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A post card, or postcard, is what is used when one wishes to send a short note without bothering with an envelope. The front side of the post card usually has something printed on it - such as a tourist attraction's most popular sight, advertisements, a scene from nature, or something that is funny. On the back side of the postcard, of course, is space for the message to be written, a spot for postage to be placed, and an area for where the address of where the card should be sent. There are many ways that [postcard printing](#) is accomplished worldwide.

Some postcards are used in the advertising of businesses. Many of the post cards that have been created are done using simple images that have a good composition. The image is easily understood by the customer and thus the risk of them turning away is minimized. Images that are cluttered with unnecessary content only offer distractions from the true message the advertiser wishes to convey.

Those who are involved in the businesses of post card printing follow another principle to create good cards. They choose any accompanying text with the purpose of keeping it short and to the point. The reason for this is that if an image is obscured too much the audience that the card was intended for may become annoyed wondering what it is they do not see. So the using of one liners is preferred, especially on a postcard that is made for sending notes to those left at home during a vacation. One such example is "having a wonderful time at the beach;" it's perfect because it's short and sweet.

A third important principle that is involved in the making of postcards involves the choosing of the right kind of paper. It must have the durability to last for some time. The prolonged lifespan ensures that post card arrives at its destination.

A further principle that must be kept in mind to make sure the card that will be sent will reach its destination in a readable condition is that the printing itself should be of high quality. It should be able to stand up to certain elements that it might be exposed to, like moisture or dirt. Thus your message will be received and appreciated.

Messages that have relevance and meaning are an important factor in the use of [door hanger](#) for business advertising. The designs used for the images on the card must be updated and improved upon constantly. Thus what a business has to say through the medium of a postcard always seems fresh in such a way as to garner interest in a product or service.

Sending a post card to someone adds a personal touch when this world at times seems so impersonal. For example a company can send its clients a postcard on significant dates throughout the year to make them feel they are being thought about - especially if the card has a personal signature and not a stamp at the bottom.

[Postcard printing](#) is not just limited to those individuals who will occasionally send a short note to a relative or friend. Instead, [presentation folders](#) has expanded to include those who have a need to advertise what goods and services they are offering. The absence of an envelope makes the message that is sent more immediate.

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