

Printing Postcards

In the past, postcards were usually in three common sizes - 4" x 6", 5" x 7", and 5-½" x 8-½". They were commonly printed on 10 to 12 point or 80lb to 100lb Cover (Card) Stock.

Nowadays, Postcards and Rack Cards are printed in a lot of different sizes from 3" x 4" to 4-¼" x 11" or larger. 14 point Cover Stock is popular while some people prefer thinner stock (8 to 10 pt) or thicker stock (16 pt or above).

Research has shown that postcards printed in full color (4 color process) will attract more attention than postcards printed in black & white or spot colors. Full Color Printing is not expensive today. Thanks to both CET's affordable Digitally Printed and Offset Group (Gang) Printed Postcards & Rack Cards, customers can now enjoy good printing quality by paying very affordable price.

To protect the color images and to make the postcards look nice, varnish, aqueous, UV coating, and lamination can be added. You may also consider to add special features including Special Shape Die Cutting, Door Hanger Hole & Slit, Perforated Business Card Tear Off Section, Spot Coating, Foil Stamping, Embossing, and so forth.

Need more information? Please contact us today!!

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