POSTCARDS/FLYERS (6"X11")

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★★★★★

5-Star Rated by Customers

SELECT PRINT OPTIONS:

Rating: Not Rated Yet
Price
Base price with tax

Price with discount $298.00

Sales price $298.00

Sales price without tax $298.00

Discount

Tax amount

Description

Discover unbeatable value without compromise! Take advantage of reduced pricing on our premium 14 pt. High Gloss and Matte Postcards. Whether you desire a vibrant, glossy finish with a writable back or a timeless matte style, our enhanced options are now more affordable than ever.

FEATURES:

- **FREE** US Ground Shipping
- Crafted on premium, sturdy cardstock
- Available with protective coating options
- Affordable mailing services for added savings
- Select from nine versatile sizes
- Effortless customization with design templates

  Elevate your message with style and value today!

Standard Postcard Information: Size, Printing, Designing, and Mailing

When printing postcards, choosing the right postcard dimensions matters. Take into account the amount of information you need to include in your postcard — the amount of your content will help you determine the postcard size and in turn how much it will cost to mail your custom postcards.

The Best Sizes for Your Postcard Design

Your postcard's dimensions are crucial in making them an effective marketing tool. Here are some of our standard postcard sizes that are sure to make an immediate impression:

- **4" x 6" postcards** are small enough to make a straightforward and easy-to-read announcement. They're also easy to keep and can be mailed with a postcard stamp. And while 4" x 6" postcard printing is one of the smaller options, it can still make a big impact.

- **5" x 7" postcards** stand out against the smaller, standard postcards sent as personal mail. Their width lets you achieve the right balance between images and compelling copy. Our 5" x 7" postcard printing is perfect for promoting a new business or product line.

- **5.5" x 8.5" postcards** have more than enough space for an image-heavy or extremely visual design. They're recommended for postcards announcing a sale or special deal available in store for a limited time.

- **6" x 9" postcards** are the biggest option among our popular postcard sizes. They're suitable for postcards with more than three images or text-heavy content where you need to relay more information in a straightforward, visual manner.

Designing a Standard Postcard

Creating a postcard is not just about making it look good. An effective postcard should not only capture the attention of your audience but also leave a lasting impression. Follow these tips to make your design impactful and memorable:
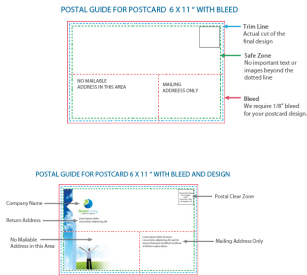
- **Keep things short and sweet.** People want information that's easy to read and digest. The copy on your postcard should be quick enough to compel customers to read but not too long that it loses their attention.
- **Call your customers to action.** Give them a reason to visit your store or website or try your new product. This action can convert your postcard marketing into significant sales.
- **Communicate what you have to offer.** Resist the urge to list product features. Instead, show customers how to save money or benefit

from your business. For example, let them know that the latest restaurant promotion will save them money (50% off) or how a real estate location can lower their cost of living in the long run.

- **Use large images and bright colors.** Your postcard needs to stand out against every other marketing promotion. Make sure that the central image is compelling enough to draw attention and that the colors lead the customer right into your headline, call to action, and contact information.

Formatting Requirements for Standard Postcards

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