

United States Postal Service®

INDUSTRYALERT

July 2, 2020

SMALL BUSINESS Every Door Direct Mail - Retail® DISCOUNT PROGRAM

Announcing the U. S. Postal Service Small Business EDDM-Retail® Discount Program as approved by the Postal Regulatory Commission (PRC) on June 30, 2020.

From August 1, 2020 through September 30, 2020, the U.S. Postal Service is offering Every Door Direct Mail - Retail® (EDDM- Retail®) mailers a 10 percent discount at the time of mailing. EDDM-Retail is a simple way for micro and small businesses to locally market their products and services to support their COVID-19 recovery efforts.

Nearly every sector of the economy is being impacted by the COVID-19 induced economic downturn – especially small local businesses.

The U.S. Postal Service is here to help, and hopes to maintain and grow Marketing Mail while meeting the needs of micro and small businesses as the country begins to recover from the COVID-19 pandemic. The Small Business EDDM-Retail Discount Program will:

- Provide postage price relief so micro and small businesses can reach 10 percent more customers for their investment using a simple to understand and easy to use tool which offers targeting by ZIP Code and delivery route
- Help printers, marketplace platforms and small business associations generate mail piece design and printing demand
- Provide marketplaces a tool to support their platform customers' growth
- Provide a valuable tool for small business associations to promote and support their members
- Support Postal Service efforts to stimulate economic activity through mail
- Grow relationships with micro and small businesses for both mail and shipping in conjunction with the micro business Package Loyalty program

The Small Business EDDM-Retail Discount Program is designed to be simple to understand and utilize by providing a 10 percent upfront postage discount for all EDDM-Retail mailings from August 1, 2020 through September 30, 2020. There is no need for businesses to sign up since the discounted price will be reflected at Post Offices at the time of the mailing or within the EDDM Online Tool.

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