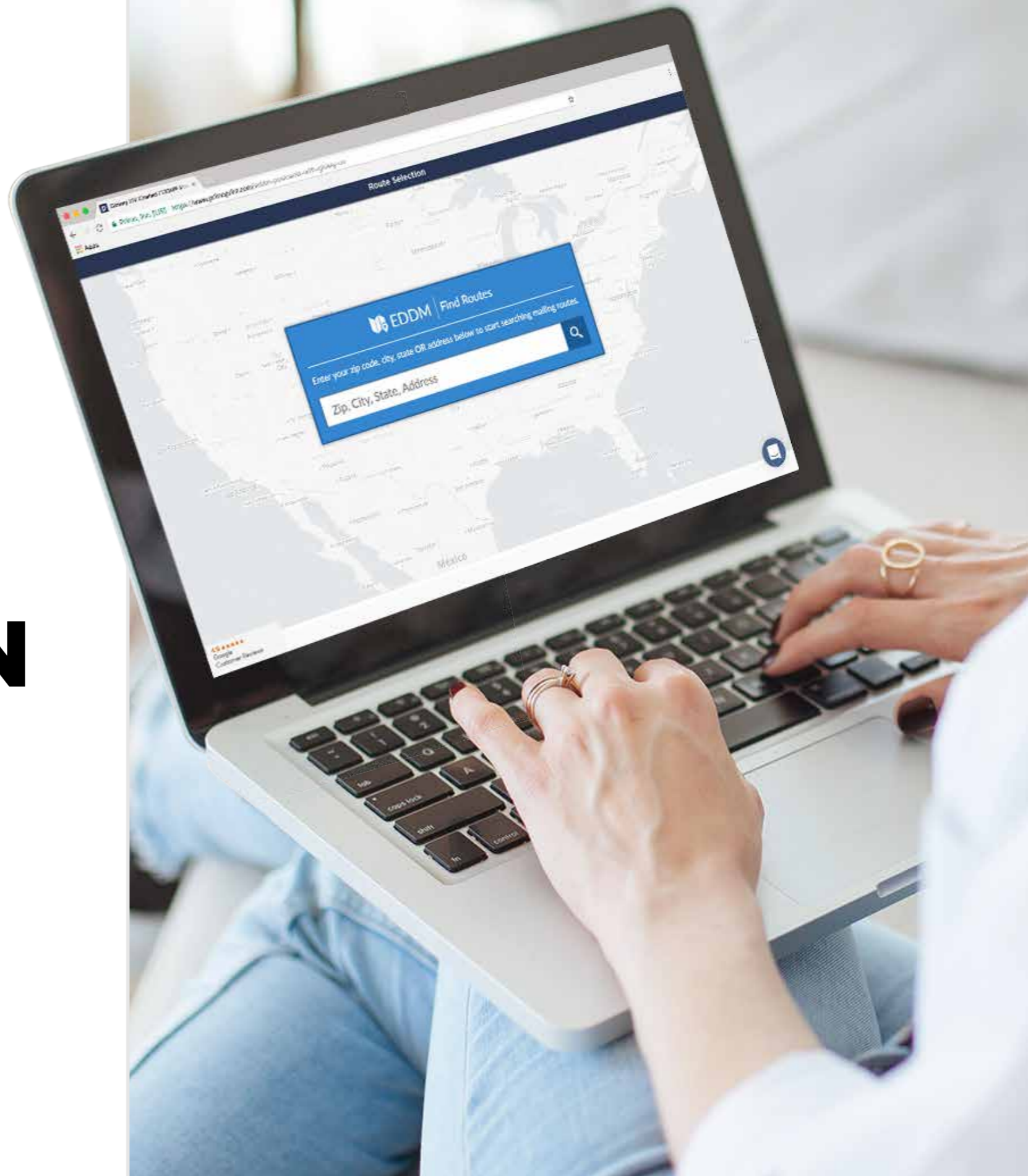


# FULL SERVICE EDDM<sup>®</sup> ROUTE SELECTION USER GUIDE

