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 "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.

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 and manage your mailings. For example: Get a running start on mailpiece design with downloadable templates. Attach documents to emails and have them mailed using Email-to-Mail. Reach local markets with Every Door Direct Mail® (EDDM®). Or use our APIs and CRM integrations to automate and outsource 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

*No minimums except for special promotions.

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 can be mailed the next business day

These layouts and more...

A – 6 x 11
B – 4 x 9 (Rack card)
C – 6 x 9
D – 5 x 8
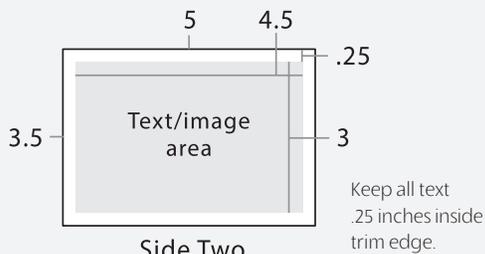E – 4.25 x 6
F – 3.5 x 5
G – Business or Courtesy Reply Card

NO MORE sorting, labels, stamps, or trips to the Post Office®

IN THE MAIL FAST: Orders placed using First-Class Mail® in by 8PM ET can be mailed the next business day
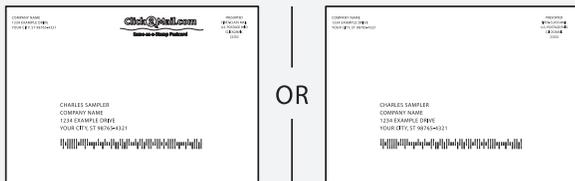
Click2Mail.com Postcards

Same-as-a-Stamp Postcard, 3.5 x 5, single-sided, with Click2Mail ad space
OR Small Postcard, 3.5 x 5, single-sided, without Click2Mail ad space

3.5 x 5 in; no bleed; one side; Printing/paper: b&w on white matte

5   4.5
.25
3.5   Text/image area   3

Keep all text .25 inches inside trim edge.

Side Two

OR

* Same-as-a-Stamp Postcard
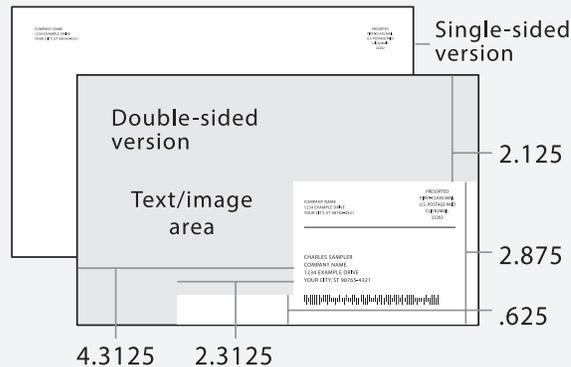250 minimum to receive promotional pricing; Click2Mail ad space on address side

Regular, 3.5 x 5 Postcard
No-minimum; postage-plus-production pricing (the more you mail the more you save); No ad space on address side

