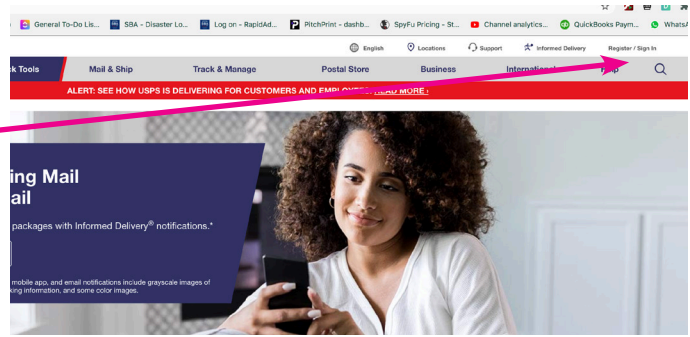


## SIMPLIFIED EASY STEPS

- 1- SIGN-IN to the USPS.com using  
Username: **AdAmericaOnline**  
Password: **AdAmerica0869**



Already have an account?

Enter Your Username and Password ①

\* Indicates a required field

\* Username

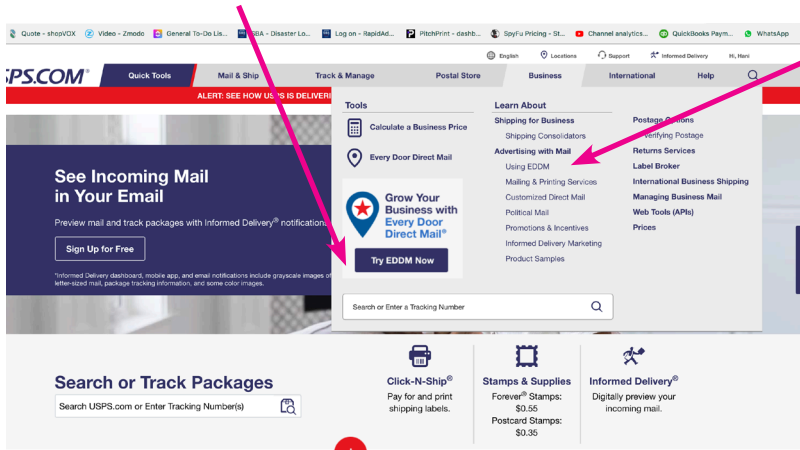
AdAmericaOnline

\* Password

\*\*\*\*\*

Sign In

- 2- Click on either **Grow Your Business with EDDM** or **Using EDDM**



- 3- If New to EDDM, please see pages 2-8

Otherwise, Remember to Choose  
**Pay at Post Office**



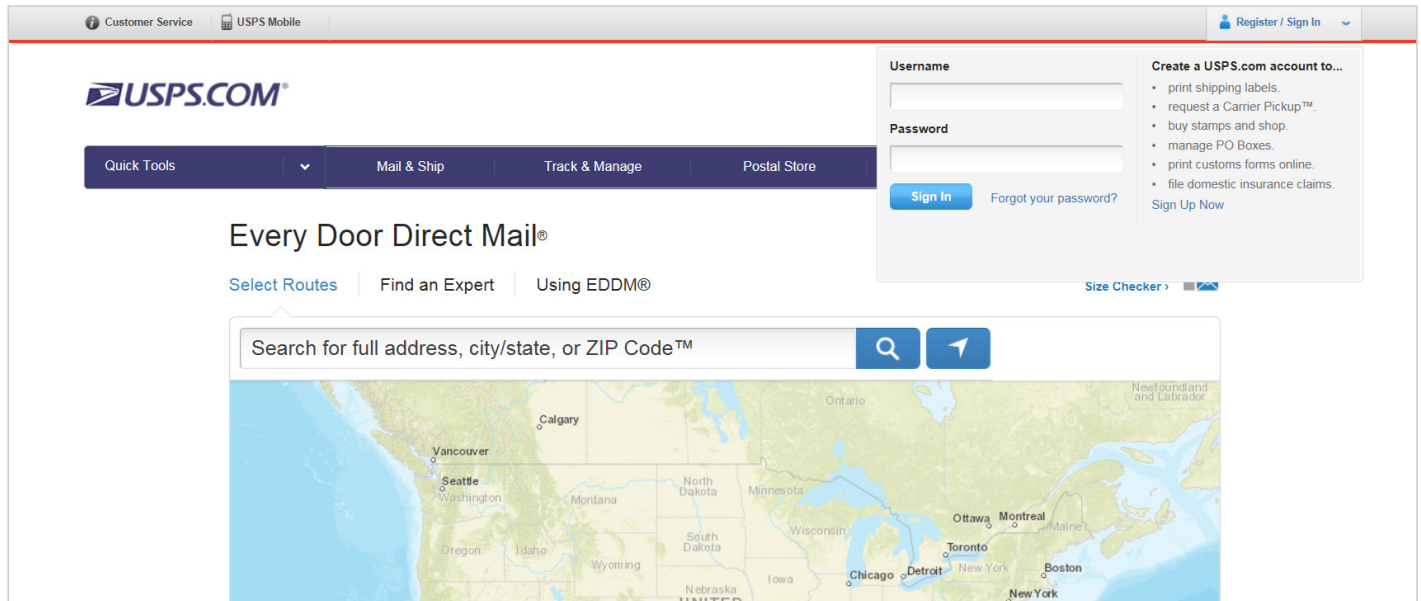
- 4- Email us your order number

Any questions, please call us at **866.674.7749**

# Enter Starting Location

## 1 To sign in to the EDDM® Tool,

select the Register/Sign In link in the global navigation. A flyout window will prompt you to sign in to your USPS.com® account. If you do not have an account, you can create a new one by selecting the [Sign Up Now] button on the right side of the flyout.

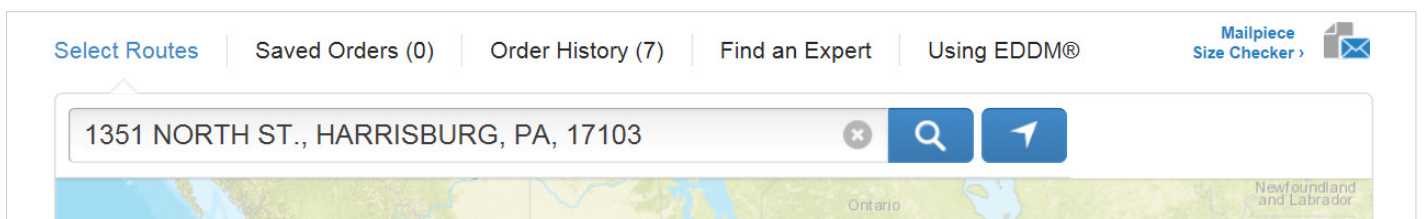


The screenshot shows the USPS.com homepage. At the top right, there is a 'Register / Sign In' link. A flyout window is open, prompting for a 'Username' and 'Password', with a 'Sign In' button and a 'Forgot your password?' link. To the right of the flyout, there is a section titled 'Create a USPS.com account to...' with a list of benefits: print shipping labels, request a Carrier Pickup™, buy stamps and shop, manage PO Boxes, print customs forms online, and file domestic insurance claims. Below the flyout, there is a 'Sign Up