6 Need to know things when ordering campaign postcards by Ron Fox

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Election campaign postcards are cheaper and efficient way to correspond campaign message to your voters. Campaign postcards make good impact on the voters with effective information on it. Campaign message attached with good looking and nicely printed campaign postcards makes effective impact on voters. While ordering postcards for political campaign, it is important to ensure following details.

1. It is cheaper to buy 5000 political campaign postcards than 3892

Printing companies that specialize in products, such as postcards, optimize production and reduce cost by printing several orders on the same sheet. This is why your quantity choices may be limited to 1000, 2500, 5000, 10000, etc. If you only wanted 3892 you would have to pay for the entire cost of the print run. This would be considerably more

than getting 5000 cards and sharing the cost.

2. It is cheaper to buy a 6"x9" political postcard than a 5

3/4"x9"

Print cost is cheaper if the card design fits a standard product size of the print company. Again, this is due to lower production costs.

3. It is cheaper to buy a full color election campaign postcard than a two color postcard

Years ago the exact opposite was true. The change resulted from reduced production costs based on new print technology.

4. It is cheaper to buy political campaign postcards from a national provider than a local print shop

Most local print shops are not able to share production costs among several clients because they do not receive enough orders for the exact same product in a day.

5. It is cheaper to order election postcards with a 3-5 day delivery than a 1-2 day delivery

Most print shops have an optimum production cycle. Make a request outside that optimum cycle, it costs them more money and you pay for it.

6. Cost of the union bug on an election campaign postcard

Only about 10% of printers are authorized to use the union bug. Finding one can be difficult and expect to pay a hefty premium.

Recommendation:

To stretch your political campaign budget, review the selection of WinAnElection campaign postcards that have been created with cost in mind. Many were designed for specific campaign issues and specific political offices. We really welcome your comments regarding our products.

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Ron Fox is the founder of WinAnElection. WinAnElection is dedicated to developing affordable professional a election campaign tools so that more ordinary citizens can participate in our democratic processes and find ways how to win an election
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