



Direct Mail & EDDM in Integrated Design Studio (MAXA)

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Direct Mail

Direct mail allows Total Expert users to send postcards or mailers to their recipients directly from the printer via first class or bulk mail. You have the option to upload your own recipient list compiled of your contacts' names and addresses or choose the Free Mailing List Search option (see Mapping Tool below). A mail list will be generated from the chosen properties and sent to the printer with the order.

Design types available in customer accounts that have a direct mail option are the 11"x17" Trifold Mailer (folded to 11"x5.7" and tabbed), 6"x4" Invitation Cards, 4"x9" Rack Cards, and all Postcards except for the 9"x6.25" and 11"x4" sizes.

Mailing Options

When ordering a direct mail piece, you have the option of 2 postage types:

- Bulk postage
 - Minimum order quantity of 200
 - 7–14 business days for delivery time (not including 1–3 business days for production)
 - Cheaper than 1st class by approximately \$0.04–\$1.15 each, depending on item size.
- 1st class
 - Minimum order quantity of 50 postcards or 100 invitations
 - 2–5 business days for delivery time (not including 1–3 business days for production)

Mapping Tool

When placing a direct mail order, you have the option to use the Free Mailing List Search. This is a mapping tool that has property- and loan-related filters and allows you to choose individual properties for a more targeted mailing or to canvas all properties in a designated geographical area, similar to EDDM.



How would you like your product mailed?

Mail to Client	Mail to List
Send your product to yourself	Upload a mailing list for your postcards to be sent to

Do you want to schedule your mailer?

No Yes

Select your postage type

For EDDM service, please contact: info@onestepservices.com

Bulk Postage	1st Class
1-2 weeks	2-5 business days

Upload your CSV file of mailing addresses:

Make sure your file is following our format: [Download Sample CSV](#). *Please be sure to add your name and address in the mailing list if you'd like to receive a copy of your postcards

Upload Your .csv or .xls file Free Mailing List Search Use Previously Saved Mailing Lists

When opening the mapping tool, the property filters are displayed immediately. You can select or deselect properties by clicking on the corresponding green dots. You can also use the Draw and Polygon options to choose specific areas.

