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One of the big successes of the marketing world, promotional USB Memory sticks is popular and useful and they raise awareness about your brand quicker than any other marketing policy. Here is how to go about buying the USB drives.

First off, choose a design, which goes with the image of your brand. There literally are thousands of different styles to choose from and a number of materials you could select from such as the regular plastic and the highly uncommon leather, wooden and metal ones. The recently more popular ones are those, which come without a cap and have a rotation mechanism.

The memory capacity of the drive is also a very important element. 1 GB to 2 GB is a good size to aim for â€“ you want the people to use your drives in regular life. The logo of your brand is one of the most important design elements of your USB. A complex logo with a lot of color graduation limits your choice of USBs. The print area of a USB is usually about 2cm to 3cm and a complicated design would not look that great on the device.

There are a number of printing options for your USB. You have the regular on spot printing and as well as the option of laser printing and engraving. Another option you have is that of the dome stickers. These are not regular stickers and they look great on the USBs even as the print is protected by a layer of resin on the sticker.

The artwork should be preferably victories in either the Ai format or EPS format. A regular print from a photo gallery is bound to look patchy on the device and you certainly do not want that! Make sure you do not let cheap USB memory sticks spoil the quality of your campaign!

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