



MAGNETS BY PAC
10930 Endeavour Way, Ste. E
Largo, FL 33777

Quick and Convenient

You Can Now Do a Saturation Standard Mailing Right at Your Local Post Office!

**Every Door Direct Mail
EDDM Retail**

**Now available through the
United States Postal Service!**

How would you like to mail at the Post Office the day before you need it in homes?

It is now possible for you to have complete control of your bulk mailing!

We will print the unique EDDM Retail Indicia & Address for FREE!

Just fill out a ticket for each bundle of 50 pieces!

Each bundle is secured with rubber bands.

Mail 200 or up to 5,000 per day!

Postage is always 14.2¢

Mail the quantity you want, whenever you want and pay the postage when you drop off your mail.

No more lists, No more addressing, No Permit Charge!

- **Have Total Control Over Your Mailing!**
 - Never question if your mailing made it safely and on time to the local post office again!!
- **No Charge for List!**
 - You never need to buy an address list again!
- **No Charge for Addressing!**
 - You will never need a mail house to ink-jet a residential or business address on your magnet mailer!
- **No Charge for Drop Shipments!**
 - Never pay for those Drop Shipments again!
- **Postage is Always 14.2¢ Each!**
 - This Never Changes!
- **Pay the Postage at Time of Mailing!**
 - No more sending your postage payment in advance!!
- **Larger Quantity at Lower Price!**
 - Get a discount when buying your magnet mailers in larger quantities. Keep them stored at your business and never again miss an opportunity to mail when needed!
- **Business Slow? Boost your Sales with a Mailing! FAST!**
 - No need to buy extra supplies or staff extra help.
- **Under Staffed? Hold off on Mailing!**
 - Control, control, control!
- **Have Your Workers Prepare a Mailing!**
 - It's easy to do and it will be ready for when you go to the post office.
- **Mail Larger Volumes for Peak Pizza Days throughout the Year!!**
 - Get a jump on the Top Pizza Sale Days of the year! Super Bowl Sunday, New Year's Eve, New Years Day, Halloween, the Night before Thanksgiving and the Last Day of School!



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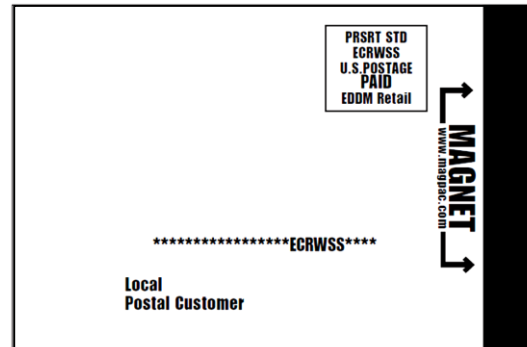
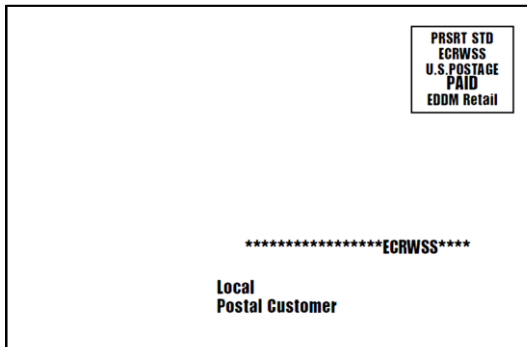
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— How to get started with an Every Door Direct Mailing —

- **Choose the size of your Postcard Mailer**
 - 6³/₈" x 8" x 10 pt Card Stock • UV Coated on Front
 - 6³/₈" x 9¹/₂" x 10 pt Card Stock • UV Coated on Front
- **Cost is 6.8¢ each for a Postcard with no Magnet**
- **Cost is 9.8¢ for a Postcard with a 6³/₈" x 1" x .010" Magnet Attached on Back.**
 - Minimum Quantity is 5,000
 - Colors: 4/1
 - Plus 4 Color Process Plates on Front = \$80.00 (One-Time Charge)
 - First Black Variable Plate on Front is FREE.
 - To change the expiration date, coupons, etc. on reorders, you pay only \$30.00
 - The EDDM Indicia and Address is Printed on the Back for FREE.
 - Additional Black Print on Back is \$30.00 for the plate, the printing is FREE.
 - Call for Shipping Quote. Limited Time Offer. Price is subject to change.
- **Special Indicia and Simplified Address will be Pre-Printed on the Back of Your Card.**
 - The back plate is FREE if you choose to only have indicia and address printed.



- **Register on-line for your FREE Customer Registration Identification.**
 - Sign up at: <https://gateway.usps.com/bcg/login.htm>
- **Choose Your Carrier Routes**
 - Go to: <https://smp.usps.gov/>
 - Under “EDDM Retail” where it asks...
 - “Do you have a Customer Registration Identification provided by USPS?” Click “Yes” and follow the steps.
- **Stop at Your Local Post Office to Obtain Sacks for Your Every Door Direct Mail.**
- **Prepare all pieces for the same Route in Bundles of 50, so far as practicable.**
 - For your convenience, your order will be box in groups of 50 pieces. Also, we will include Rubber Bands and Sack Labels when we ship your order!
 - The On-Line USPS Program prints Facing Slips, a Manifest and Form 3587.
 - Fill out Facing Slip and place in the front of your bundle.
 - Secure bundle with the required #64 rubber bands.
 - Fill out Sack Label and stick it in the 2” label holder pocket.
 - Fill in Form 3587 and take it and the manifest with you when dropping off Your Mailing.