Select Your Mailing List

3131 54th St, Woodside, NY, USA

Number Of Homes To Target: 200

Reset all Filters

Property Type: All Single Family Multi Family

Bedrooms: 0-10+

Bathrooms: 0-10+

Square Footage: 0-20000+

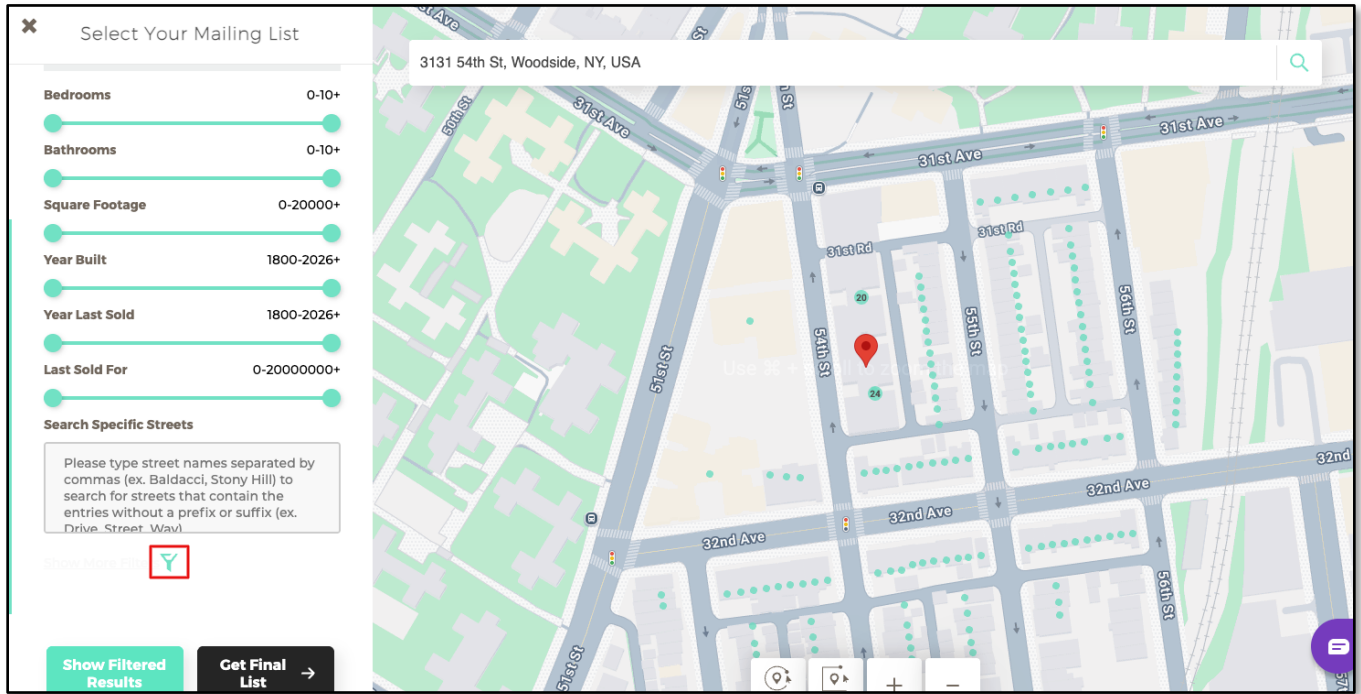
Year Built: 1800-2026+

Year Last Sold: 1800-2026+

Last Sold For: 0-20000000+

Show Filtered Results Get Final List

To access the lender and loan filters, scroll down and click the filter icon.



Once all desired properties have been selected, click the **Get Final List** button. The mail list is automatically uploaded to the order and you are redirected back to the order page.

How to Order

Once you navigate to the postcard you want to order from your dashboard:

1. In the upper-right corner of the preview image, select [...] → **Print**.
2. On the Print Shop page, select the desired Paper Type, then scroll down and select **Mail to List**.
3. Indicate whether you want to schedule the mailing:
 - a. **No** – The order will be produced and mailed once the order is placed.
 - b. **Yes** – You can choose a date for the order to go into production. Allow for a production time of 1–3 business days in addition to the delivery time for the chosen Postage Type.
4. Choose the Postage Type (**Bulk** or **1st Class**).
5. Choose a mail list option:
 - a. **Upload Your .csv or .xls file** – The file must include columns for first name, last name, address, city, state, and ZIP code. You can download a sample file to use as a template.
 - i. Once you choose a file, a pop-up box allows you to review the information and recipient count and gives you the option to save the list for future orders.
 - b. **Free Mailing List Search** – This opens the mapping tool. A mail list will be generated from the chosen properties and sent to the printer with the order.
 - c. **Use Previously Saved Mailing Lists** – You can choose a saved mail list from a previous order.
6. **Would you like to mail additional prints to yourself?** – When choosing this option, name and address must be included in the mail list file.
7. Confirm that the design is correct and ready to print, select **Add to Cart**, and proceed through the payment process.



EDDM

Every Door Direct Mail (EDDM) allows you to send postcards to every household along a postal carrier's route without a mailing list. The number of postcards ordered is determined by the number of households along the chosen routes. Once printed, the postcards are shipped to the post offices servicing the routes, then distributed by postal carriers to each mailbox along their route.

EDDM has specific size requirements. Postcard sizes available in customer accounts that are eligible for EDDM service are 9"x6.25", 11"x4", 11"x5.5", 11"x6", 11"x8.5", and 11"x17" Trifold Mailer (folded to 11"x5.7" and tabbed).