Mail Classes: First-Class™   Also available to Print & Ship*

Large Postcard, 5 x 8, single-sided
OR Large Postcard, 5 x 8, double-sided

5 x 8 in (5.5 x 8.5 w/.25 bleed); Printing/paper: 4-color on white matte or white matte w/gloss UV coating; b&w on white matte, yellow or green uncoated, or Printers Choice (random Astrobright® stock)
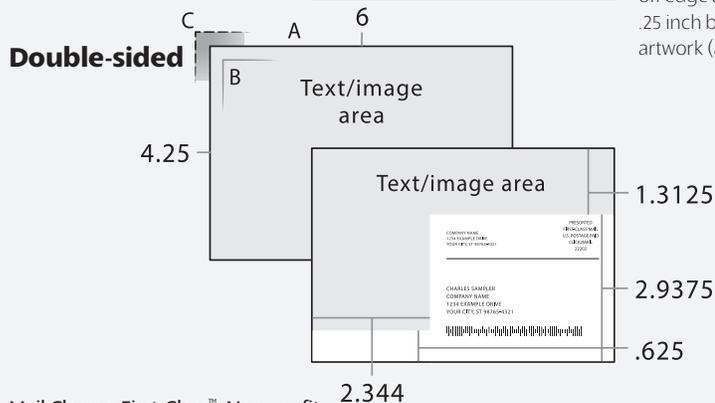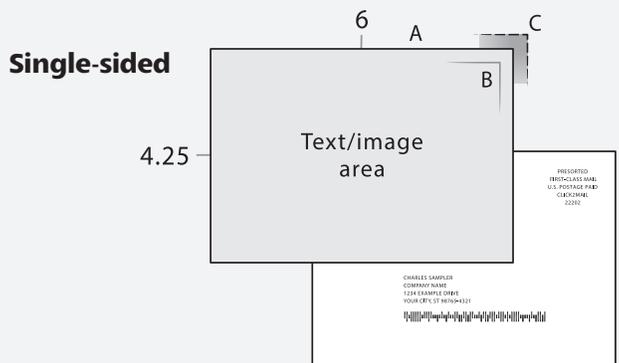
C   A   8
B
5   Text/image area

A: Trim edge

B: Keep all text .25 inches inside trim edge.

C: To extend image off edge add .25 inch border to artwork (all sides)

Single-sided version

Double-sided version

Text/image area

2.125

2.875

.625

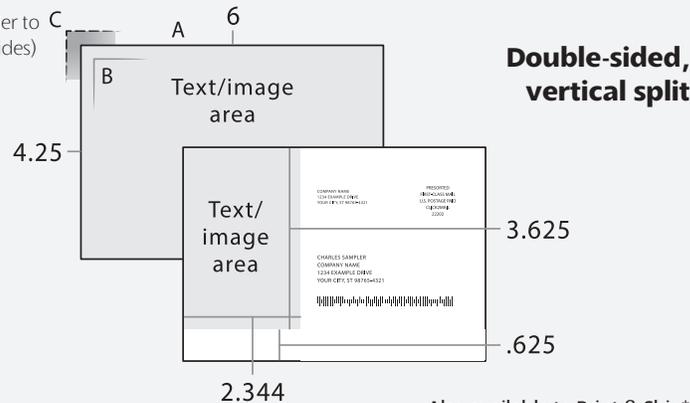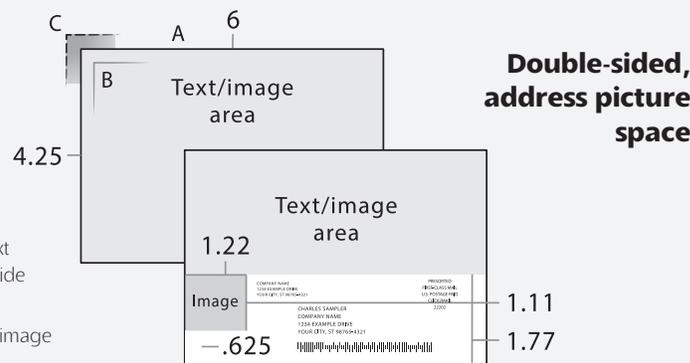4.3125   2.3125

Mail Classes: First-Class™, Non-profit   Also available to Print & Ship*

Regular Postcard, 4.25 x 6

4.25 x 6 in (4.75 x 6.5 w/.25 bleed); Printing/paper: 4-color on white matte or white matte w/gloss UV coating; b&w on white, yellow or green uncoated, or Printers Choice (Random selection of Astrobright® stock: Lunar Blue, Galaxy Gold, Cosmic Orange, Pulsar Pink)

Single-sided

6   A   C
B
4.25   Text/image area

A: Trim edge

B: Keep all text .25 inches inside trim edge.