primoprint<sup>®</sup>

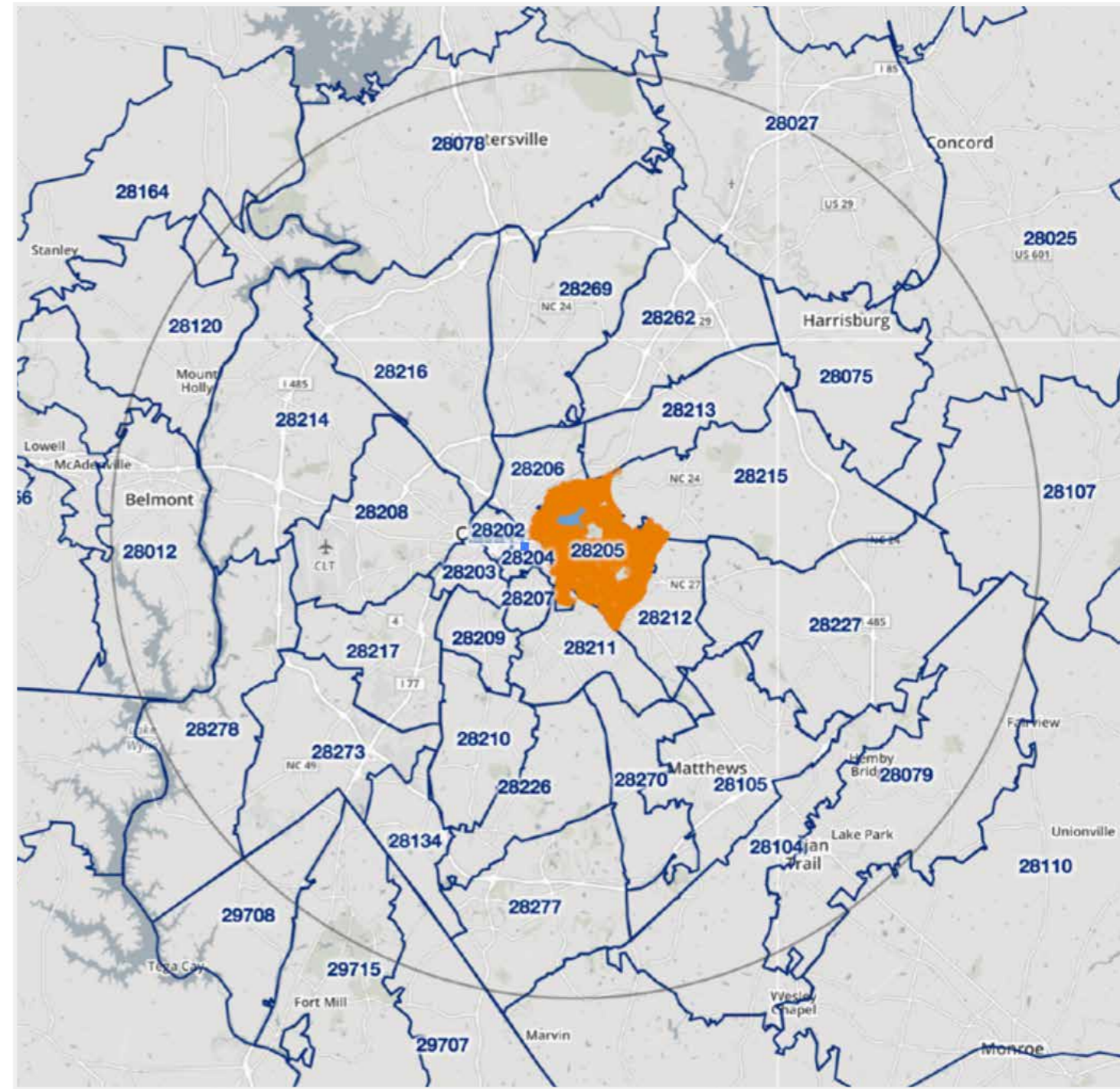
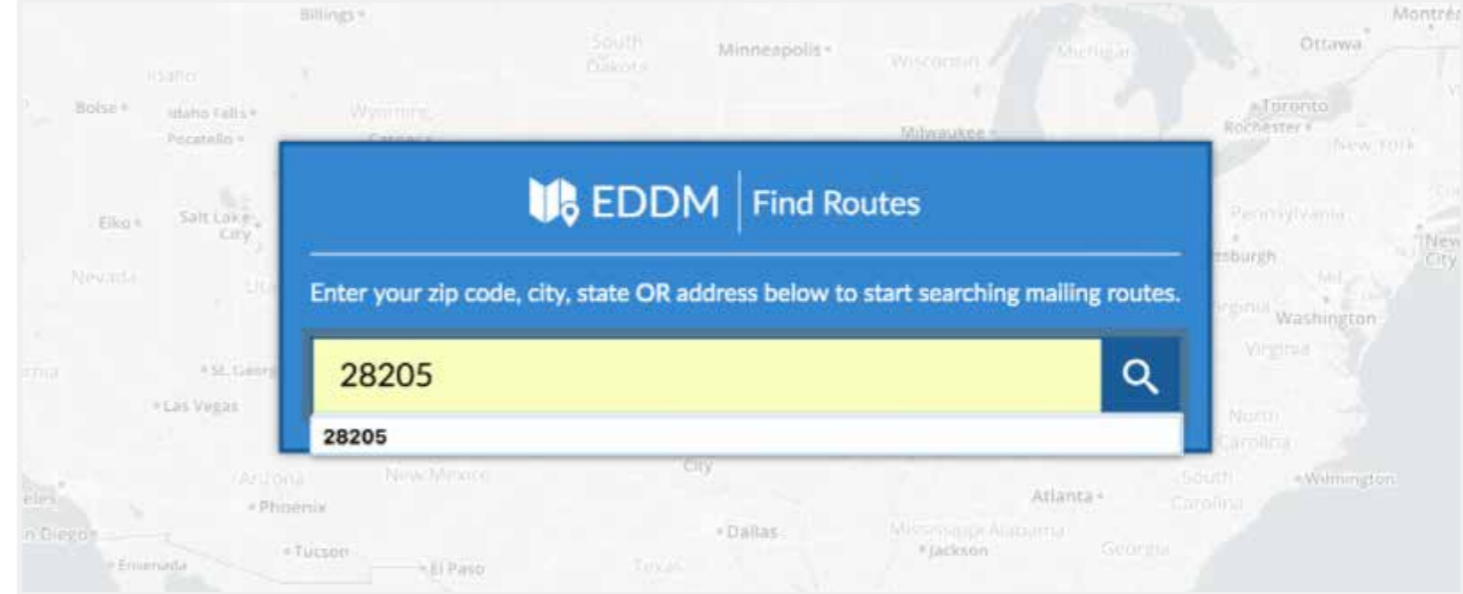


