



# Full Service Every Door Direct (EDDM) Rates

Let Planet Marketing help you advertise to your community for less! With our full-service EDDM print and mail service, we can help you get your message delivered to customers in the areas that you want. Our EDDM full service option will save you time, money and give you the best possible opportunity to reach your target market.

## NO HIDDEN FEES

The prices below include full color printing front & back on thick 16pt UV Coated or Matte Postcards, EDDM postage Paid, EDDM paperwork, preparation and delivery to the post office. We have templates for the real estate industry we can use for a \$25 set-up, or you can use your own designer, and we can take care of the printing and mailing. We can also do custom design work for a fee.

Size	Paper	Quantity	Rate
9"X6.25"	16pt UV Coated or Matte Stock	Under 500	0.95
		500-749	0.77
		750-999	0.64
		1,000-2,499	0.59
		2,500-4,999	0.53
		5,000-9,999	0.47
		10,000	0.46

Size	Paper	Quantity	Rate
11"X6"	16pt UV Coated or Matte Stock	Under 500	0.97
		500-749	0.79
		750-999	0.74
		1,000-2,499	0.69
		2,500-4,999	0.58
		5,000-9,999	0.53
		10,000	0.51

Size	Paper	Quantity	Rate
8.5"X11"	16pt UV Coated or Matte Stock	Under 500	1.04
		500-749	0.87
		750-999	0.74
		1,000-2,499	0.71
		2,500-4,999	0.61
		5,000-9,999	0.56
		10,000	0.53

Need pricing on other sizes or print only options, please email us at [jason@planetmkt.com](mailto:jason@planetmkt.com)

The prices include full color printing front & back on thick 16pt UV Coated or Matte Postcards, EDDM postage Paid, EDDM paperwork, preparation and delivery to post office. Standard turnaround is 4-6 business days from the time the artwork is approved, but rush options are available. \*Rates as of 2/1/2024 but subject to change due to post office rates/changes.



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[realtorprint.com](http://realtorprint.com)

SEE WHAT WE ARE DOING ON *Instagram*  
 planetmarketing23

# Bulk Mail Rates

Although our EDDM (Every Door Direct Mail) service is great for targeting a specific area, many of our clients need traditional bulk-mailing print and mail service. If you find rates lower than what you see below, contact us, and we will always try to beat them. Our EDDM full service option will save you time, money and give you the best possible opportunity to reach your target market.

## NO HIDDEN FEES

The prices below include full color printing front & back on thick 16pt UV Coated or Matte Postcards, Postage Paid, addresses labeled on the postcard, paperwork completed, preparation and delivery to the post office. If you need the postcard designed, we charge \$40-\$60 (depending on size and amount of info), or you can use your own designer, and we can take care of the printing and mailing.

## USPS Bulk Mail (Marketing Mail)

Quantity	200-499	500-999	1,000-2,499	2,500-4,999	5,000-9,999	10,000+
Standard Size 6"X4"	\$0.90	\$0.85	\$0.75	\$0.70	\$0.65	\$0.60
Jumbo Size 9"X6"	\$1.10	\$1.00	\$0.85	\$0.75	\$0.70	\$0.65
Deluxe Size 11"X6"	\$1.40	\$1.10	\$1.00	\$0.90	\$0.80	\$0.75
Mega Size 11"X8.5"	\$2.10	\$2.20	\$2.00	\$1.90	\$1.80	\$1.70

Other sizes and options available. \*Rates subject to change due to postage increases.

## Traditional Bulk Mail vs EDDM

### Traditional Mail Benefits

#### HIGHLY TARGETED

Targeted mailing lists can be as narrowly or broadly tailored as you need them to be and can be based on specific factors. Need a list of individuals with distressed properties, or a list of individuals who rent, with a mailing list service, you can find that info.

#### PERSONALIZATION

In addition to targeting the correct demographic for your campaign, your direct mail piece can be personalized based on that audience.

#### INCREASED RELEVANCE TO PROSPECTS

Personalized marketing pieces with relevant content can and often do make the difference between recipients tossing "junk mail" into the garbage or having their interest engaged, drastically increasing your return on investment (ROI) when compared to that of generic marketing campaigns.

### EDDM Benefits

#### MAILING LISTS NOT REQUIRED

Up to 85% of your business's customers come from the five-mile radius surrounding it. EDDM draws from this statistic and allows you to focus your marketing efforts on defined postal routes surrounding your business, without the need for a list of names and addresses.

#### NO POSTAL PERMIT NEEDED

EDDM mailings of up to 5,000 do not require a postal permit, saving you the cost and trouble of purchasing a permit each year.

#### LOWER COST THAN TARGETED MAILING

One of the most appealing aspects of EDDM is its low postage rate (19.4 cents per piece). Mailing set-up fees are also much lower compared to traditional bulk mailing campaigns.





## What is EDDM?

EDDM stands for Every Door Direct Mail. EDDM®, is a simple, cost-effective solution to geographically target the neighborhoods that include the ideal customers and clients for your business.

## 4 Reason why more clients are choosing EDDM Marketing:

- 1 Reach customers at home.**  
Get messages, Just Listed/Just Sold properties, Open House announcements and more directly into the hands of your target consumer.
- 2 No more mailing lists.**  
Let the USPS do the work of creating precise lists to saturate specific areas, saving you the hassle and cost of generating your own.
- 3 Flexible size ranges.**  
Choose from our diverse selection of size and finishing options that fit into the USPS's EDDM restrictions for virtually endless marketing possibilities. Go up to 15"X12" in size.
- 4 Amazingly low-cost.**  
Whether you choose our full-service or print-only EDDM options, the incredibly low price of postage (currently around \$.21 cents per piece) allows you to target more prospects.

### Full-Service EDDM

**Our Full-Service EDDM solution takes the guesswork out of the EDDM process.** We can help you choose your routes, get the right artwork, and we'll take care of the postage, paperwork and delivery. See our rate sheet on the reverse for our full-service rates.

### Print-Only EDDM

**A solution for individuals who like to handle the paperwork and postage themselves.** We print and ship the postcards to you... You handle the paperwork, facing slips, and deliver to the post office.