



How to Find the Route You Want

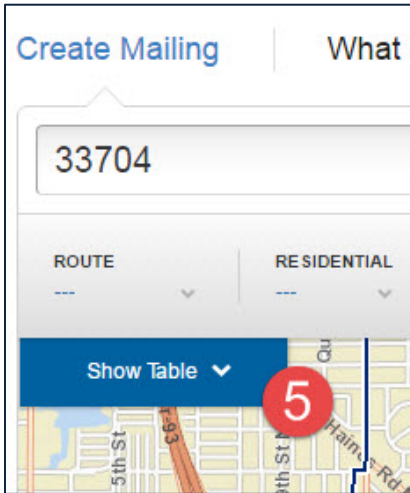
1. Go to <https://eddm.usps.com/eddm/customer/routeSearch.action>.
2. In the *Create Mailing Search bar*, enter a zip code or specific address.
3. Click the *ROUTE* tab and deselect **PO Box**.

A screenshot of the USPS EDDM route search interface. The page title is "Every Door Direct Mail®". There are two tabs: "Create Mailing" and "What is EDDM?". A search bar contains the zip code "33704". Below the search bar is a navigation menu with tabs: "ROUTE", "RESIDENTIAL", "BUSINESS", "TOTAL", "AGE 25-44", "SIZE", "INCOME", and "COST". A dialog box is open over a map, titled "Which type of routes would you like to select?". It has three radio buttons: "City" (checked), "Rural/HWY" (checked), and "PO Box™" (unchecked). A red circle with the number "3" is around the "PO Box™" option. On the right side, there is an "Order Summary" section with the following information: "Individual Routes Selected: 0", "Post Office Drop-Offs: 0", "Total Delivery Addresses: 0", and "Approximate Cost: \$0.00". There are "Continue" and "Save" buttons at the bottom of the summary.

4. Click the *RESIDENTIAL* tab and choose **Residential Only**.

A screenshot of the USPS EDDM route search interface, similar to the previous one. The search bar still contains "33704". The "RESIDENTIAL" tab is selected in the navigation menu. A dialog box is open, titled "You can select business and residential or residential only routes.". It has two radio buttons: "Business & Residential" (unchecked) and "Residential Only" (checked). A red circle with the number "4" is around the "Residential Only" option.

- Use the *Show Table* button to view route codes with age and income demographics.



- Click a route to view an **Order Summary** to the right of the table. The Order Summary displays the number of Delivery Addresses (drops), and the Approximate Cost*.

***Note:** This cost does not include design, printing, and PROFarm services.

A screenshot of the USPS EDDM interface showing a table of routes and an Order Summary panel. The table has columns for ROUTE, RESIDENTIAL, TOTAL, AGE 25-44, SIZE, INCOME, and COST. The row for route 33704-C011 is highlighted in blue and has a red circle with the number '5' next to it. To the right of the table is an 'Order Summary' panel with a red border, containing the following information:

