

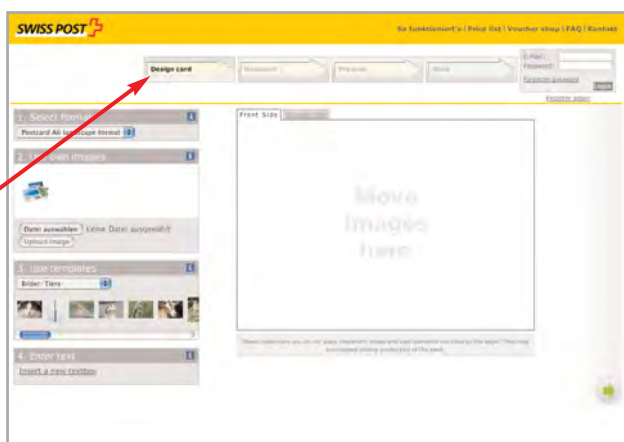
Instructions: How to create and send postcards

Welcome to SwissPostCard

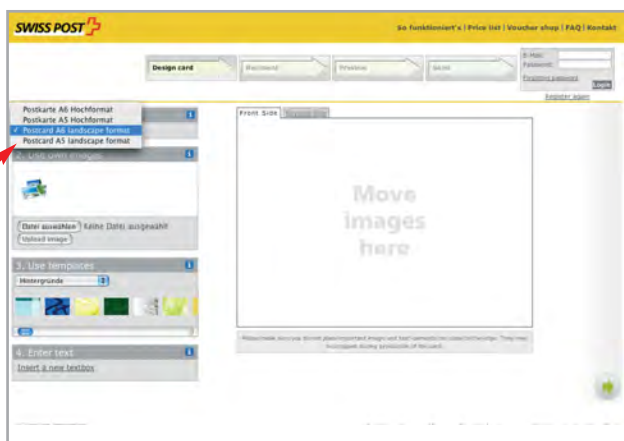
SwissPostCard lets you send a personally addressed postcard featuring a picture of your choice from any computer any time you like. Designed and addressed online by you, printed with a high-quality gloss finish and dispatched by Swiss Post – to anywhere in the world!

You don't need a diploma in graphics design to create your own personal postcards. You design your mailing on the computer without having to install any special software. Just start our online application at www.swisspostcard.ch and it will guide you through the three simple steps. We have drawn up some brief instructions for you below if you need any further help.

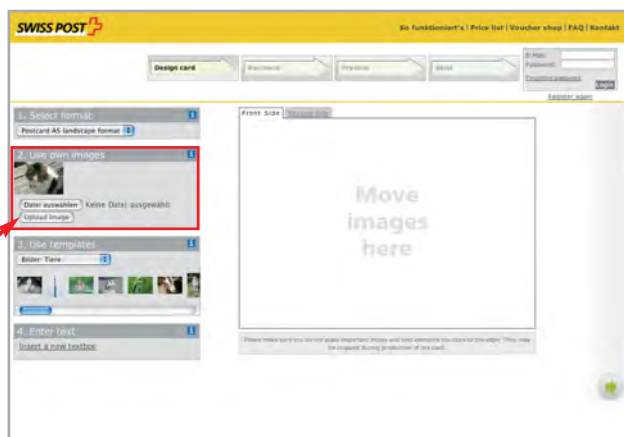
Design postcards



To create a new postcard, click on "Design card" in the top navigation menu.



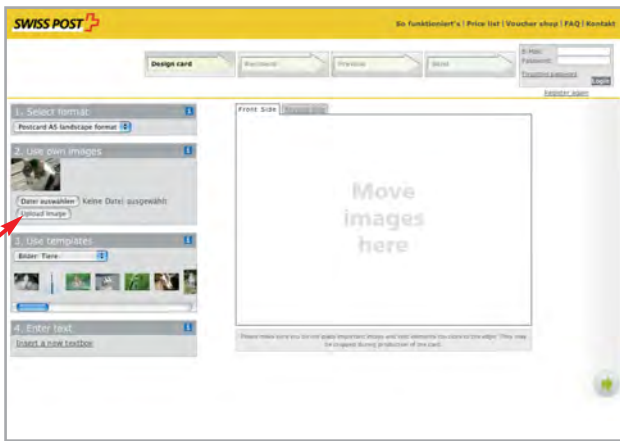
Choose a format from the drop-down menu. Current options are A6 or A5 postcards, either in portrait or landscape format in each case.



