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Postcard printing is not only a means of marketing any brand and products but as well a very precise art unto itself. If you are going to use such business promotional tool for your business then should need to know all the different basic and technical specification for both simple and color postcard printing. So, it is always good to consider a good postcard printing shop to have a well designed print to come out.

Some of the points that need to consider in postcard printing are as following:

=> Used Templates “ One must be very clear about the actual size of the postcard at the time of printing it. There are different customary templates and accepted templates have come to us giving us a wide variety of postcard templates and sizes to choose from. Some of the basic sizes of a postcard which can be used for marketing or personal printing include 4 x 6 inches, 5 x 7 inches, 4 x 9 inches, 6 x 11 inches formats.

=> Choose High Quality Paper “ There are wide varieties of paper material options available today but the basic aspect that one should be aware of is the paper quality, weight/thickness as well as its special coating as they determine durability and best ink coating after print. Usage of highly glossy coating are pretty expensive so you have to manage your choices if want to save money on its printing.

=> Color printing options “ The use of black and white postcard printing is almost fading away. People of this generation responding much to the color printing as it is more effective in grabbing attention of the reader towards a message. Various options available with you in this concern include: Full color printing, spot color printing, black ink printing and more.

=> Proper Design “ You are having more design options available today when come to postcard printing. The most powerful application that you can use within your budget are actual image editing applications making software choices like Adobe Photoshop, coral draw, and more. Desktop publishing application can be used choosing Adobe InDesign or Microsoft Publisher etc whilst simple publishing applications can be done using Microsoft word, OpenOffice Draw or even MS Paint to create drafts.

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