# MAPPING TOOL

## Searching by ZIP Code

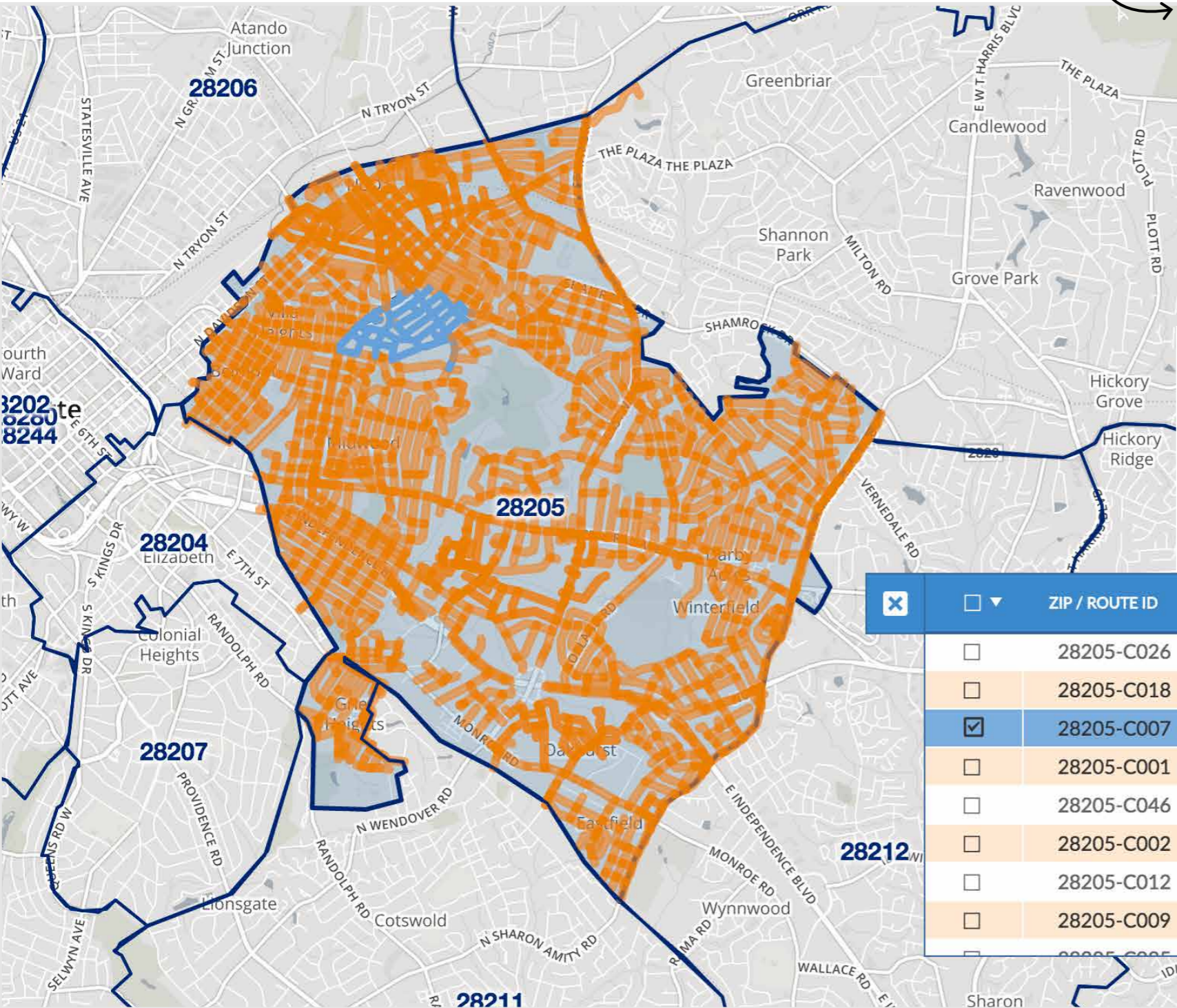
This method will populate the largest radius (20-30 miles) allowing the user to choose multiple ZIP Codes.

