

Informed Delivery is a service provided to every enrolled consumer by USPS. Consumers receive by default a grayscale image of every letter sized mail piece that is on the way to their mailbox. So how do we make your piece stand out? With a Personalized Informed Delivery Campaign of course!

We use your mailing list to upgrade that grayscale image to a full color image that corresponds with your actual mail piece. With this, you also get a full color branded button that will drive consumers right to your website.

Campaigns run for 3 weeks to ensure maximum exposure, and when your campaign is complete, we will send you all the details on how your campaign did. This includes when your mail piece was delivered, when the email was opened, who visited your website and much more!

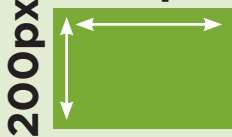
780px



Representative Image Requirements:

- Image must be branded and directly relate to mail piece
- Maximum dimension: 780px width / 500px height
- Save file as JPEG
- File cannot exceed 200 KB
- Image color must be RGB - not CMYK

300px



Ride-along Image Requirements:

- Branded Clickable button
- Maximum dimension 300px width / 200px height
- Save file as JPEG
- File cannot exceed 200 KB
- Image color must be RGB - not CMYK



Other Requirements for informed Delivery

- Brand display name - i.e. Paragon Press
- Campaign Title - i.e. Paragon Press December Newsletter
- Target URL - i.e. <https://www.paragonpress.net/>