C: To extend image off edge add .25 inch border to artwork (all sides)

Double-sided

C   A   6
B
4.25   Text/image area

Text/image area

1.3125

2.9375

.625

2.344

Double-sided, address picture space

C   A   6
B
4.25   Text/image area

Text/image area

1.22

Image

1.11

1.77

.625

Double-sided, vertical split

C   A   6
B
4.25   Text/image area

Text/image area

3.625

.625

2.344

Mail Classes: First-Class™, Non-profit   Also available to Print & Ship*
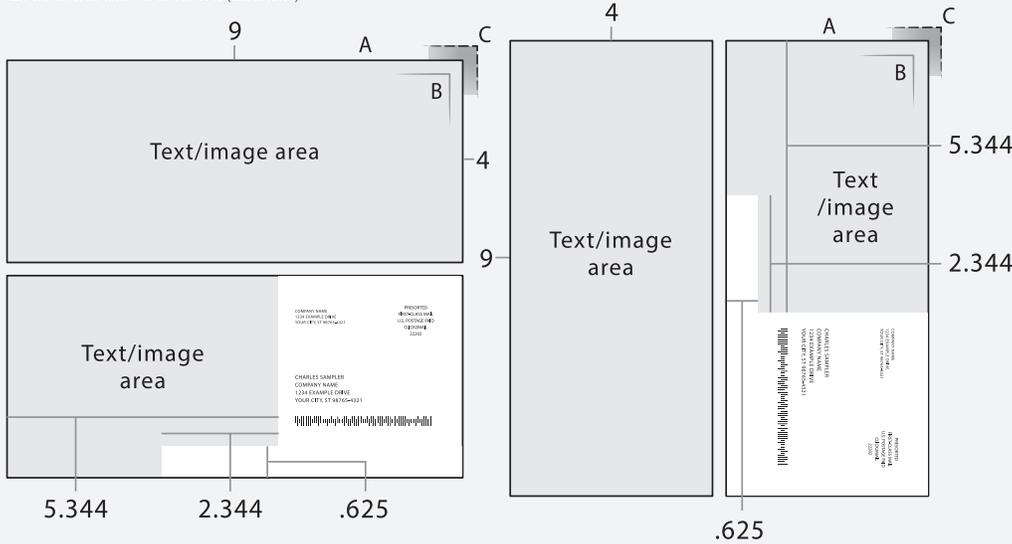
Postcard, 4 x 9, double-sided (portrait or landscape)

4 x 9 in (4.5 x 9.5 w/.25 bleed); Printing/ paper: 4-color on white matte or white matte w/gloss UV coating; b&w on white, yellow, or green uncoated

Portait version: the front panel is automatically rotated 90 degrees when the card is printed (you will see this when you approve the proof).

A: Trim edge; B: Keep all text .25 inches inside trim edge; C: To extend image off edge add .25 inch border to artwork (all sides)

9

A
C
B

Text/image area

4

9

Text/image area

COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
CLICK2MAIL
22202

CHARLES SAMPLER
COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

5.344   2.344   .625

Mail Classes: First-Class™, Standard, Non-profit

Use existing "Rack Card" artwork

A 4 x 9 "Rack Card" is sized to fit the racks used in high-traffic areas such as highway rest stops, hotel lobbies, and so on. Now you can use similar artwork to create a postcard version.

4

Text/image area

9

A
C
B

Text /image area

5.344

2.344

CHARLES SAMPLER
COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
CLICK2MAIL
22202