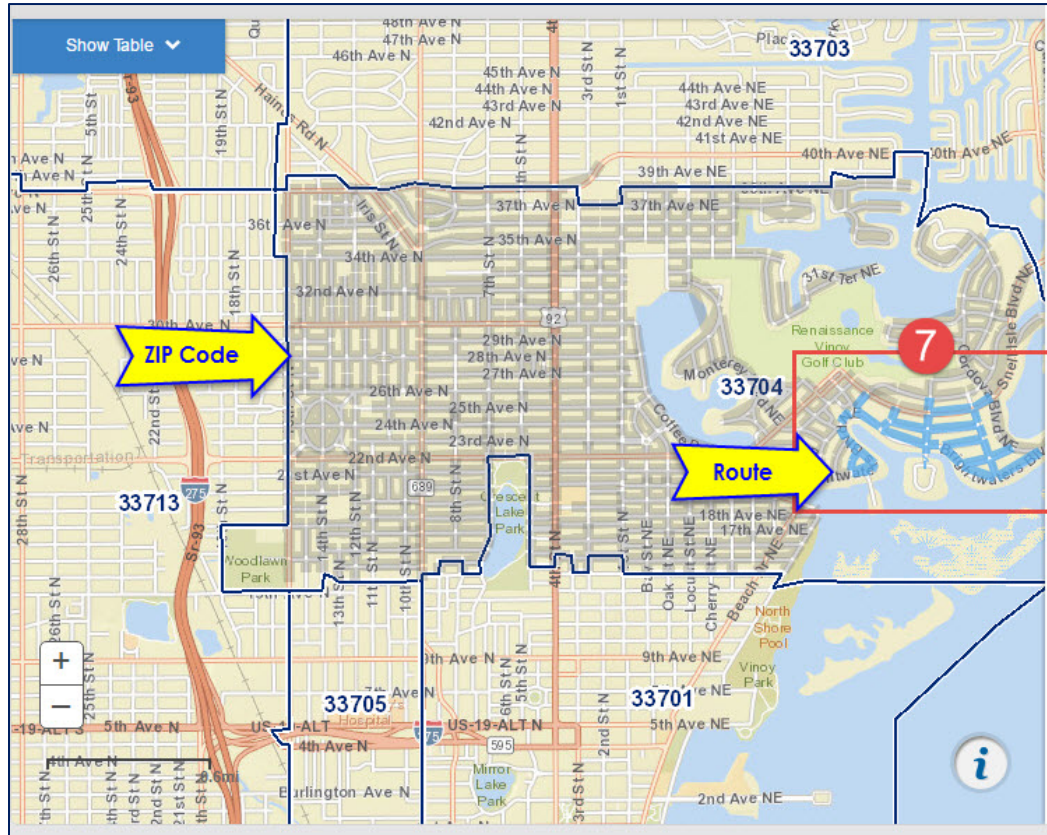
- Individual Routes Selected: 1
- Post Office Drop-Offs: 1
- Total Delivery Addresses: 271
- Approximate Cost: \$47.70

Below the Order Summary are 'Continue' and 'Save' buttons. A yellow callout bubble with a blue border points to the 'Continue' button and contains the text: "DO NOT Continue, Save, or Order the Route".

ROUTE	RESIDENTIAL	TOTAL	AGE 25-44	SIZE	INCOME	COST
Select All (19 routes) ▾						
33704-C001	347	347	26%	2.20 ppl.	\$88.70k	\$61.07
33704-C003	549	549	30%	2.09 ppl.	\$35.77k	\$96.62
33704-C004	378	378	24%	2.29 ppl.	\$85.60k	\$66.53
33704-C006	312	312	25%	2.11 ppl.	\$64.50k	\$54.91
33704-C007	413	413	29%	2.28 ppl.	\$46.47k	\$72.69
33704-C009	329	329	20%	2.26 ppl.	\$97.33k	\$57.90
33704-C011	271	271	16%	2.31 ppl.	\$106.88k	\$47.70
33704-C012	318	318	19%	2.27 ppl.	\$99.16k	\$55.97
33704-C014	450	450	33%	2.14 ppl.	\$55.97k	\$74.10
33704-C015	536	536	32%	2.15 ppl.	\$55.97k	\$74.10
33704-C016	447	447	29%	1.99 ppl.	\$55.97k	\$74.10
33704-C017	421	421	29%	2.12 ppl.	\$55.97k	\$74.10
33704-C018	318	318	24%	2.26 ppl.	\$60.80k	\$55.97
33704-C019	351	351	26%	1.97 ppl.	\$57.74k	\$61.78

7. Deselect and select another route until you've found the correct route for you. Click *Hide Table* to view the route on the map.

Note: You can also hover over areas of the map within the ZIP code, to see where each route is located (routes will highlight as you hover). Click a route to see an Order Summary.



IMPORTANT:

Do Not purchase the routes from this USPS site.

Make note of these route codes once you're decided which routes you're interested in using, as you will need this information for your PROFarm application. The complete route code includes the zip code and number and letter combination after the zip code (e.g., 33704-C024). *The only way to get your route code(s) is to view them in the 'Show Table' tab.*

We recommend you select up to five (5) routes in case your first choice is not available.

Make sure the total number of drops or Delivery Addresses for the route(s) you are interested in subscribing to for PROFarm does not exceed 1,800. The maximum you may mail to using PROFarm is 1,800 drops.