

EDDM

- File has to have a bleed of at least .125"
- All info/important pictures need to be at least .25" from the edge (so they don't get cut off)
- The address of your business needs to be on the same side as the mailing panel side (think of this like a return address when mailing something but it doesn't have to be in the upper left hand corner, just somewhere on the same side)
- You need to leave enough white space on the mailing panel side for both the mailing names/addresses and indicia. This space has to be at least 3.625" from the right and 2.5" up from the bottom.
- Images at least 300 DPI (you can do lower resolution pictures, however they will print blurry or pixelated)
- Save as .pdf (or a workable file like .indd or .ai)
- When picking routes, they cannot be split. Must be full route
- Mailing has to be between 200 and 5,000 pieces per zip code, per mailing
- Route names – the C stands for City route, the R stands for Rural
- Payment has to accompany mailing when delivered