

Published based on [What To Know About Postcard Printing](#)

What To Know About Postcard Printing

Postcards are a wonderful solution for giving out information. They can be used if you want to advertise your business, announce an event for your family or community, or to say hello to someone. They cost less to print than brochures or flyers, and can be mailed for less too. Here are some basics about [postcard printing](#).

Before you start, you have to make two decisions. First, will you mail your postcards? Second, what size should they be? Once these decisions have been made, you can start the process of creating your postcards.

There are specific dimensions required by the United States Postal Service for postcards. These are the dimensions which can be considered postcards: the length should be a minimum of five inches but not exceed six inches, and the height should be three and a half inches but not exceed four and one quarter inches. The minimum dimensions must be met, otherwise the item cannot be sent through the mail. If the postcard exceeds the maximum dimensions, it must have the postage for a first class stamp.

Remember, if you plan to mail your postcards, they must have a space for an address and stamp. This space must be located on the right hand side of the postcard. Make sure the space in the upper right hand corner is clear for a stamp and there is sufficient space for the address.

You can always send your postcards within an envelope, but make sure you can find an envelope to fit the size you have chosen. You do not want to design your postcards only to realize they cannot be mailed.

After you have decided if you are mailing your postcards and the size you want to use, you can start creating their design. Whether you are using [presentation folder printing](#) for business or personal matters, keep the design simple. There are many options for designing your card. You can use full color for each side, a few colors, or simple colors on one side and only in black and white on the other. You can also choose the type of paper you want to use. Whether you choose plain paper or glossy, make sure it is heavier weight, like card stock. These additional options will all change the total price of the postcard. Full color and specialty papers are more expensive.

Make sure to list the basic information required by the people who will receive the postcard. If advertising a business, describe in a few key words regarding what your business has to offer. You could always add a promotion to the card, an incentive for first time visitors or give away a free item if the customer brings the postcard to your business. These principles apply for events and for personal correspondence. Always make sure you have listed the time, date, and location for the event.

You may be able to do your [postcard printing](#) at home using templates from your word processing program and specialty paper. Otherwise, contact a local printer to help you with [presentation folders](#).

You can also find this article published on [What To Know About Postcard Printing](#), and on the tag pages [Advertising](#), [door hanger](#), [door hangers](#), [postcard printing](#), [presentation folder](#), [presentation folders](#).