Now' button. The main content area features the 'USPS.COM' logo, a navigation bar with 'Quick Tools', 'Mail & Ship', 'Track & Manage', and 'Postal Store', and the 'Every Door Direct Mail' section. The 'Every Door Direct Mail' section includes links for 'Select Routes', 'Find an Expert', and 'Using EDDM®'. Below these links is a search bar with the placeholder text 'Search for full address, city/state, or ZIP Code™' and a magnifying glass icon. Below the search bar is a map of the United States with various cities labeled.

## 2 Begin your search to determine your mailing audience.

You can search by street address, city and state, or ZIP Code™ by entering in your search criteria into the text field within the search location box and selecting the magnifying glass button or hitting [Enter] on your keyboard.

*Note: If searching by city and state, you may be presented with the option to select up to five ZIP Code™ locations to target for delivery. This is accomplished by selecting the checkboxes that appear to the left of each ZIP Code™. It is also possible your search will result in more than one address result. If this is the case, you will need to select the appropriate address.*



The screenshot shows the USPS.com search bar. The search bar is located at the top of the page, below the navigation bar. It contains the text '1351 NORTH ST., HARRISBURG, PA, 17103'. To the right of the search bar are two buttons: a magnifying glass icon and a blue button with a white arrow. Below the search bar is a map of the United States with various cities labeled.