.625

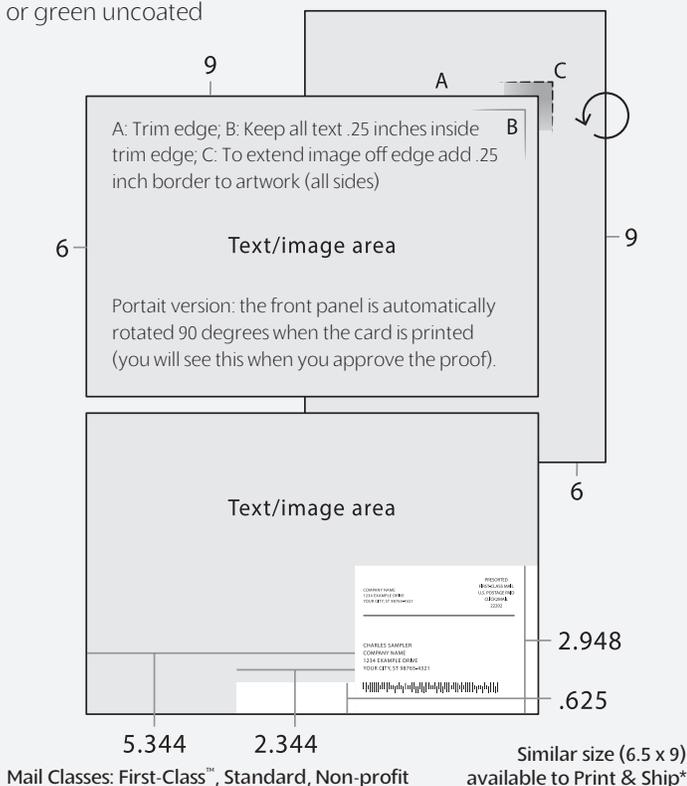Also available to Print & Ship*

Postcard, 6 x 9, double-sided (portrait or landscape)

6 x 9 in (6.5 x 9.5 w/.25 bleed); Printing/ paper: 4-color on white matte or white matte w/gloss UV coating; b&w on white, yellow, or green uncoated

9

A
C
B

A: Trim edge; B: Keep all text .25 inches inside trim edge; C: To extend image off edge add .25 inch border to artwork (all sides)

6

Text/image area

Portait version: the front panel is automatically rotated 90 degrees when the card is printed (you will see this when you approve the proof).
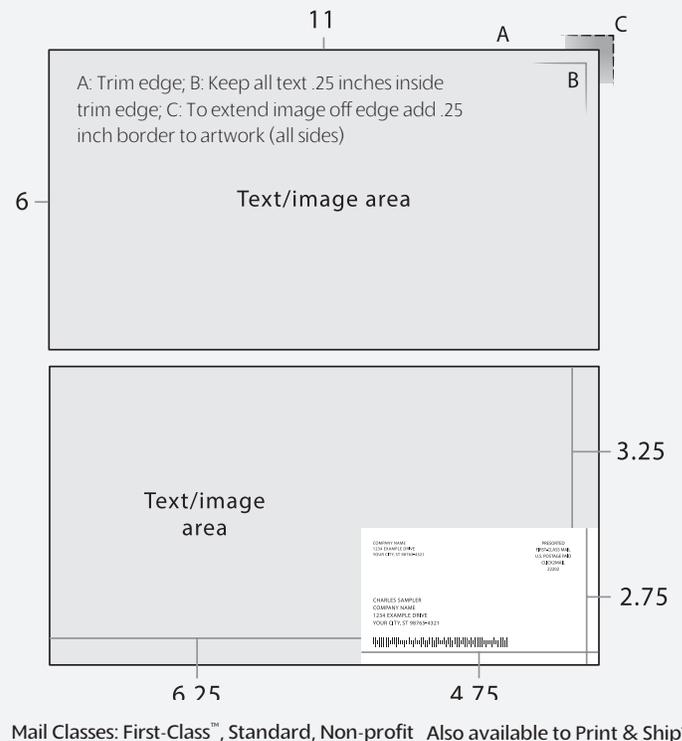
9

6

Text/image area

COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
CLICK2MAIL
22202

CHARLES SAMPLER
COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

2.948

.625

5.344   2.344

Similar size (6.5 x 9) available to Print & Ship*

Mail Classes: First-Class™, Standard, Non-profit

Jumbo Postcard, 6 x 11, double-sided

6 x 11 in (6.5 x 11.5 w/.25 bleed); Printing/paper: 4-color on white matte or white matte w/gloss UV coating

11

A
C
B

6

A: Trim edge; B: Keep all text .25 inches inside trim edge; C: To extend image off edge add .25 inch border to artwork (all sides)