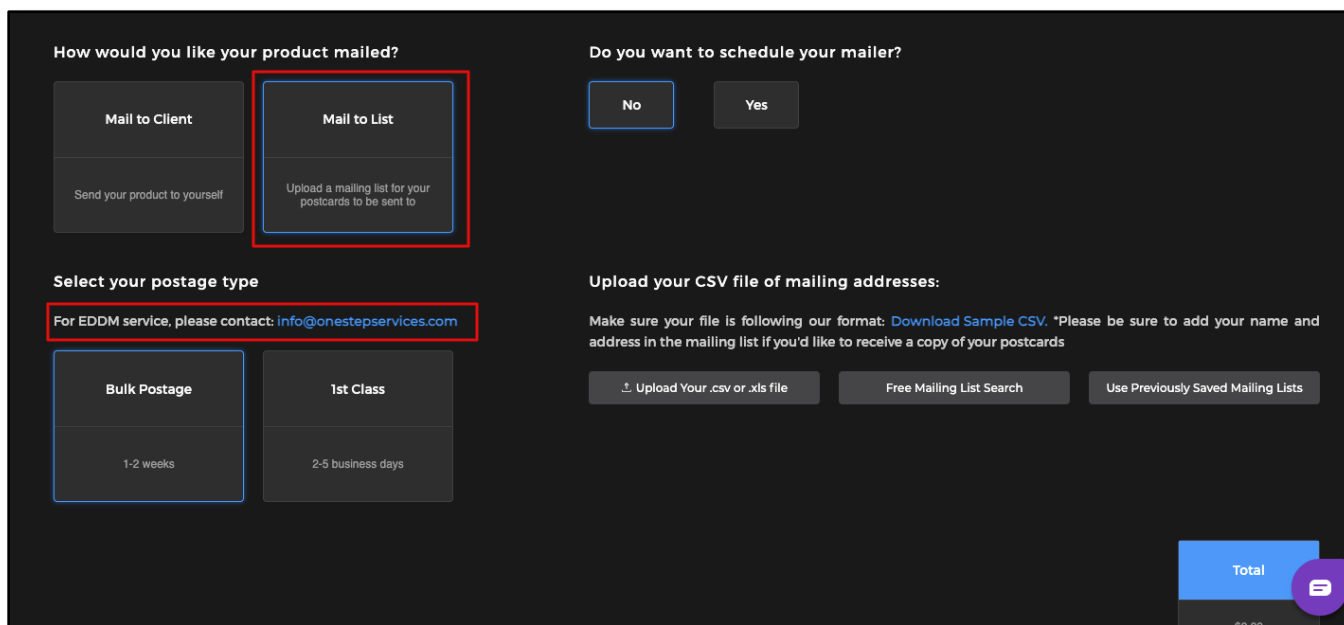
How to Order

Once you navigate to the postcard you want to order from your dashboard:

1. In the upper-right corner of the preview image, select [...] → **Download** → **PDF PRINT**. Do *not* select any other file option.
2. You can send the email for the EDDM service from Integrated Design Studio by selecting **Print** from the same drop-down menu.
 - a. You are taken to the Print Shop page as with any other type of order.
 - b. Skip choosing a paper type or quantity and scroll down to select **Mail to List**. This brings up the postage type options and the following message "For EDDM service, please contact: info@onestepservices.com".

Note

Postcards sized 9"x6.25" and 11"x4" do not have the options leading to this step. For these sizes, you would need to send an email from outside of the platform.



3. Click the email address to send an email requesting EDDM service and include the following:
 - a. The downloaded PDF PRINT file of the postcard.



- b. List of mail routes in the desired ZIP codes, which can be obtained from the USPS at <https://eddm.usps.com/eddm/select-routes.htm>.
- c. Indicate desired property type:
 - i. residential only
 - ii. residential and business combined
4. The printer, One Step Services, will quote the cost, complete the order details, and obtain payment from the user via email.

Note

EDDM orders do not appear on the My Print Orders page with orders placed in the platform.

Direct Mail vs. EDDM

The benefits of EDDM over the direct mail mapping tool include an assurance that no household would be undeliverable and a generally reduced cost of approximately \$0.10 per card compared to 1st class. You will get a price quote once the request is submitted to the printer.

However, with EDDM, you must visit the USPS website <https://eddm.usps.com/eddm/select-routes.htm> to obtain and provide the printer with the desired carrier routes, which makes it less convenient. Also, the number of cards required for an order is determined by the number of households on the chosen routes and is not flexible, with a minimum quantity of 200.

Administrators should also be aware that because the EDDM ordering process and payment is conducted outside the platform, there may be compliance implications. EDDM orders are not displayed under My Print Orders, so they are not reportable. Since payments for these orders are taken outside the platform, there is no guardrail to enforce a split payment percentage between the user and co-marketing partner.

Direct Mail

- More expensive
- Flexible orderable quantities
- Minimum order of 50 (1st Class)
- Reportable
- Split payment enforcement for co-branded postcards

EDDM

- Cheaper
- Reliably deliverable
- Fixed order quantities by mail route
- Minimum order of 200
- Orders are not reportable or tracked in platform
- No split payment enforcement for co-branded postcards
- EDDM is a low-tier mailing class, delivery is not guaranteed.