct Mail Facing Slip.

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