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# **Designing Your Promotional Mailers For The Greatest Overall Impact**

Promotional mailers are excellent for business of all kinds to utilize. They are always needed when mailing an item or notice, and they will gain your business a great deal of exposure. Whether you are a business that operates strictly over the internet, or one that has a store front, you will always find a use for promotional mailers, especially when used in the proper way.

When deciding on your promotional mailers, the first thing that you need to consider is the color. It helps to choose a bright, bold color as this will make the mailer more noticeable from the plain white or ivory mailers that most companies tend to use.

Although you want to choose a bright, bold color for the envelope you need to make sure that your company information and logo is visible on the mailer as well. Bright colors can often wash out anything that is imprinted on them so when imprinting you should choose a text color such as black or white, in bold lettering. This will ensure that your information is easily readable.

Make sure that your business name is clear as well as your web address if you have one. Putting this information in a small upper corner can keep people from getting the message, so be sure that in addition to your return address you boldly put your business name and/or web address across the envelope in a large font to guarantee that people know what business you are advertising for.

Be sure to order a variety of sizes for all of your mailing needs. Many companies order only one or two sizes which can up your shipment costs if you are using envelopes that are too large. Buying a variety of different sized mailers will ensure that you have the right size envelope for each and every mailing and will save you money in the long run. Following these simple tips can truly help you make the most of every item you ship.

While looking for promotional gifts you must take the time to visit the [clickpromogifts](#) site. On this site you will find a large selection of [discount promotional items](#) all of which are useful, completely customizable and offer your business valuable exposure.

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