Postcards

For domestic and international delivery

Postcards are the professional communicator's secret weapon—Click2Mailers use them for all the conventional reasons and for guerrilla marketing-like tactics such as the "overnight offers," "postcard newsletters," and "progressive postcard campaigns." And there's NO MINIMUM VOLUME*...

Whether you send one regular-sized, black and white postcard or 5000 jumbo, full-color cards, your mailing qualifies for some of the most competitive rates in all of mailing.

How? We use a network of strategically located, high-quality printers to print, prep, and sort large volumes of mail daily. That network and our understanding of strict postal requirements allows your mailpiece to receive optimal handling and delivery. You benefit from high volume processing without setup fees or minimum quantities*.

Customize each piece with different names, dates, dollar amounts, and more... (optional)

Click2Mail.com's Mailing Online Publisher allows you to personalize your document by using "variable data" from your database—similar to "mail-merge." This allows you to integrate information such as a customer name, location, dollar amount, appointment date, and so on.

Why a Postcard?

IT'S EASY:

A postcard is the easiest, least complex mailpiece to write and design

IT'S HIGHLY VISIBLE

The images and headlines on a postcard are virtually certain to be seen

IT'S INEXPENSIVE

Visit Click2Mail.com for pricing—you'll be surprised how economical it is to print and mail postcards

IT'S IMMEDIATE

First-Class orders placed by 8PM ET are scheduled for printing and mailing the next business day

Use your own mailing list or we'll help you find one

If you don't already have a list we can help you purchase a list based on ZIP Code[™], income, age and gender demographics, lifestyle and hobbies, home values, household occupants, and other criteria.

Tap the power of our FREE mail toolbox

Click2Mail.com's toolbox offers many ways to create, personalize, proof, and manage your mailings. For example: Send email and email attachments by postal mail with Email-to-Mail. Reach local markets with Every Door Direct Mail—Retail® (EDDM®). Use your program's "Print" feature to send postal mail. Or use our APIs to customize and automate some or all of your mailing processes.

For pricing, including production and postage, go to http://click2mail.com/by-product

Questions? Speak to a mailing expert... 9AM-8PM, Mon-Fri ET at 1-866-665-2787



A – 6 x 11

 $B - 5 \times 8$ C - 4.25 x 6

D - Business or Courtesy **Reply Card**

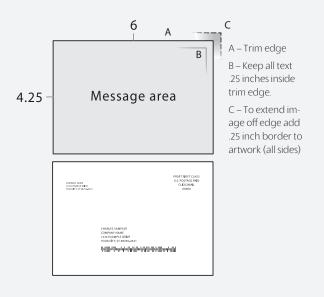
 $E - 3.5 \times 5$

IN THE MAIL FAST: Orders placed using First-Class Mail® in by 8PM ET are mailed the next business day

Click2Mail.com Postcards

Regular, 4.25 x 6 Postcard (single-sided)

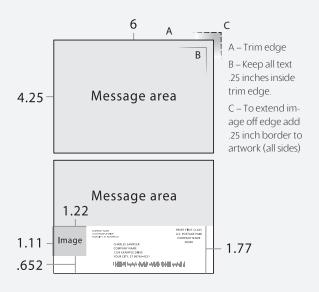
4.25 x 6 in (4.75 x 6.5 with .25 bleed); Printed 4–color, two sides Paper colors: 4–color: white matte or white matte gloss UV-coated; b&w: white matte, yellow or green uncoated



Mail Classes: First-Class, Non-profit

Regular, 4.25 x 6 Postcard (double-sided) with address picture space

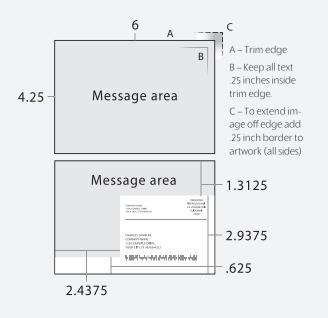
4.25 x 6 in (4.75 x 6.5 with .25 bleed); Printed 4–color, two sides Paper colors: 4–color: white matte or white matte gloss UV-coated; b&w: white matte, yellow or green uncoated



Mail Classes: First-Class, Non-profit

Regular, 4.25 x 6 Postcard (double-sided)

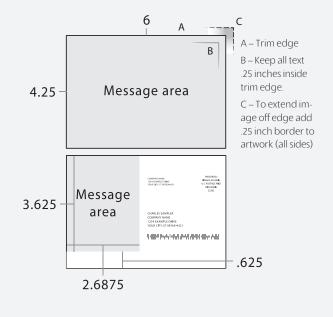
4.25 x 6 in (4.75 x 6.5 with .25 bleed); Printed 4–color, two sides Paper colors: 4–color: white matte or white matte gloss UV-coated; b&w: white matte, yellow or green uncoated



Mail Classes: First-Class, Non-profit

Regular, 4.25 x 6 Postcard (double-sided) with vertical split format

4.25 x 6 in (4.75 x 6.5 with .25 bleed); Printed 4–color, two sides Paper colors: 4–color: white matte or white matte gloss UV-coated; b&w: white matte, yellow or green uncoated

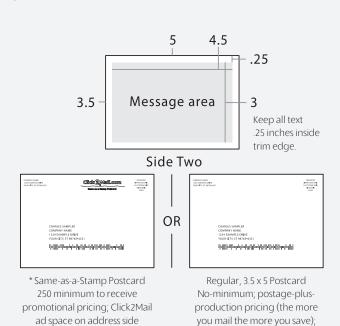


Mail Classes: First-Class, Non-profit

Same-as-a-Stamp, 3.5 x 5 Postcard (single-sided)

