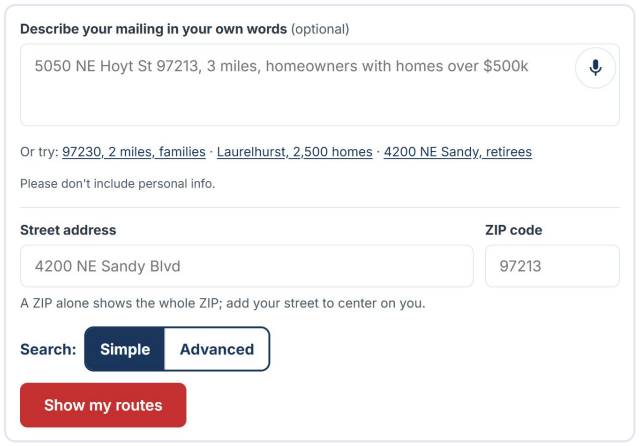
How to pick your EDDM routes

Our free route picker: himpress.com/eddm.html · No account, no sign-up

Every Door Direct Mail (EDDM) puts your piece in every mailbox on the routes you choose — no mailing list needed. Our route picker finds the routes for you and shows how many homes they reach and the USPS postage, then sends your plan straight to us. We do the rest: print, bundle and the USPS paperwork.

1 Tell us where

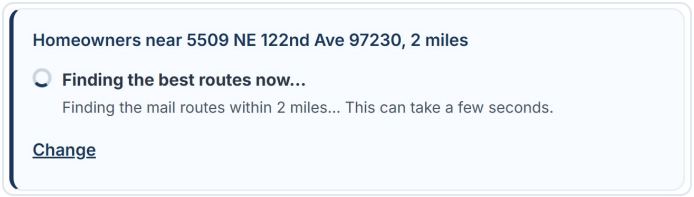


Describe your mailing in your own words — or skip this box, it's optional. For example: *Homeowners near 5509 NE 122nd Ave 97230, 2 miles*. Or click one of the **Or try** examples. Prefer to talk? Tap the microphone and say it. Please don't include personal info.

Or just type your **street address** and **ZIP code**.

Search: Simple uses the distance in your words (like "2 miles"), or 1 mile if you don't say. You can change the area on the map in step 2. Choose **Advanced** to set **1 to 5 miles** yourself, or **Draw my own area** on the map (the button becomes **Show the map**).

Click the red **Show my routes** button. The search area turns into a card while we find your routes. **Change** takes you back to edit what you typed.



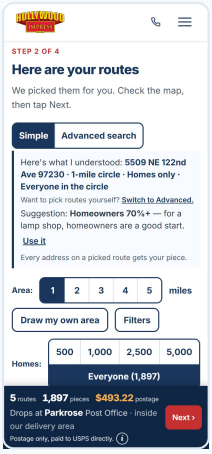
2 Check your routes

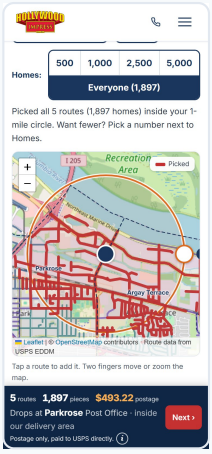
With **Simple**, step 2 opens with your routes already picked. Picked routes are **red** on the map. The bar along the bottom keeps a running total of routes, pieces and USPS postage.

Simple picks the routes for you. **Advanced** is for picking routes by hand. Switch any time with **Simple | Advanced search** under the heading. Your picks are kept.