Text/image area

Text/image area

COMPANY NAME
1234 EXAMPLE DRIVE
YOUR CITY, ST 98765-4321

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
CLICK2MAIL
22202

CHARLES SAMPLER
COMPANY NAME
1234 EXAMPLE DRIVE
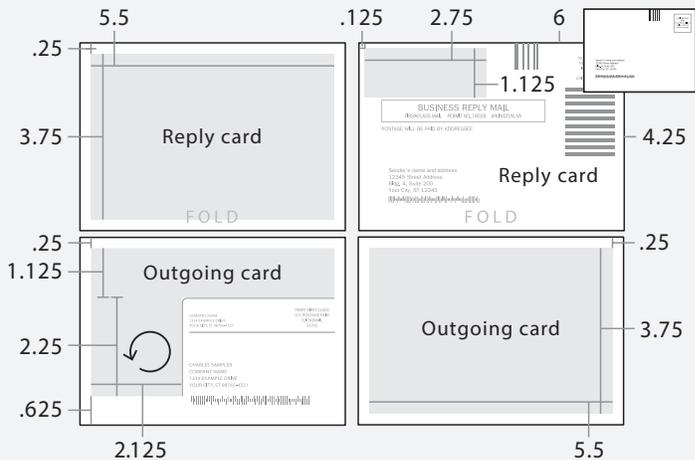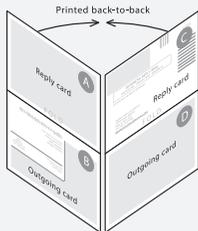YOUR CITY, ST 98765-4321

3.25

2.75

6.25   4.75

Mail Classes: First-Class™, Standard, Non-profit   Also available to Print & Ship*

Reply Postcard (double), 4.25 x 6, Business OR Courtesy Reply Card

4.25 x 6 in; no bleed; Printing/paper: 4-color on white matte; b&w on white matte

There are four 4.25 x 6 inch pages: A, B, C, and D (right)

A: Reply card, side 1: Returned to you by recipient.

B: Outgoing card, side 1: NOT returned to you. Automatically rotated 180 degrees when the card is printed (you will see this when you approve the proof).

C: Reply card, side 2: Returned to you by the recipient.

D: Outgoing card, side 2: NOT returned to you.

Printed back-to-back

Reply card A
Reply card C
Reply card D
Outgoing card B
Outgoing card

5.5 .125 2.75 6
.25
3.75 Reply card 1.125
FOLD 4.25
BUSINESS REPLY MAIL
Reply card
FOLD
.25 .25
1.125 Outgoing card Outgoing card 3.75
2.25
.625
2.125 5.5

Mail Classes: First-Class™, Non-profit

Attention nonprofit mailers

Apply nonprofit postage rates to your account by applying for authorization from the USPS at:

http://pe.usps.com/businessmail101/misc/nonprofitApplication.htm

Once you have authorization, call us at 866-665-2787 for instructions. The USPS requires a minimum of 200 pieces per mailing to qualify for nonprofit postage rates.

We process, we print, we mail, you profit.

Click2Mail is THE most complete business mail outsourcing solution in the industry.

Formats

Mailing Online Pro: Click2Mail's flagship production platform

Easy Letter Sender™: A streamlined letter and postcard composition interface

Email-to-Mail™: Automates the sending of email attachments by postal mail

Every Door Direct Mail: Local marketing to EVERY household with NO mailing list

Mail My Doc Add-on for Google Docs: Send mail directly from Google Docs

Google Apps: install Click2Mail and mail directly from your Google Drive

CRM Integration & REST APIs: Customize and automate your mailing interface

Resources

Mailing Lists: Buy a pinpointed mailing list

Maileva: European mail printed and mailed the next day

Design services: Professional design, marketing, and production

Compatible files

Upload these file types to 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

Speak to a mailing expert...

9AM–8PM, Mon–Fri ET at 1-866-665-2787

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Web http://www.Click2Mail.com

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