

Published based on [Postcard Printing: Beneficial Suggestions And Approaches](#)

# **Postcard Printing: Beneficial Suggestions And Approaches**

People have found many ways to use postcards since their invention in Britain during the nineteenth century. You see, [postcard printing](#) not only continues to thrive, it also shows that experimentation with this form of communication continues as people find new avenues for these small items. Common uses are as marketing tools, holiday greeting cards, and invitations. Regardless of the card's purpose, knowing what to think about when embarking on a printing project is the best first step to producing an exciting product.

Layout and design are the backbone of how the project will look when completed. Thinking through the details before there are problems is effective and efficient. Printers can help those who want to provide their own company information, and will no doubt charge if hands-on assistance is required. If one is using an online printer and ordering a digital product, see if the company has an online template and/or guidelines.

Choosing a size for card is a part of firming up the design. If the card is to be mailed, be sure to check that it meets postal guidelines. While small cards may have lower postage, larger cards may not, and an oversize price may even need an envelope. There are also other postal restrictions. For example, the US Postal Service does not accept rounded corners.

Color, font size and image resolution also come into play when working on the overall look of the card. Pixilated files will result in unclear results. Make certain that the type is readable. Placing light color text on a white background or a dark blue on black will not provide the optimal contrast, even if it looks acceptable on the computer screen. Similarly, use fonts that are easy to read.

If the copy is from a digital image, be sure it is of a high resolution. Images from the web generally print poorly because they are low resolution images. Save all digital files using the CMYK option for better results. CMYK (cyan, magenta, yellow, black) provide truer printing colors for your [presentation folders](#). RGB, which is often the default in image manipulation software, matches the colors of a computer monitor. There are exceptions, however. Some printers now prefer receiving files in RGB (red, green, blue) with ICC profiles attached.

What is being printed and the time frame are some of the variables to consider when weighing offset and digital options. Keep in mind that offset printing is still considered of a higher quality, although digital work continues to improve. Offset is more expensive and more versatile. Digital has a faster turn around.

Don't just ask black and white or color, also think about whether one side is enough or if the value of the print job is increased with a two-sided approach. Working back to back adds long term flexibility. An invitation for an art exhibition, for example, can include the dates and the map on one side, with an image from the show on the other. With a larger print run, leaving the show specific details off some of the cards gives them a life after the show is over.

Some jobs work better on a matte surface, other are enhanced with glossy stock. The weight of the stock is also a consideration. When firming up the details consider how many are needed and what it would cost to have to do the job over (as compared to ordering more than needed). If the work is needed quickly, will a less expensive option still cover all the bases? Shopping around for prices is also a good idea, since there are many types of services. A colleague who works regularly with a particular company, or several, can also provide leads.

If one has a need to communicate an idea or connect with others, [postcard printing](#) is an option to consider. Indeed, it is amazing to think that [door hangers](#) remains appealing even in our digital world.

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