

# Mailpiece Design: The Postcard



*Variable data on casino postcards are a good way to grab your prospect's attention!*

**Designing postcards for your direct mail campaigns can be both fun and challenging.** You have to walk a balancing line between using art to grab your prospect's attention and the amount of text you include. Too much text and the reader gets bored – too much art and your message is lost. You can have the most awesome design in the world and not get the response you desire if your prospects can't figure out what you're offering. Conversely, if you fill your postcard with text, your prospects might not want to take the time to read it, thus lowering your response.

At CSG Direct Mail, we will work with you to design a postcard for your direct mail campaign that not only draws your prospect/client's attention, but also presents your offer/information in the most eye-catching, response generating way possible. Our designers are experts at walking this fine line and can create a postcard for you that balances "WOW!" with "I need to call now!". Or, you can design your own postcard and we will be happy to look it over for you and give you our professional opinion of how well your piece will generate response. Either way, the marketing experts at CSG Direct Mail will work with your team to help make your mailing a success!



*LEFT: I don't know about you, but I'm probably not reading all that!*

*RIGHT: Everyone loves baby animals, right? But what do they have to do with your business?*

**The physical layout of the postcard itself is also very important.**

If you are designing a postcard to be mailed, make sure you leave enough room for addressing! CSG Direct Mail recommends allowing a 2 inch tall by 4 inch wide clear space on the right

bottom of the mailing panel side of the postcard for addressing. This might seem like a large amount of space, but it ensures that you will have enough space in your address area for your IMB barcode and large addresses that may contain two address lines, a company name, etc. By leaving a large enough address area on your postcard, you guarantee that you will get the BEST postage rates and that the Post Office will not find any problems with your mailing!

***CSG Direct Mail is happy to provide vector PDF format layered postcard templates that you can use to design the postcards for your direct mail campaign!***

You can download our templates for standard 4×6 postcards, oversized 6×9 postcards and jumbo 6×11 postcards and use them in your design programs to make sure that your postcards are worry free and receive the best postage rates possible.