

Premium Postcards™

These unique postcards are a versatile selling tool.

Reach Customers

- Create your first postcard for free and experience these high-impact cards for yourself.
- Launch follow-up, re-activation and retention mailings anytime to any number of recipients.
- Group customers to improve message targeting and consistency.

Cards Have a Professional Look

- Create 4-1/4" x 6" postcards or 5-1/2" x 8-1/2" letter-rate cards.
- Gloss on both sides to increase durability and protect imagery.
- State-of-the-art digital printing using four layers of ink for vibrant color.
- Resolution is 600 dpi (dots per inch).
- For greater impact, add graphics to both sides of the mailpiece.
- Custom graphic design services available on demand.

Pay as You Go

- All you need is a credit card and an Internet connection.
- No mailing permits or approvals required.
- No forms to fill out or acceptance hassles.

It's Fast and It's Easy

- Bring your ideas, a list of addresses, and a credit card to:
www.usps.com/premiumpostcard
- Choose a postcard size and design your offer, creative and message.
- We do the rest! Each mailpiece is personalized, printed, prepared and mailed the next business day.

Pricing

- Buy credits at substantial savings to use anytime.
- Send postcards for one low price – *printing, preparation, mailing and postage included!*
- Prices vary according to card size and the number of credits purchased.
- Estimate all printing and postage costs before you begin.

Additional Services

- Add tracking codes to each mail piece.
- Acquire targeted mailing lists and mail to them immediately.
- Additional card sizes available.

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