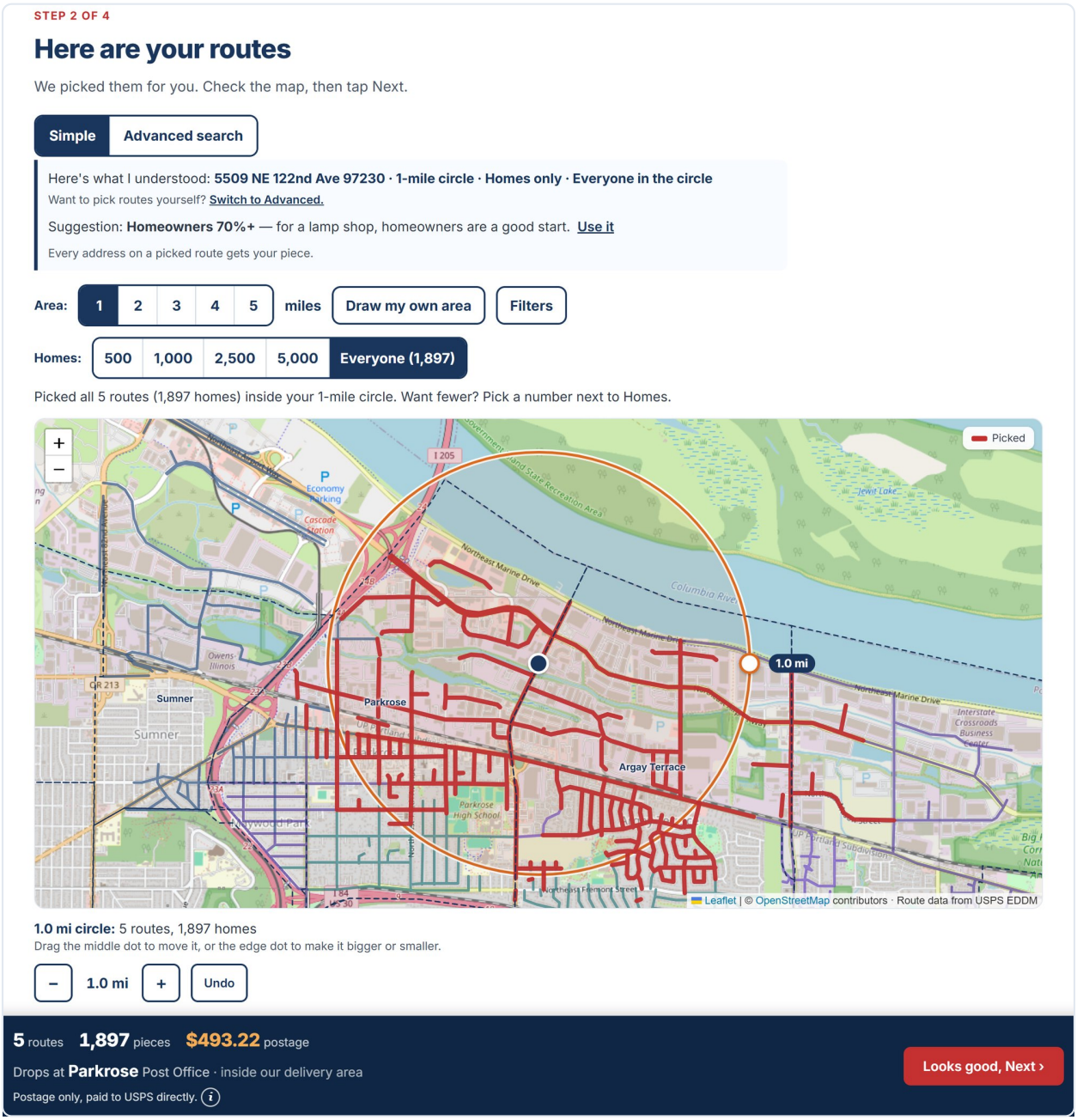
On a phone? It works the same way (pictured). Scroll down to the map. Tap a route to add or drop it; two fingers move or zoom the map.

Next page: the Simple view on a computer, one button at a time.





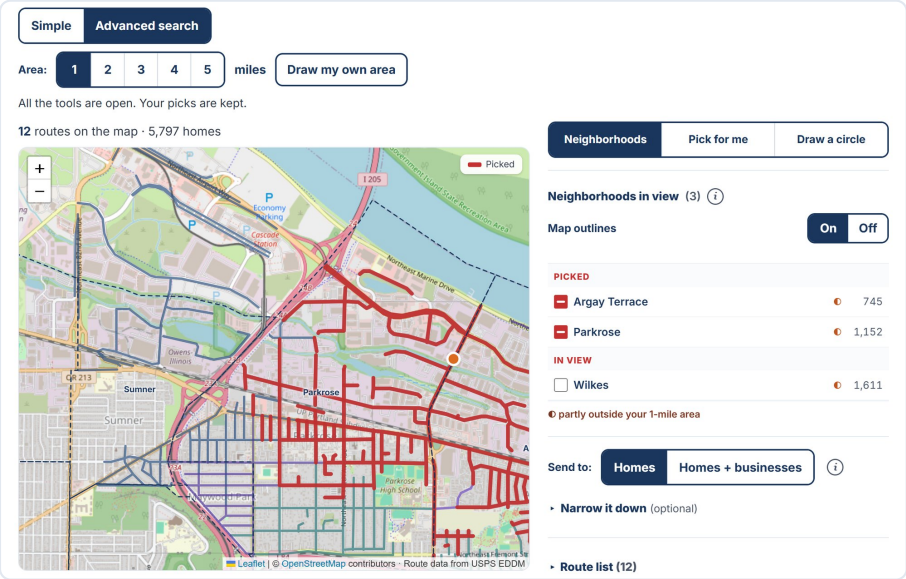
Step 2 on a computer: the Simple view



Here we typed *I sell lamps at 5509 NE 122nd Ave 97230*. The picker drew a 1-mile circle and picked every route in it.