Regular, 3.5 x 5 Postcard (single-sided)

3.5 x 5 in (no bleed); Printed b&w, one-side Paper color: white matte (uncoated)

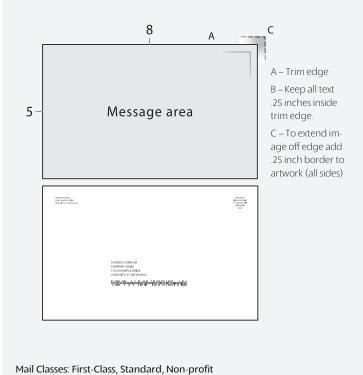


Mail Classes: First-Class

Large, 5 x 8 Postcard (single-sided)

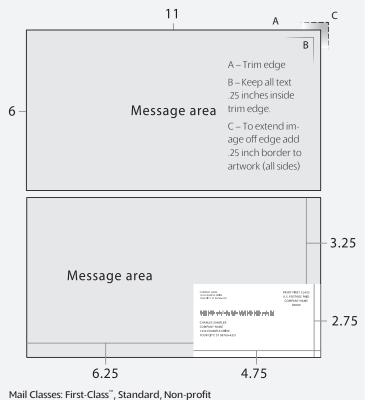
5 x 8 in (5.5 x 8.5 with .25 bleed); Printed 4-color, one side Paper colors: 4-color: white matte or white matte gloss UV-coated; b&w: white matte, yellow or green uncoated

No ad space on address side



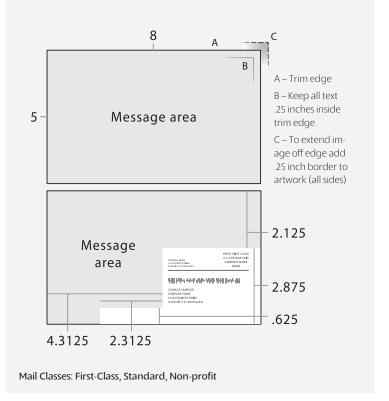
Jumbo, 6 x 11 Postcard

6 x 11 in (6.5 x 11.5 with .25 bleed); Printed 4–color, two sides Paper colors: 4–color: white matte gloss UV-coated



Large, 5 x 8 Postcard (double-sided)

 5×8 in (5.5 $\times 8.5$ with .25 bleed); Printed 4–color, two sides Paper colors: 4–color: white matte or white matte gloss UV-coated; b&w: white matte, yellow or green uncoated

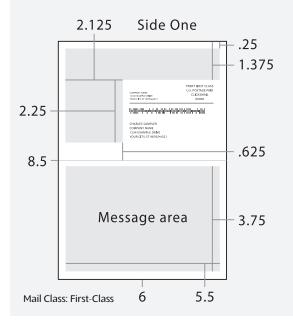


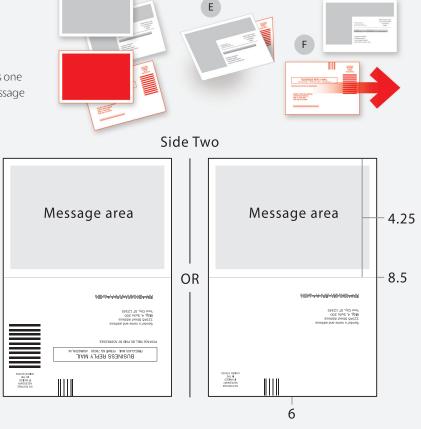
Double, 4.25 x 6 Postcard with Business OR Courtesy Reply Card

4.25 x 6 in (no bleed); Printed 4-color, two sides Paper colors: 4-color: white matte; b&w: white matte

How it works

The sender's message and customer reply cards (D) are printed as one piece and sealed with a clear tab (E). The customer keeps your message card (F), fills in the form on the reply, and returns it to you.





Business mail made easy

You've heard it all before: Improve quality. Automate processes. Reduce costs. What you might not have heard is how, over a decade, Click2Mail has used those maxims to architect the most complete and accessible business mail outsourcing solution in the industry.

FREE address standardization and NCOALink® System services

To help you minimize returned and forwarded mail Click2Mail.com automatically performs two valuable services. First, it uses CASS Certified™ address matching software to standardize addresses and match them to the address ranges in the United States Postal Service® (USPS®) delivery point database.

And second (for 98% of addresses), it does a check of the National Change-of-Address (NCOALink) database to identify addresses that have had a temporary or permanent change-of-address filed with the USPS. Addresses that qualify for Move Update are automatically updated without charge when your order is printed.

Formats

Postcards, Letters, Flyers, Reply Mail, Booklets

Delivery options

First-Class Mail®, Non-profit, Standard Mail®, Priority Mail®, Certified Mail™, International mail, Every Door Direct Mail—Retail®

<u>Design services</u>: Professional design, marketing, and production

Compatible files

You can upload these file types into Mailing Online:

PDF—Adobe® Portable Document Format, version 5 or higher saved using (partial list): CorelDraw®, Excel®, Google Docs™, InDesign®, iWork® Pages®, PageMaker®, PowerPoint®, Publisher, QuarkXPress, Quicken®, Word, WordPerfect®, and MANY more.

DOC, DOCX—Microsoft® Word 2010, 2007, 2003, 2000, 97, 95, 6

Maximum file size: 5MB

Recommended resolution: 300 Dots Per Inch (DPI) Minimum resolution: 100 DPI IN THE MAIL FAST: Orders placed using First-Class Mail® in by 8PM ET are mailed the next business day



Speak to a mailing expert... 9AM-8PM, Mon-Fri ET at 1-866-665-2787

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