- Type in a ZIP Code and hit enter to get started.
- A thin, dark gray circle indicates the radius in which you can have your postcards sent.



**Unselected**  
**Selected**

Select a route on the map or by checking the box next to the carrier route code via List View.



Click to Expand

**EDDM** job specs

LIST VIEW

ROUTES: 1, BUSINESSES: 37, RESIDENTIAL: 456

Residential Only   
Total Addresses: 493

Product Price: \$129.63  
EDDM Service Price: \$47.21  
Postage: + \$80.03  
**Total: \$256.87**

Continue to next step

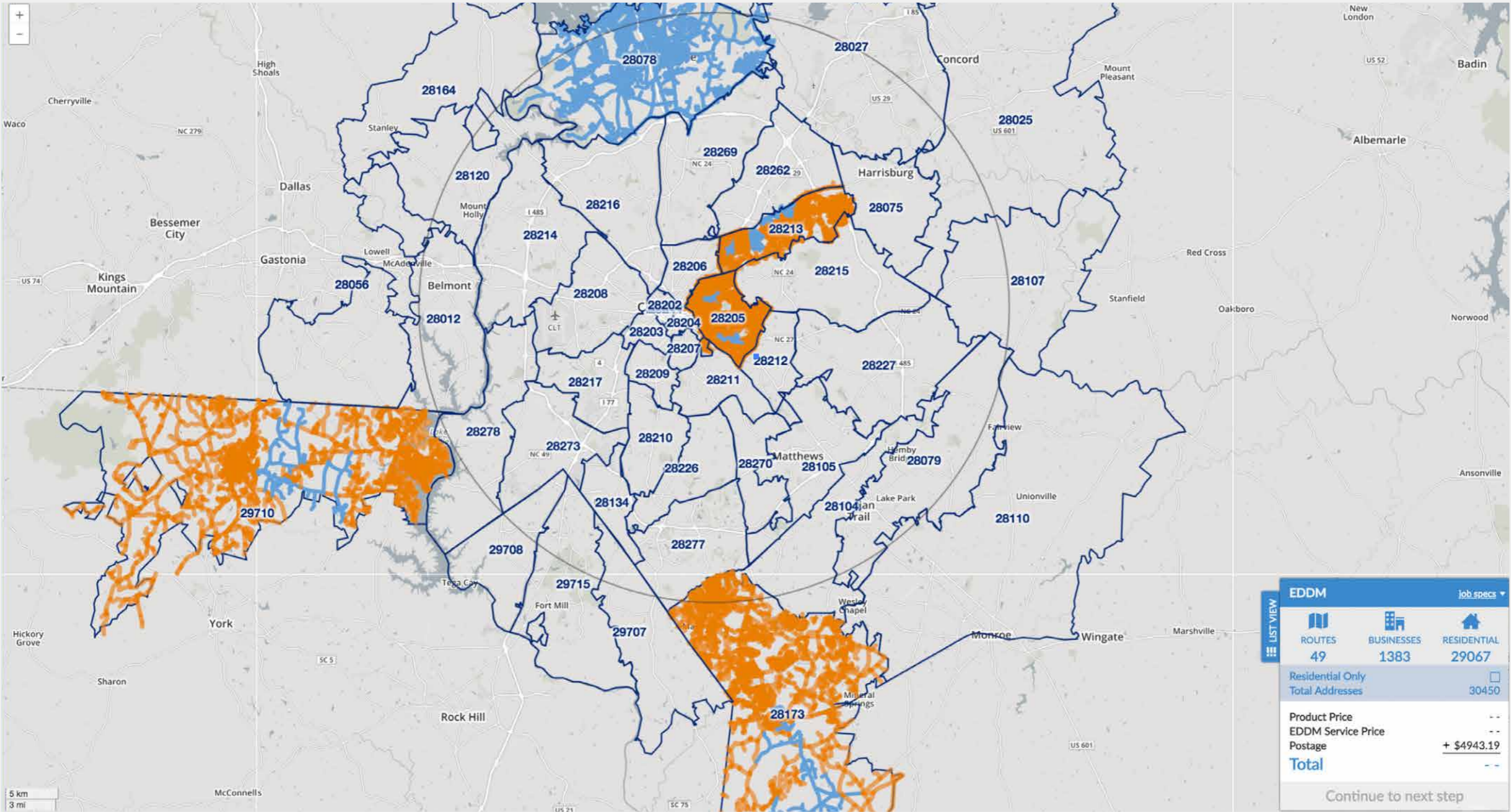
List View shows route ID, number of business and residential addresses in that route, median income, etc.

