55PRINTING / EDDM RETAIL

EDDM drop-off planning worksheet

Work back from your campaign date. Fill in dates from your printer and local Post Office.

Campaign	Event or offer date	Target in-home window

1. Work back from postal drop-off

Set the drop-off and backup first. Then work up the table to schedule your artwork and proof.

Milestone	Date or window	Source, person or confirmation
Artwork approved		
Print order paid		
Print production finishes		
Printed cartons arrive		
Bundles and paperwork ready		
USPS drop-off		
Backup drop-off		

2. Record the route groups

Use the USPS EDDM tool for eligible routes, piece counts, and the designated Post Office.

ZIP / route group	Pieces	Designated Post Office	Drop-off date

3. Confirm what you will bring

Check the current instructions for route bundles, facing slips, PS Form 3587, and postage.

Bundles and paperwork checked by	Postage plan and receipt

Example only / Drop-off on Friday

Prior Friday: approve and pay. Tuesday: printing finishes. Thursday: receive cartons and bundle.

Friday: drop off at the designated office. Confirm a later backup date with that office.

Use your own production, transit, and USPS dates. The in-home window is a planning estimate.

USPS EDDM instructions **USPS mail preparation rules** **55printing EDDM quotes** **EDDM timing guide**

Set printing, preparation, and postage out as separate costs when you plan the job.