## 3 Results are displayed on the route table and map.


Selecting routes is covered on the next section.

# Choose Routes




RETAIL // Table View

## 1 Selection results are available in a table for all search options.

Results of the starting location search are displayed in the route table by indicating the total routes and the total possible deliveries. Selecting the [Show Table] tab will reveal the table overlaid on the map.

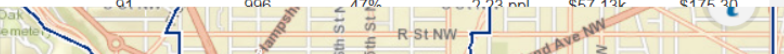
[Select Routes](#)
[Saved Orders \(0\)](#)
[Order History \(7\)](#)
[Find an Expert](#)
[Using EDDM®](#)
[Mailpiece Size Checker >](#)


20010

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Select All (23 routes) ▾							
20010-C001	831	10	841	--	--	\$55.23k	\$148.02
20010-C002	415	2	417	47%	2.30 ppl.	\$112.80k	\$73.39
20010-C004	108	84	192	--	2.50 ppl.	\$43.73k	\$33.79
20010-C007	528	31	559	--	2.80 ppl.	\$62.07k	\$98.38
20010-C008	724	42	766	--	--	\$40.40k	\$134.82
20010-C009	388	0	388	--	2.30 ppl.	\$114.36k	\$68.29
20010-C010	375	6	381	38%	2.95 ppl.	\$50.22k	\$67.06
20010-C011	725	16	741	47%	2.57 ppl.	\$49.55k	\$130.42
20010-C012	531	2	533	--	2.70 ppl.	\$50.53k	\$93.81
20010-C013	287	0	287	--	2.40 ppl.	\$135.76k	\$50.51
20010-C014	406	20	426	--	2.70 ppl.	\$55.79k	\$74.98
20010-C015	1177	14	1191	41%	2.40 ppl.	\$38.77k	\$209.62
20010-C016	785	30	815	44%	2.15 ppl.	\$49.17k	\$143.44
20010-C017	905	0	905	47%	2.23 ppl.	\$57.13k	\$175.30

Hide Table ▴




### Order Summary

Individual Routes Selected  
**0**

Post Office™ Drop-Offs >  
**0**

Total Delivery Addresses  
**0**

Approximate Cost   
**\$0.00**

[Continue](#)
[Save](#)

## 2 The Table view displays selection results and an approximate mailing cost

for flats only to be dropped at a local Post Office™ retail unit. The table view columns include the following data\*.

**ROUTE** / Identifies the particular route by ZIP Code™ and carrier route ID.

*Note that it is not possible to select a partial route.*

**RESIDENTIAL** / Indicates the number of residential delivery points in a given route.

**BUSINESS** / Indicates the number of business delivery points in a given route.

**TOTAL** / Indicates the total number of delivery points in a given route.

**AGE** / Indicates the percentage of each route that matches a given age range criteria.

**SIZE** / Indicates the average household size of a given route.

**INCOME** / Indicates the average household income of a given route.

**COST** / Indicates total estimated cost for mailings included within that route.

*\*Demographic data is based on U.S. Census Reports.*

## 3 Additional filters are available within the first 3 columns,

which can help narrow your search results. These filters include:

### A Select route types:

- City / Results will include delivery points where mail is delivered by a USPS® employee.
- Rural/Highway / Results will include delivery points where mail is delivered by a USPS or contract employee.
- PO Box™ / Results will include delivery points where mail is delivered to USPS Post Office™ Boxes. Includes personal and business boxes.

### B Select delivery types:

- Business & Residential / Results will include business and residential delivery points.
- Residential only / Results will only include residential delivery points.

When searching by a full address, it will also be possible to revise search results based on location radius. To accomplish this, you can use the location slider to revise search location by .25 mile increments. Remember that routes outside the selected radius will not appear. Expand your radius to include those routes. Selecting the [Apply] button will update the table view results with your selections.

## 4 Route demographics are shown on the route table.

Available demographics include age, household income, and household size\*. You can narrow your search results by selecting the column header for each demographic and selecting either [Show] or [Hide]. Selecting age shows the percentage of routes for the default age range of 25 to 44 years old. To edit this criteria, select the [Age] column header and move the indicators to the beginning and end of your desired age range. Once satisfied with the range, select [x] to close.

