

*If EDDM® is not the right tool for your business,
but you are still interested in Direct Mail, Integra can
help develop a mail strategy using your list or ours.
We have a full service mail department at your disposal.*



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**PRINT.
MAIL.
SAVE.**



**Every dollar spent in direct mail
results in \$12.76 in revenue!**

– The Direct Marketing Association.



Direct Mail Experts

Integra has been involved with EDDM® since its introduction in 2011. We have extensive knowledge of the program and have mailed millions of pieces nationwide. Our program provides an outstanding return on your investment, and is easy to cost justify.

Do you want more customers? Let Integra help!

WHAT IS EVERY DOOR DIRECT MAIL?

Every Door Direct Mail (EDDM)® is a new program by the USPS that allows businesses to mail as low as 21.9 cents. You can mail postcards, brochures, menus, product sheets, samples or anything else. Integra will review your material to make sure it qualifies for EDDM.

DO I NEED A MAILING LIST?

No. Integra simply designs your mailing piece to meet the EDDM® requirements and the post office will deliver your piece to the mailing routes you choose and geo-targeted by location, zip code or city.

WHO CAN I MAIL MY MARKETING MESSAGE?

Every Door Direct Mail allows mail delivery to all homes and businesses in the carrier route you desire. Each zip code is comprised of many different routes. Each route consists of approximately 300-600 homes and businesses. You also have the option to deliver to residents only.

WHERE DO I FIND THE ROUTES?

Integra will provide a comprehensive map for your reference. The map will show all the routes in your area, and we can assist you in targeting the specific routes you want your marketing message to hit.

CAN I TARGET NATIONWIDE LOCATIONS?

Absolutely. With Integra's unique program developed with the USPS, we can deliver EDDM® mailings anywhere in the country.

HOW DO I GET STARTED?

Contact Integra today! We will supply you with detailed information and help you create a customized mail strategy that will provide amazing results.

DOES MY PIECE GET INSERTED INTO AN ENVELOPE WITH OTHER ADVERTISERS?

No. Your marketing piece is a standalone mailer. The recipient sees it as soon as they get their mail. This increases the response rate.

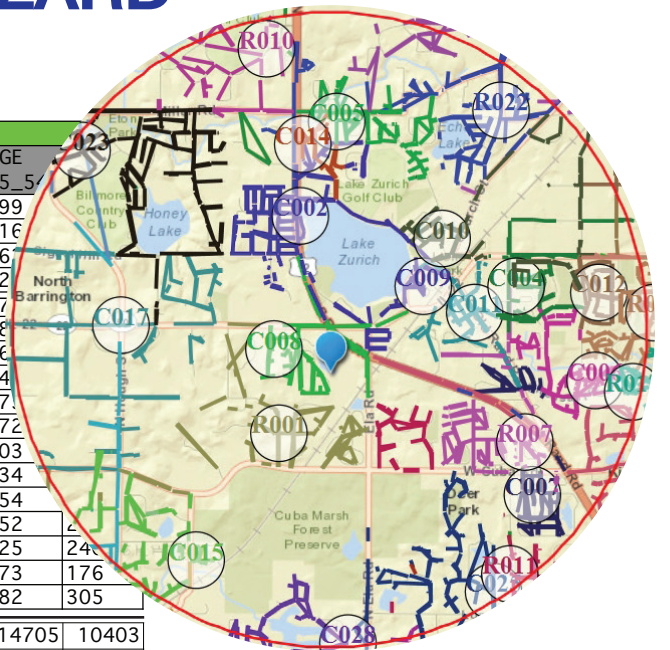


“Discover The Possibilities”



EDDM WIZARD

ZIP	CRID_ID	BUS	RES	TOTAL	MED_INC	AGE 20_24	AGE 35_44	AGE 45_54		
60010	C002	77	494	571	56805	36	143	199		
60010	C017	2	390	392	112520	56	170	316		
60047	C011	56	539	595	77015	122	384	367		
60010	R014	45	197	242	147519	100	324	52		
60010	C014	5	365	370	139763	80	245	37		
60010	C021	13	374	387	138686	37	198	28		
60047	C004	50	513	563	91873	61	212	26		
60047	C007	9	501	510	107719	107	314	44		
60047	C012	118	257	375	104156	72	283	37		
60010	C028	0	407	407	127183	40	237	372		
60010	C033	1	415	416	160458	72	256	503		
60047	R005	108	429	537	142912	51	180	334		
60010	C023	1	368	369	126211	30	162	254		
60047	C009	38	524	562	85605	118	319	352		
60047	C010	135	279	414	90403	88	257	325		
60010	C015	0	386	386	91459	43	187	273		
60010	R001	0	413	413	129380	71	254	382		
Totals:			1038	16256	17294	4470329	2884	9735	14705	10403



MAP

Integra's proprietary program "EDDM Wizard" will supply you with a map of the desired radius of your location. The map will show, in detail, all the carrier routes within that area.

REPORTS

Accompanying each map will be a report showing valuable information for each route in your area. Information includes distance from your location, average home values, average incomes, median age, number of businesses, residents, homes and apartments/condos.

CONSULTATION

We will work with you to develop a specific mail strategy to provide the greatest results for every dollar spent. There may be certain areas you want to target, and some you don't. We will also help determine the frequency of the mail drops and the quantity of each drop. When complete, your direct mail campaign will be customized to your needs and your budget.

TURN-KEY SOLUTION

Integra will print your mail piece, prepare the mailing, process the paperwork and deliver to the post office. Including postage, the total cost is still almost 1/2 the price of a postage stamp.

“The Benefits of Every Door Direct Mail”



PRINTING • DESIGN • FULFILLMENT

Postage Only 21.9¢