

## Key Necessities for Your Postcards

Do you have a project coming up and need to print postcards for it? The purpose of your postcards will determine if you use gloss vs matte paper, the weight of your paper stock, etc.

Before you begin your search it's best to know a few things about your postcard. There's two schools of thought here:

First – choose your paper stock, coatings, treatments, etc. Then design your postcard.

Second – Design your postcard first. Then ask, what's the purpose of the postcard? Are you mailing it as a standalone, in an envelope or passing it out at an event? What size do you want this card to be? Is it one sided or two? If two, are you printing on both sides, putting a photo on one side? Will the receiver be able to print on the card? Then choose the best paper stock for the postcard.

Today you have a plethora of choices. Anything from matte finish, 80lb one-sided glossy with a UV varnish to 115lb premium silk with one-sided glossy UV varnish that makes your photographs and logos come to life.

As you can see, there's lots of choices. Here's how to choose the right paper stock:

Lots of text, smudge-less writing warrants an uncoated stock. Designs on one side with a subtle appeal or exclusivity feel gets matte finish. Photographs or designs that stand out are usually bright and shiny. That means a gloss finish. However, you can certainly have a UV gloss which will give your photographs a better shine.

Then if you are mailing them. According to the USPS the paper weight for a postcard must be at least 0.007" and not more than 0.016" in thickness. However, jumbo postcards aka oversized postcards must be at least 0.009" and not more than 0.25" in thickness.

**Note:** This assignment was to write a 200-300 word segment on how to choose the best paper stock and paper coatings, treatments, etc. for postcards. The purpose of the page is to capture long tail SEO keywords such as:

- \* What's the best paper for my postcard?
- \* What's gloss vs matte paper?
- \* Postcard paper stock weight and mailing

This is targeting small business owners and others who may want to get the best paper for their postcard.