

# POSTCARDS

Postcards printed on vibrant, Astrobright stocks are impossible to ignore!



The response rate for postcards sent to a home address is 5.1% with a Return on Investment of 29%.<sup>1</sup>



84% of millennials take time to look through their mail, and 57% have made purchases based on direct mail offers.<sup>2</sup>



Direct mail particularly resonates with Gen Z because they have grown up with digital messaging, and mail presents something unique to them.<sup>3</sup>

Oversize postcards provide more space for your message, and stand out from other direct mail pieces.

## GET THE WORD OUT WITH POSTCARDS!

When it comes to promotion, a little custom postcard can go a long way in getting the word out. This handy item can be used in so many ways – direct mail campaigns, box inserts, street marketing and more. And customers or prospects can keep all your information handy in one convenient, portable package.

Postcards are a cost-effective way to get people to check out your website or your brick-and-mortar location. They offer a tangible and highly visual alternative to a digital-weary audience – boosting engagement and holding their attention much longer.

## CREATE A MEMORABLE MAILING

- Full or Spot Color
- Raised Foil
- Spot Gloss/Raised Spot Gloss
- UV Gloss/Soft Touch
- Wide Variety of Stocks
- Heavyweight/Color Core
- ASTROBRIGHTS® Papers
- Multiple sizes up to 8.5" x 11"
- EDDM Eligible Sizes Available
- Ask about Variable Data

<sup>1</sup> DMA, <sup>2</sup> USPS, <sup>3</sup> MarketReach

### YOU MIGHT ALSO NEED:



#### FOLDERS

Folders are the ultimate brand enhancer, for a professional, organized appearance.



#### DOOR HANGERS

Easy to distribute and hard to ignore, Door Hangers are a highly visible and affordable way to market your business.



#### BROCHURES

Brochures convey reliability, build trust and hold vital details about a business or product.