

How to Create an EDDM Bulk Mailing

1. Create or Use an Existing BMEU Account

Businesses sending more than 5,000 mailpieces can manage mailings online through Business Customer Gateway with a Business Mail Entry Unit (BMEU) account.

BMEU users must have a bulk mail permit to pay for and EDDM mailings. This option provides lower postage rates.

- [Mailing Permit Application and Customer Profile PS Form 3615 \(PDF 141 KB\)](#)
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2. Select Target Neighborhoods & Audience

Choose the neighborhoods in the EDDM online tool where you think your customers live. Use the tool to target customers by specific demographics, such as age, household size, and income.

How to Start with the [EDDM Online Tool](#)

1. Search for a full address, city/state, or ZIP Code™.
2. Click Show Table to see details on the neighborhood routes.
3. Narrow and filter your targeted audience using the categories at the top: Route, Residential, Total, Age, Size, Income, and Cost.
4. Select the final neighborhood(s) you'd like to use. You can select multiple routes for a single mailing.
5. View and manage your selections under you Order Summary then save or continue in the process.

Alternate BMEU EDDM Order Creation

1. Many printers and Mail Service Providers create EDDM orders using mail management software that has access to the same ZIP Code and Carrier Route data found in the EDDM Online Tool.
 2. Address data is usually displayed in a table format as a mapping option is not always available with mail management software programs.
 3. Contact your printer or MSP for additional information about the methods used.
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3. Design & Print Your Mailpiece

Follow direct mail copy and design best practices to create effective EDDM advertising. Sending actionable mail with a clear offer and call to action will generate customer responses.

Marketing Mail Flat Sizes

Use the Mailpiece Size Checker, located at the top right of the [EDDM Online Tool](#), to make sure your mailpiece meets the USPS Marketing Mail® Flats size requirements.

For detailed size criteria and measurements, see [Physical Standards for Flats](#).

Formatting Postage & Address Labels

Make sure you include the postage indicia in the correct locations for your EDDM mailing. Most mailpieces can simply be addressed to "Postal Customer" and your mail will be delivered to every address in your selected neighborhoods.

Permit Imprint Indicia

A permit imprint indicia is a postage payment mark that authorized mailers may use instead of a postage or meter stamp. EDDM BMEU customers should use an existing postage permit indicia. An example of this can be found below – be sure to include your own permit in the correct locations for your EDDM mailing.



BMEU Address Label Guidelines

- "EDDM" must be included after "ECRWSS" on the address label if the mailpiece is 10.5" to 11.5" long.
- Including City, State, and 5-digit ZIP Code™ is recommended but is not required.

Need more help?

If you need assistance with properly formatting your mailpiece or need a printer, online direct mail specialists and local printers can help you get the job done.

[Find a Local Printer](#)

4. Choose Drop-Off Date & Payment Options

Select your drop-off date and pay for mailings with a bulk-mailing permit when you drop off your mailings.

5. Print Forms & Prepare Mailing Bundles

On the Order Confirmation screen, you'll be prompted to print out the right Postal Service™ processing forms and EDDM facing slip you need to attach to your mailing bundles.

- Bundle your mailing in stacks of 50-100 mailpieces.
- Bundles may not be higher than 6".
- Fill out and attach an EDDM facing slip to the top of *every* bundle.
- Write the number of pieces in the bundle on the facing slip.

Do Not Deliver Addresses

If a customer has contacted you and asked to be removed from your mailing list, include the customer's address in the "Do Not Deliver Address" column on the facing slip.

6. Drop Off Your Mailing

Take your EDDM mailing to the BMEU location where your permit is held for delivery to your selected routes.

EDDM Customer Support

Request a Refund

BMEU refund requests must be submitted through the BMEU associated with the permit you used to pay for the order.

Reference EDDM Forms & Guides

Download and print the forms you need for your EDDM mailings to be delivered successfully.

Using the EDDM Online Tool

- [EDDM User Guide PDF \(5.1 MB\) | RTF \(0.5 MB\)](#)
- [EDDM Quick Reference Sheet \(PDF | 608 KB\)](#)

EDDM BMEU Specific Forms

- [EDDM BMEU Facing Slip \(PDF 24 KB\)](#)

- [Postage Statement - USPS Marketing Mail PS Form 3602-R \(PDF 78 KB\)](#) **or** [Postage Statement - Nonprofit USPS Marketing Mail PS Form 3602-N\(PDF 83 KB\)](#)
- [Plant-Verified Drop Shipment \(PVDS\) Verification and Clearance PS Form 8125 \(PDF 61 KB\)](#)
- [EDDM BMEU™ Fact Sheet PDF \(215 KB\)](#) | [RTF \(1.7 KB\)](#)

Contact Your Support Team

If you still have specific questions about EDMM BMEU mailings, contact the PostalOne!® Support team.

PostalOne!® Support
postalone@email.usps.gov
1-800-522-9085