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Thousands of postcards travel across the whole world in a daily basis, moving through assembly lines of a commercial printer, being delivered to commercial printing customers, and being sent through mail to countless destinations reached by the courier. This is why postcard printing is another popular printing venture, from cheap postcards to the more grandiose and expensive postcards being sent to people of different importance, social classes, race, religion, etc. Thus, it is also not uncommon for printers and postcard owners to make some general mistakes with the printing and the use of postcards. In fact, it actually happens quite often, and here are a few of the more common postcard printing mistakes.

Not checking for advised sizes. Generally, people have a certain degree of freedom in choosing how big or how small they would want their commercially printed postcards to be. However, it is still good to check for the commonly used sizes because of a number of reasons. The first is that these standard sizes are “standard” for good reason, and also, this would make for cheaper postcard batches than if you order special sizes. It is a good idea to follow the postal card size defined by the relevant postal authority in the area because it would make for less conflict and problems for customers in buying and mailing their post cards. Just because you have the freedom to choose the size does not mean that you should abuse it.

Unintentionally Inappropriate. This goes for both illustrations and text content of the postcards. Sometimes inappropriate quotes and pictures are used in order to catch the attention of people, but there are also times when people unintentionally fashions postcards that are simply offensive and not amusing. This is the same case as poorly designed logos, and it can be the cause of great embarrassment and loss in popularity among the potential customers and clients. It is a simple matter to watch out for sexual undertones or poorly worded phrases, so if you want to avoid some controversy, be vigilant.

Spamming. Marketing with the use of postcards is a perfectly normal and understandable thing. In fact, some customers quite enjoy receiving random publicity and discount coupons when they check their mail. However, some companies can take this to a whole different level and consistently spam their customers with postcards all the time. Not only is this a waste of paper and money, it is also very ineffective and inefficient and would only serve to annoy the heck out of potential customers. Spamming, whether on the internet or with actual commercially printed products, does not help in any way to put your company in a good light.

Here are but three of the more common postcard printing mistakes that are being done and that you should work hard to avoid. Remember that while cheap postcards are an effective and unique marketing tool, they are only as effective as the extent of your knowledge on their proper use. If it is your first time using postcards in your business, it is better to do some research before you jump in with both feet.

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Martha Killian has been writing articles online for about 2 years now in a printing company. Visit this website for more wise ideas on how to create effective a [postcard printing](#) online for your marketing

campaign.

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