When creating your postcards you can also include your own images. Upload these into your image folder. The jpg, gif, png and bmp formats are supported. The maximum file size is xy MB.



A resolution of 1748 x 1240 pixels will provide the optimum image quality for A6 postcards. For A5 postcards you will need a higher resolution of 2480 x 1748 pixels.

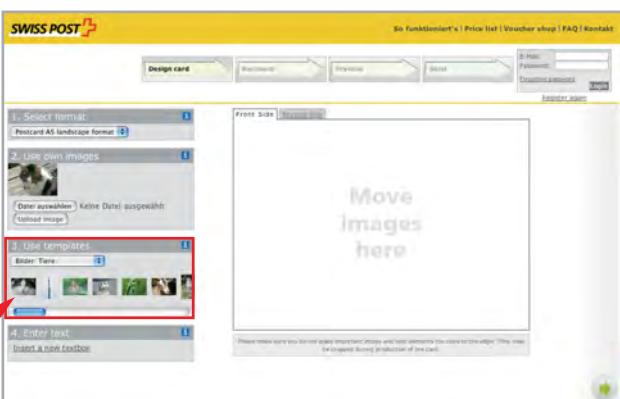


To upload your own pictures into the image folder, click the „Browse“ button to select the image file you want. In the „Choose file“ dialog box, select the folder in which the image file is located. Then click on the relevant file and confirm your selection with the „Open“ button. The dialog box will then close.

Click the „Upload image“ button. Once the image file has been uploaded successfully into the image folder, it will be displayed there as a thumbnail.

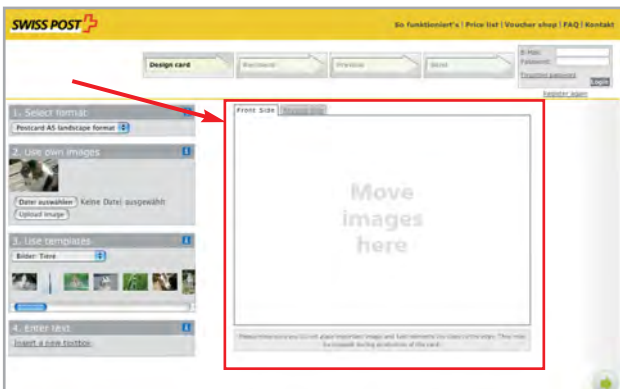


If uploading is interrupted, this may be due to the security settings on your computer or your network. Contact your system administrator.

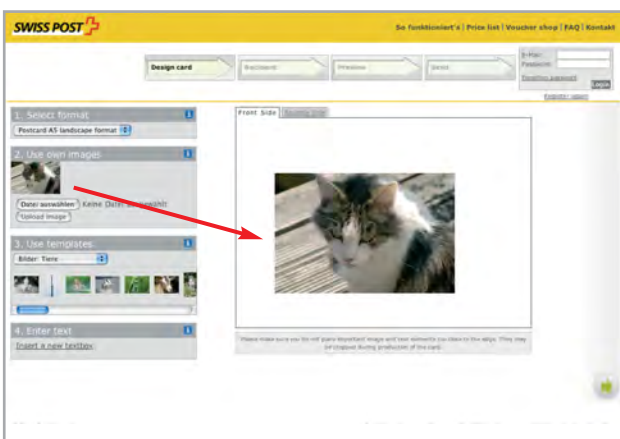


If you don't want to use one of your own photos or graphics, you can also select one of our clip-art images on the left-hand navigation bar.

You can select backgrounds, frames, photos and graphics via the drop-down menu. You can then use the blue slider to view the various motifs in the individual categories.



