

**Physical Standards (101.2.1)** Maximum weight: 3.3 ounces.  
Minimum size: All pieces must be at least 5 inches long, 3-1/2 inches high and 0.007 inch thick. EDDM Retail flats also must have at least one dimension greater than 10-1/2 inches long, 6-1/8 inches high, or 1/4 inch thick.  
Maximum size: 15 inches long, 12 inches high, and 0.75 inch thick.

**Prices and Fees (143.1.0)** For EDDM-Retail prices, see [Notice 123-Price List](#).  
EDDM-Retail saturation flats have a maximum weight of 3.3 ounces. There are no annual presort or mailing fees to mail pieces as EDDM-Retail.

**Content (143.2.0)** EDDM-Retail flats are Standard Mail. EDDM-Retail enables customers to mail saturation flats with simplified addresses to all types of delivery in an even more simplified manner, subject to basic standards in [DMM 140](#).

**Eligibility Standards (143)** EDDM-Retail must be part of a saturation flats mailing with all pieces bearing simplified addresses meeting the saturation and addressing standards in [602.3.0](#). Each mailing must consist of 200 or more pieces or 50 or more pounds of mail up to a maximum of 5000 pieces per day per 5-digit ZIP Code. See Mail Preparation below for more information.

**Postage Payment and Documentation (144)** The mailer is responsible for proper postage payment. Postage for EDDM-Retail flats must be paid with a postage evidencing system indicia ([604.4.0](#)) with the correct amount of postage affixed to each piece or payment at the time of mailing by cash, check, debit card, or credit card. See Exhibit below for the wording of the indicia required on each piece. Each mailing of EDDM-Retail flats must be accompanied by a postage statement (PS Form 3587) completed and signed by the mailer.

PRSR STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM-Retail

**Mail Preparation (145)** EDDM-Retail flats must be in bundles of 50-100. A facing slip must be on top of each bundle, under the straps, with the number of pieces in the bundle written on the facing slip. All pieces must be presented directly to the correct delivery Post Office or destination delivery unit (DDU).  
EDDM-Retail flats must be part of one mailing of at least 200 pieces (or 50 pounds), but no more than 5000 pieces per mailing per day at any 5-digit ZIP Code location. As an exception to this minimum quantity, a mailing to all addresses in a 5-digit ZIP Code area may contain fewer than 200 pieces when there are fewer than 200 deliverable addresses in the entire ZIP Code service area to which the pieces are mailed. All pieces in a mailing must be entered at the designated Post Office servicing the routes and Post Office Box sections to which delivery is intended.

**Enter and Deposit (146)** All EDDM-Retail mailings must be entered directly at the Post Office (or DDU) responsible for the Post Office Box or carrier route delivery for which the mailing is prepared, or shipped to that Post Office under [146.1.2](#).

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