<input type="checkbox"/>	ZIP / ROUTE ID	BUSINESSES	RESIDENTIAL	TOTAL	MEDIAN INCOME
<input type="checkbox"/>	28205-C026	44	721	765	\$37,268
<input type="checkbox"/>	28205-C018	40	688	728	\$39,018
<input checked="" type="checkbox"/>	28205-C007	37	457	494	\$52,579
<input type="checkbox"/>	28205-C001	36	469	505	\$84,889
<input type="checkbox"/>	28205-C046	36	735	771	\$61,565
<input type="checkbox"/>	28205-C002	29	426	455	\$111,448
<input type="checkbox"/>	28205-C012	29	872	901	\$69,886
<input type="checkbox"/>	28205-C009	26	663	689	\$35,964



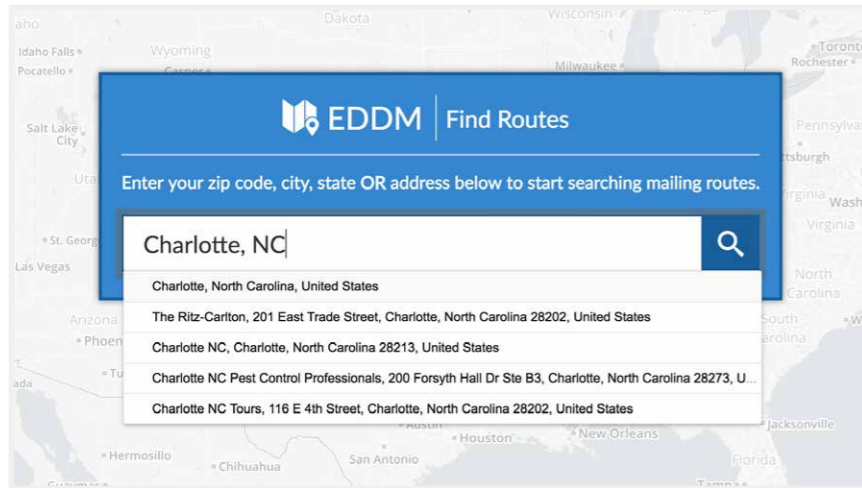
■ **Unselected**  
■ **Selected**

- Select any route within the radius circle. Routes outside of the radius will require a separate set.
- The maximum amount of addresses for a single set is **25,000**.
- Once you reach the maximum amount, a red bar will appear at the top.



## Searching by City, State

Select routes within a given mile radius instead of ZIP Code with this method.



- Expand the radius by 1 to 5 miles from the searched city.