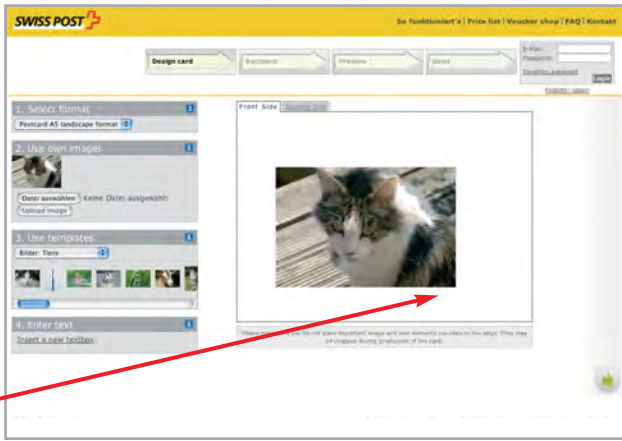
You design the postcard in the centre part of the screen. First choose the „Front“ tab.



Select the motif you want to use from either your own image folder or from the clip-art gallery and, while holding down the mouse button, drag the image across onto the postcard box.

To adjust the size of the image on the postcard, drag the pink squares at the corners of the image. If you press and hold down the left mouse button, you can move the image anywhere you like on the postcard – and also select a part of the image too.

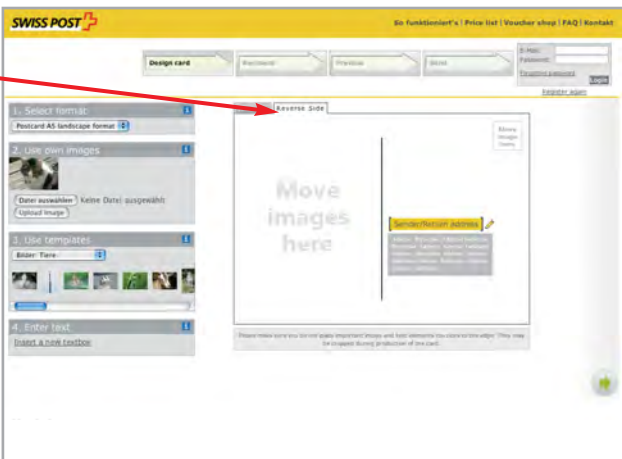
To automatically enlarge your image to fill the whole postcard, click on the second icon from the left below the image. If you want to delete the image again, click the red x below the image.



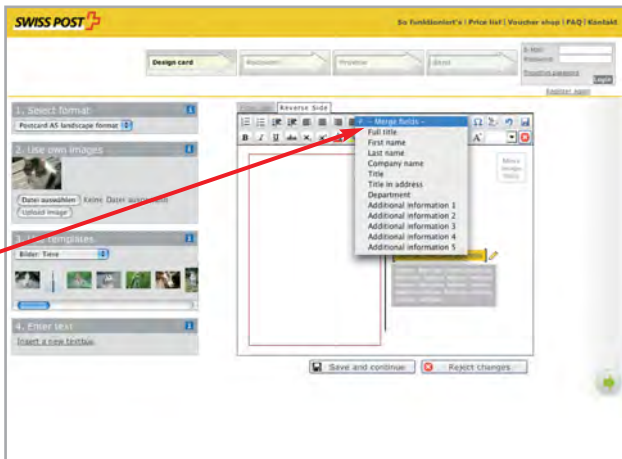
If you can see a green dot on the right below the picture, then the quality is OK for printing at this size. If the dot is red, you will have to either reduce the size of the picture or upload a higher resolution one into your image folder.



You can also combine a number of images on one side. And you can of course also place images on the reverse of the postcard, on the actual text side.



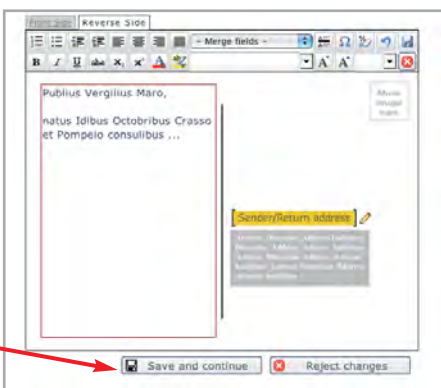
To enter your message, choose the "Reverse" tab. Then click on "Insert new text box" at the bottom of the left navigation bar. A text box will open on the left-hand side of the postcard. Type your message into this box.