- **Here's what I understood** shows what the picker took from your words or address. Not quite right? Change it with the buttons below.
- **Suggestion** (sometimes): a filter that suits your kind of business. Click **Use it** to turn it on.
- **Area:** 1 to 5 miles around you. Or **Draw my own area**: drag on the map for a new circle, then drag its middle dot to move it or its edge dot to resize it.
- **Homes:** about how many to reach, from 500 to 5,000, or **Everyone** in the area. The picker takes the routes nearest the middle.
- **Filters:** homes only or homes + businesses, income, ages, household size, homeowners, home value. Filters pick neighborhoods where that audience is common: every door on a picked route gets your piece.
- **The map:** click any route to add or drop it. A plain mouse scroll moves the page; **Ctrl + scroll** (Cmd + scroll on a Mac) zooms the map.
- **The bar** shows your routes, pieces, USPS postage and Post Office. Happy? Click **Looks good, Next**.

Rather pick routes by hand? Switch to Advanced



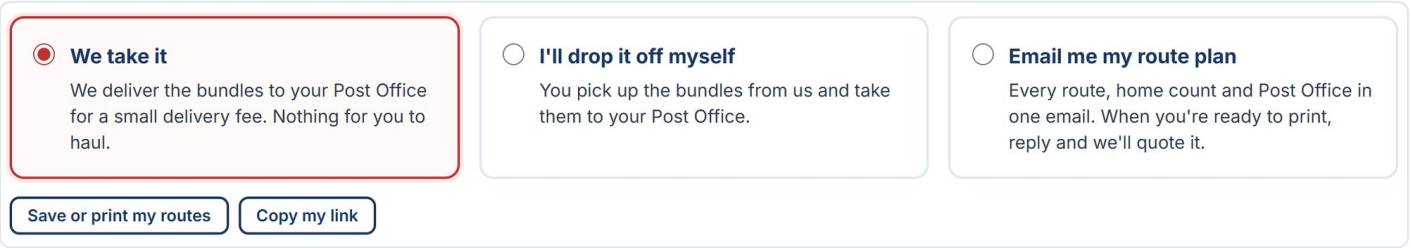
Click **Advanced search** under the heading (or **Switch to Advanced**). All the tools sit beside the map:

- **Neighborhoods:** tick neighborhoods in the list (Portland and Vancouver). Untick to take them off.
- **Pick for me:** choose about how many homes, then click **Pick this many**.
- **Draw a circle:** drag on the map, then click **Done**.
- **Narrow it down:** the same filters as Simple.
- Click any route on the map to add or drop it.
- All set? Click **Next: drop-off** in the bar.

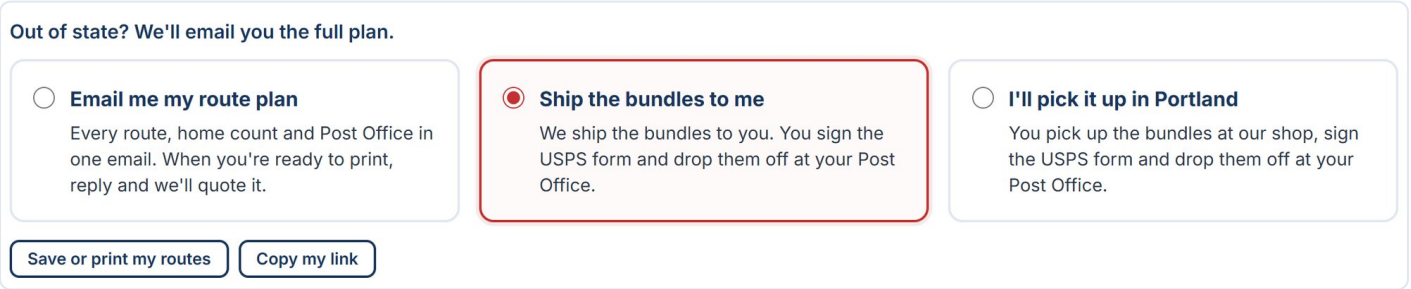
3 Choose how you want to mail it

Click **Looks good, Next**. You'll see your Post Office and whether it's inside our delivery area: Post Offices around Portland, Vancouver and along I-5 to Salem and Longview. **Inside the area**, choose:

- **We take it:** we deliver the bundles to your Post Office for a small delivery fee.
- **I'll drop it off myself:** you pick up the bundles from us and take them to your Post Office.
- **Email me my route plan:** we email you every route, home count and Post Office. Reply when you're ready to print and we'll quote it.