*\*Demographic data is based on U.S. Census Reports.*

## 5 Within the map view,

hovering over a route will show the route details, including selected demographic data, in the route summary pane. Selecting this route will add it to your selected list of routes in the table view.

Map Interaction for Tablet Users:

To View Route Information / First tap on a route

To Select a Route / Second tap on a route in hover state

To De-Select a Route / Third tap on a selected route

20007

×

🔍

ROUTE

20007-C024

RESIDENTIAL

385

BUSINESS

21

TOTAL

406

AGE 25-44

17%

SIZE

2.20 PPL

INCOME

\$116.46K

COST

\$71.05

Show Table

Order Summary

Individual Routes Selected

0

Post Office Drop-Offs

0

Total Delivery Addresses

0

Approximate Cost

\$0.00

Continue

- 6

All columns in the route table are sortable in ascending and descending order.

This can be accomplished by selecting the column header and selecting [Highest] or [Lowest] in each column flyout.
- 7

Within the route table view,

you have the ability to select routes by selecting anywhere within a row containing route information.
- Note: The possibility exists that your route selections will require you to drop-off mail pieces at more than one drop-off location. If this is the case, you will be prompted by an alert message that your selections require additional drop off locations. It is possible to continue forward with your order or remove that route from your selections.*

Select Routes

Saved Orders (0)

Order History (7)

Find an Expert

Using EDDM®

Mailpiece Size Checker

20010

×

🔍

📍

ROUTE

RESIDENTIAL

BUSINESS

TOTAL

AGE 25-44

SIZE

INCOME

COST

Select All (23 routes)

20010-C001

831

10

841

--

--

\$55.23k

\$148.02

20010-C002

415

2

417

47%

2.30 ppl.

\$112.80k

\$73.39

20010-C004

108

84

192

--

2.50 ppl.

\$43.73k

\$33.79

20010-C007

528

31

559

--

2.80 ppl.

\$62.07k

\$98.38

Order Summary

Individual Routes Selected

1

Post Office™ Drop-Offs

1

Total Delivery Addresses

Clear



## 8 When using the route table view,

the EDDM® map will change to indicate your selections. To view the changes within the map, select [Hide Table]. Your route selections on the map will be updated visually in the following ways:

The screenshot displays the EDDM map interface. At the top, there is a filter bar with tabs for ROUTE, RESIDENTIAL, BUSINESS, TOTAL, AGE 25-44, SIZE, INCOME, and COST. Below the filter bar is a 'Show Table' button. The map shows a portion of Washington, D.C., with various ZIP codes highlighted in different colors: 20006 (blue), 20004 (blue), 20001 (blue), 20565 (blue), 20228 (blue), 20024 (blue), 20021 (blue), 20022 (blue), and 20319 (blue). A red location pin is placed on the map. To the right of the map is the 'Order Summary' panel, which includes the following information:

- Individual Routes Selected: 0
- Post Office Drop-Offs: 0
- Total Delivery Addresses: 0
- Approximate Cost: \$0.00

At the bottom of the Order Summary panel are two buttons: 'Continue' and 'Save'.

- Your searched location will be indicated by a circular icon on the map.
- Hovering over a route within the table will apply a purple color to the route within the map.
- Selecting a business only route within the table will apply a green color to the route within the map.
- Selecting a residential & business route within the table will apply a blue color to the route within the map.
- Selecting a PO Box™ route within the table will add an orange icon to the map.

## 9 When selections do not meet Retail qualifications

(more than 200 but 5,000 or fewer deliveries per ZIP Code™ per day), a message appears indicating such. If your selections total more than 5,000 delivery points, you will be prompted to reduce that number.

## 10 A summary of your selected routes are shown in the Order Summary.

Included in the summary is the total number of routes selected, Post Office™ drop-offs, delivery addresses, and approximate cost.

- ## 11 Selecting the Post Office™ drop-offs text will display the drop-off details of your order.
- This includes the Post Office™ locations that you will need to drop off your order at, and which deliveries apply to which locations. You also have the option to deselect routes from your order as they apply to certain Post Office™(s).