You can select a placeholder for mail merge fields – for the salutation for instance – from the drop-down menu above the text box. You can also specify the font and any text formatting you want here.



There are over a dozen fonts available at present. If you want to include text in a different font, you can create it in a graphics program and upload it as an image into your image folder. Then drag the image onto the postcard as described above.

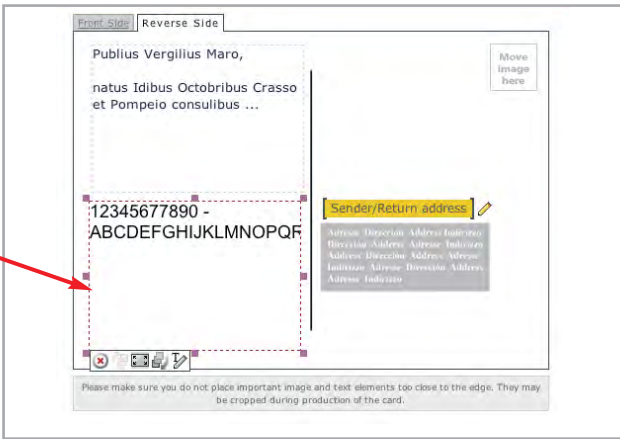


Click on "Save and continue".

To adjust the size of the text box, drag the pink squares at the corners. If you click on the text box and hold down the left mouse button, you can move it anywhere you like on the card.

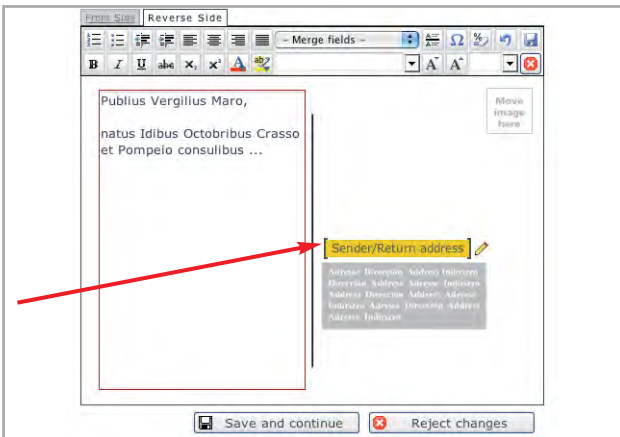


Take care not to position the image and the text too close to the edge as production methods may result in this being cut off. We recommend sending yourself a test postcard before sending an entire mailing.



To add further text boxes, click on „Insert new text box” again.

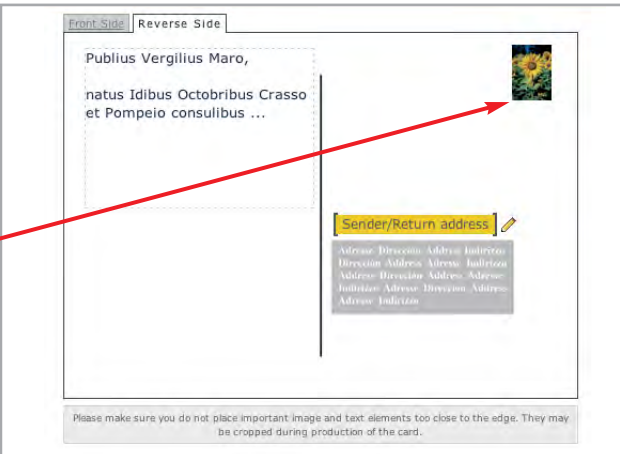
To edit text you have already entered, either double-click in the text box on the card or click on the edit icon on the right below the frame of the text box.



Enter your return address by clicking directly in the „Sender/return address” box.



If you specify a return address on the postcard, it will be returned to you if it is undeliverable. If not, the card will be destroyed.



Choose a motif for your personal postage stamp from your image folder or from the clip-art gallery. Drag and drop the image onto the postcard in the usual way.



If you want to use only one specific part of an image as a postage stamp, first crop the image in a graphics program and upload the resulting file into your image folder.

