

# SwissPostCard

## Addressed postcard mailings are just a few clicks away

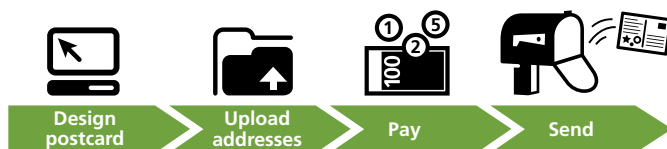


### Your objective

You want to reinforce customer loyalty or attract new customers with real postcards. You need to implement short-term campaigns quickly (e.g. seasonal sales, special offers, last-minute campaigns or new opening hours). Or you want to exploit opportunities that can be planned in advance (birthday and Christmas greetings, etc.).

### Our solution

We offer you an efficient way of addressing your customers individually. It's easy, fast and efficient – with cards designed and addressed online by you and printed and dispatched worldwide by Swiss Post! It only takes a few steps to design and produce your own personalized postcard mailings.



### How postcard mailings work

#### Design

At [www.swisspost.com/swisspostcard](http://www.swisspost.com/swisspostcard), you can design personalized postcards in four steps. Choose an image from the gallery or upload your own picture. The SwissPostCard tool supports jpg, gif, png and bmp formats.

#### Format

Choose a suitable format for your image so you can achieve the best possible advertising impact.

Format	Landscape	Portrait
A6	14.8 × 10.5 cm	10.5 × 14.8 cm
A5	21.0 × 14.8 cm	14.8 × 21.0 cm

#### Test cards

If you wish to send a test card, please enter your own address. This allows you to view the finished product and optimize individual aspects.

### Production and mailing

Your cards will be printed in Switzerland in high-quality using the latest digital printing technology. A high-gloss finish protects them from damage and gives them a sophisticated look. If you submit your postcard mailing before 5 p.m. on Monday to Friday, your postcards will be printed and sent on the same day.

Average delivery times:

Destination	Delivery time in working days
Switzerland	1–2
Europe	3–4
Other countries	4–8

If you do not want all of your recipients to receive the mailing at the same time, but on their birthdays, for example, you can set the dates in advance.

### Prices

No. of postcards	Price in CHF per postcard*		No. of postcards	Price in CHF per postcard*	
	Priority	Economy		Priority	Economy
1–9	2.50	2.30	500–999	1.70	1.50
10–49	2.20	2.00	1000–4999	1.60	1.40
50–99	2.10	1.90	>4999	1.50	1.30
100–499	1.90	1.70			

\* Plus 8 % VAT

You can reduce the price per card by ordering voucher quotas (500 or more cards). Voucher codes are valid for two years and you can split the quota as required. You can pay for your postcard mailings easily and conveniently by credit card, e-payment or PayPal – or by invoice for amounts as of CHF 50.

### More information

Our website [www.swisspost.com/swisspostcard](http://www.swisspost.com/swisspostcard) also offers:

- Additional checklists for successful postcard mailings
- A film showing how one company was able to increase its sales with SwissPostCard
- Practical examples of postcard mailings