The screenshot shows the 'Order Summary' panel with the following information:

- Total Delivery Addresses: 14555
- Approximate Cost: \$2547.13

A red warning message is displayed below the cost:

**— Your Every Door Direct Mail order cannot exceed 5000 pieces. Please reduce your order amount to continue.**

At the bottom of the panel are two buttons: 'Continue' and 'Save'.

If mailing more than 5,000, please call us at **866.674.7749** we will set that up for you

# Select Drop-Off Date & Payment Options

This flow will allow you to select a Drop-Off Date for your mailings and will include a summary of all information pertaining to your EDDM® order including:

- Total Deliveries
- Drop-off location, hours, address, and contact information
- Scheduled drop-off date
- Total order cost
- By-For flow (Optional)

## RETAIL // Select Drop-off Date & Payment Options

### 1 First you must select a drop-off date for your EDDM® mailings using the calendar.

*Note: Dates may be selected up to 30 days in advance.*

Select Routes | Saved Orders (0) | Order History (7) | Find an Expert | Using EDDM® | Mailpiece Size Checker >

### Order Summary

Individual Routes Selected  
1

Post Office™ Drop-Offs >  
1

Total Delivery Addresses  
417

< Back to Map

### Select Drop-Off Date & Payment Options

September 2016

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

\*Choose Company/Mailer Name  
Select Company/Mailer Name

[Creating this order for someone else? \(Optional\)](#)

☐ I have read, understand and agree to the [Terms & Conditions](#).

Take order to Post Office™: --/--

Total Cost: \$--.--

Pay at Post Office™ | Pay Online

Save

### 2 Select a Company/Mailer name from the drop-down.

### 3 Select Mailer ID from drop-down.

### 4 Once you have agreed to the Terms & Conditions,

you will be presented with the option to pay at your local Post Office™, pay online, or save for later.

For Full service, You  
Must choose  
**PAY AT POST OFFICE**

# Order Confirmation & Print Forms

RETAIL // Order Confirmation & Print Forms

## Thank You for Your Order

Don Smith  
Account # - 34660659  
CRID # - 94800535

Your Order Number: **105023**

Post Office™ Drop-offs Required: **1**

Individual Routes Selected: **1**

Delivery Addresses: **417**

Cost of Order: **\$73.39**

Payment Method: **Pay at Post Office™**

Drop Off Order On: **Thursday, September 22, 2016**

Check your email for an order confirmation.

Other Actions

- [Select a New Route ›](#)
- [View Saved Orders ›](#)
- [View Order History ›](#)
- [Add Order as a Favorite ›](#)
- [Cancel Your Order ›](#)
- [Find an EDDM® Expert ›](#)

### What do I do next?

- 1. Double-check your mailpieces.**

We have certain restrictions on the size of mailpieces sent and how they should be labeled for mailing. You can use our [Mailpiece Size Checker](#) or read our [EDDM® Quick Reference](#) guide to make sure your mailings will be accepted.

If you would like assistance creating or preparing your mailpieces, choose from one of our affiliated, third-party vendors. Many printers can help you format, design, print, and prepare your mailing. [View Mailing & Printing Services ›](#)
- 2. Prepare your mailing bundles.**

We recommend that for each route, you bundle your mailing in stacks of **50-100** mailpieces. Bundles may not be higher than 6".
- 3. Print out your processing forms.**

Facing Slips and the Mailing Statement forms tell the Postal Service™ how to process and deliver your order.

You will need to have **1** separate Facing Slip for **each** bundle you create.

*For example:*  
*Bundles of 50 would require 9 Facing Slips.*  
*Bundles of 100 would require 5 Facing Slips.*

WASHINGTON POST OFFICE™ FACILITY (1 route, 417 deliveries)  
20010-C002                      417 deliveries

[Download Facing Slips \(PDF\) ›](#)

[Download Mailing Statement \(PDF | USPS Form PS3587\) ›](#)

To print all pages at once click here:

You can email us your order number

or  
You can download the forms and email us

1

**The order confirmation page will include a summary of the information**

pertaining to your EDDM® order. This includes:

- Total deliveries
- Total order cost
- Scheduled drop-off date
- Post Office™ drop-offs
- Payment method