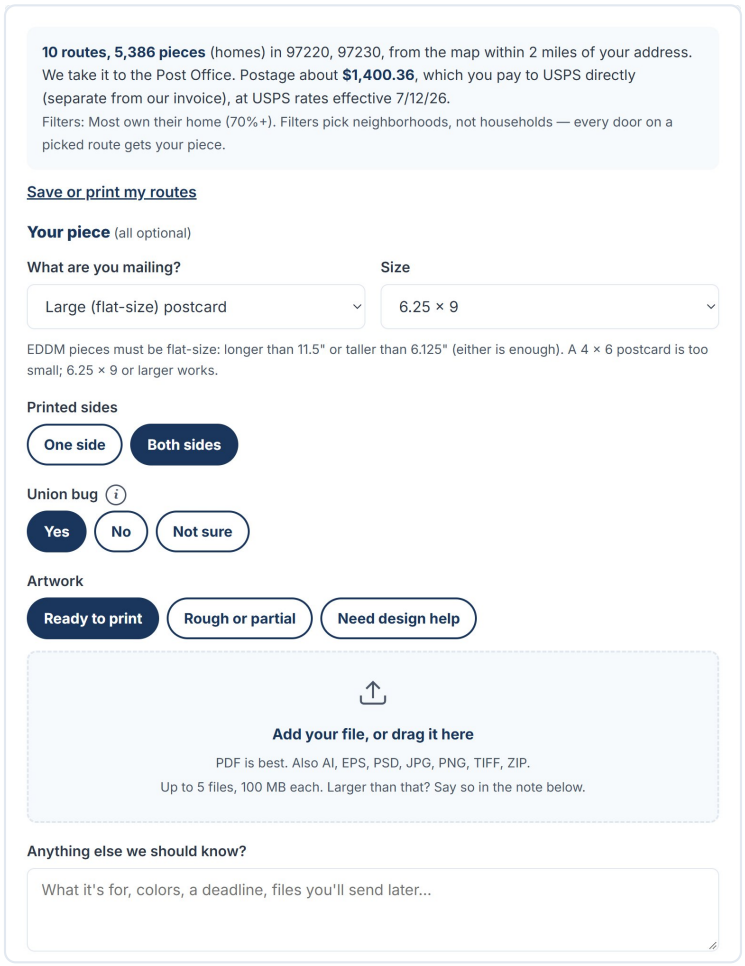
Outside the area, choose **Ship the bundles to me**, **I'll pick it up in Portland**, or **Email me my route plan**. For routes in another state, the plan comes first. Here, Idaho ZIP 83814:

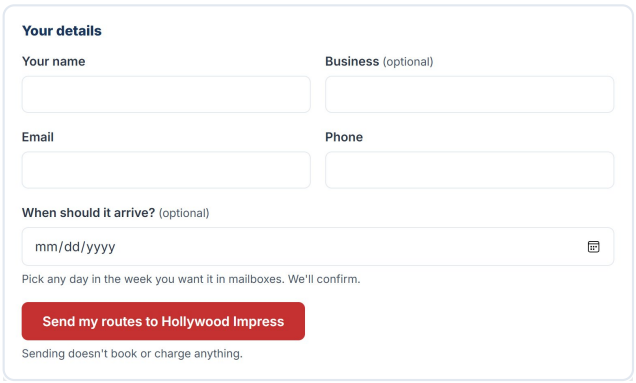


Save or print my routes gives you a plain sheet to print or save as a PDF. **Copy my link** lets you come back to these routes later. Both are there with every choice.

4 Tell us about your piece and send it

Click **Next: send it to us**. The top shows your routes, pieces and USPS postage. Tell us what you're mailing, its size, printed sides and whether you need the union bug. Attach your artwork (up to 5 files, 100 MB each), or choose **Need design help**. Add your details and click **Send my routes to Hollywood Impress** (or **Email me my plan** if you chose the route plan). Sending doesn't book or charge anything.





What happens next

- You get a copy of your route plan by email right away.
- A real person replies by email with your quote, usually within a couple of business days.
- We print, bundle and fill out the USPS paperwork.
- You sign the USPS form and pay the postage directly to USPS — it's separate from our invoice. Postage is $0.260 a piece for flat-size pieces up to 3.3 oz (USPS rates effective 7/12/26).

Sizes that work for EDDM

USPS only takes "flat-size" pieces for EDDM: **longer than 11.5"** or **taller than 6.125"** — either one is enough — and no bigger than 15" x 12".
Popular sizes: **6.25 x 9**, **6.25 x 11**, **8.5 x 11**, **9 x 12**. A regular 4 x 6 postcard is too small.
USPS takes 200 to 5,000 pieces per ZIP code per day. The picker warns you if you're outside that.

Questions? Call 503-233-1888 (Mon–Fri, 8:30–5) or reply to any of our emails.