For More information, View the “Every Door Direct Mail SMP User Guide” at:
http://www.usps.com/promotions/_pdf/smp_user_guide.pdf
 Your Local Mailing Requirements Office is there to help you learn the EDDM site.
 There are two ways to do an EDDM Mailing, so be sure to use “EDDM RETAIL”



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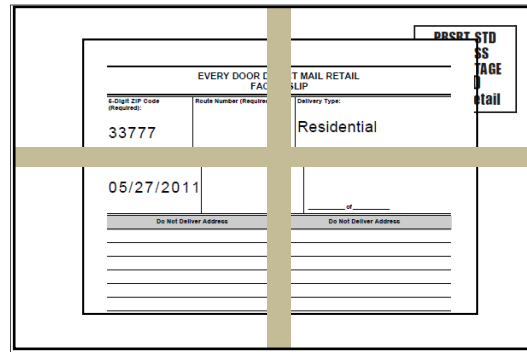
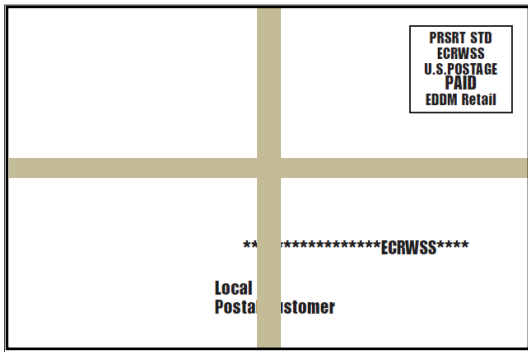
— Additional Information – Bundles and Facing Slips —

Bundles

- There needs to be 50 pieces in each bundle and they must all be for the same carrier route.
- For bundles under the minimum, show the actual number of pieces on facing slip.
- All pieces in a bundle must be faced (arranged in the same direction), with the facing slip secured in the back (address side).
- When using rubber bands to secure bundles, use at least one band to encircle the length of the bundle and use at least one band to encircle the girth of the bundle.
- Use #64 Rubber Bands

Facing Slips

- Each bundle needs a Facing Slip
- The USPS program will generate your slips.
- You will need to print copies for each bundle.



- Most of the information is already printed on the slip, you will need to fill in the following.

| EVERY DOOR DIRECT MAIL RETAIL FACING SLIP | | |
|---|--|--|
| 5-Digit ZIP Code (Required): 33777 | Route Number (Required): C001 | Delivery Type: Residential |
| Date: 05/27/2011 | Total # of Mailpieces per Bundle: 50 | Total # of Bundles: 1 of 18 |
| Do Not Deliver Address | | |
| Satellite Mail Description: Standard Mail Flats | | |
| Carrier Route: [Blank] | | |

- The Carrier Route
- Number of pieces in bundle
- Total number of bundles

And

- Saturation Mail Description, which will always be:

Standard Mail Carrier Route Flats

Once you prepare your bundles, sacks and paperwork, you will have 30 days from the date on the facing slips to enter your mailing to the postoffice.



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— Additional Information – Sacks and Sack Labels —

- Visit your local postoffice to obtain sacks for your Every Door Direct Mail
- If you are doing more than one zip code, use one sack per zip code.
- Sacks come with a tie at the top and a 2-inch label holder pocket.
- Sack Labels must be on white 2" x 3½" 70-pound stock Paper and will go in the label holder.
- Your Sack Labels can be hand written but need to be legible.

| | |
|-----------------|-------|
| CLEVELAND OH | 44114 |
| STD FLTS CR-RTS | |
| CLEVELAND OH | |

- 1st Line is the City, State & Zip of the facility you are dropping it at.
- 2nd Line is the Content. It will always be —STD FLTS CR-RTS—
- 3rd Line is the City & State of the facility that is mailing it out. This line will always be the same as line 1, except leave off the zip code.



Sack Weight Limits:

- Must not exceed 70 pounds

Weight per Mailpiece:

- Postcards with no Magnet attached – *Approximately*
 - 6¾" x 8" = .30 ounces each piece. Weight per Bundle = 1 pound
 - 6¾" x 9½" = .35 ounces each piece. Weight per Bundle = 1 pound 2 ounces
- Postcards with 6¾" x 1" Magnet Attached – *Approximately*
 - 6¾" x 8" = .38 ounces each piece. Weight per Bundle = 1 pound 3 ounces
 - 6¾" x 9½" = .44 ounces each piece. Weight per Bundle = 1 pound 6 ounces

Once you prepare your bundles, sacks and paperwork, you will have 30 days from the date on the facing slips to enter your mailing to the postoffice.

Contact us at: MAGNETS BY PAC ☎: 727/541.6280 | 📠: 727/544.0922 | ✉: info@magpac.com

