



POSTAL NEWS

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Every Door Direct Mail – Retail for Small Businesses Now Even Easier to Use *Features New Online Mapping Tool and Credit Card Payment*

Every Door Direct Mail b-roll: <http://www.uspsvideo.com/video/171/every-door-direct-mail-b-roll>

WASHINGTON — An online mapping tool and credit card payment are two new enhancements to Every Door Direct Mail – Retail that are making it easier for small businesses to reach the customers who matter most — those in their own neighborhoods.

First launched as a test product in 2011, Every Door Direct Mail – Retail is a simple, affordable service from the U.S. Postal Service that allows local businesses to reach customers without the need for names or addresses. The new online mapping tool facilitates selection of the neighborhoods, cities or ZIP Codes to which the user wishes to market. For added convenience, credit cards are now accepted for both online and Post Office postage payment.

Every Door Direct Mail – Retail also now includes improved search functionality and the ability to create mailings up to 30 days in advance of the mailing date.

“We learned a lot in the last year and a half about how to make the product better, but most of all, we learned just how much the small-business community would use a product that is affordable and easy to use,” said Gary Reblin, vice president, New Products and Innovation. “Local businesses have seen as much as 10, 20 and in some cases, more than 30 percent response rates on their Every Door Direct Mail – Retail campaigns,” said Reblin.

Every Door Direct Mail – Retail can be used with a wide range of formats, from oversized postcards to fliers. It’s ideal for promoting sales and special events or for announcing new businesses to a community. Mailing permits are not required, and at a postage cost of 16 cents per piece, Every Door Direct Mail – Retail is a cost-effective way to place coupons, menus and promotional calendars into the hands of customers and prospective customers.

Every Door Direct Mail – Retail customers can drop off their mailings at their local Post Offices. U.S. Postal Service letter carriers will deliver the mailings to every address along chosen routes.

“Our data show that Every Door Direct Mail – Retail has been a great product to drive repeat business to the Postal Service, and it’s been a great product to drive repeat business to our small-business customers,” said Reblin.

For more information about Every Door Direct Mail – Retail, visit usps.com/everydoordirectmail.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

For reporters interested in speaking with a regional Postal Service public relations professional, please go to <http://about.usps.com/news/media-contacts/usps-local-media-contacts.pdf>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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