Address postcards

The screenshot shows the 'Recipient' form in the SWISS POST system. The top navigation menu includes 'Design card', 'Recipient', 'Preview', and 'Send'. The 'Recipient' tab is highlighted. Below the navigation, there are three main sections: 'adressfelder' (address fields), 'Merge fields (optional)', and 'Upload recipient list as file'. The 'adressfelder' section contains various input fields for address details. A red arrow points to the 'Recipient' tab in the navigation menu.

To specify the recipients for your postcard mailing, click on „Recipients“ in the top navigation menu.

This screenshot shows the same 'Recipient' form. A red arrow points to the 'Upload recipient list as file' button, which is located in the top right corner of the form area. A message box above the button states: 'There are no recipient addresses for this order. Please enter these addresses manually or upload an address file.'

You can either upload recipients' addresses automatically as an Excel or csv file, or you can enter them manually into the input boxes.



If you want to send your card to a large number of recipients, it is advisable to upload their addresses from an existing list.

To enter addresses manually, fill in all the relevant boxes on the input screen then click on „Save new address“.

This screenshot shows the 'Recipient' form with a list of addresses on the right side. A red arrow points to the 'Delete selected address' button at the bottom of the list. The list contains one entry: 'Franz Fischer, Musterstadt' and 'Maria Berleucem, Stadt'. The 'Delete selected address' button is highlighted with a red box.

All the addresses entered will be listed in the area to the right of the input screen. To edit an existing address, double-click on the relevant entry in the list and the address will be copied back over into the input boxes.

Once you have finished editing an existing address, click the „Accept changes and save“ button.

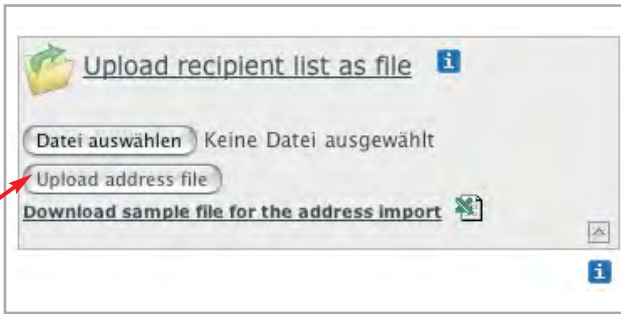
To delete a selected address, click the „Delete address“ button. Hold down the Shift key to select multiple addresses for deletion. To enter a new address manually, click on „Create new address“.

This screenshot shows the 'Recipient' form with the list of addresses on the right. A red arrow points to the 'Upload recipient list as file' button, which is located in the top right corner of the form area. The list of addresses is visible on the right side of the form.

You can also upload a list of recipients in Excel or csv format. Click on „Upload recipient list as file“ in the box above the input screen.

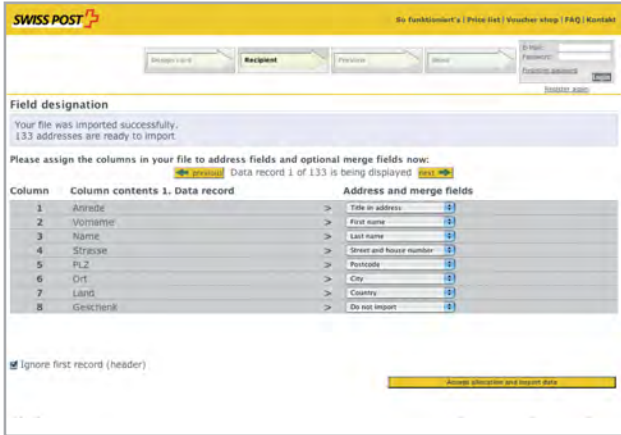


Click on „Download sample file for importing addresses“. If you use this template to specify your addresses, the corresponding data records will be automatically copied across when you upload the file.



To upload a prepared address list, first click the „Browse“ button.

In the "Choose file" dialog box that then appears, navigate to the folder containing your prepared address list. Then click on the relevant address file and confirm your selection with the "Open" button. The dialog box will then close. Now click on "Upload address file" to load your selected address file into the system and begin importing addresses.



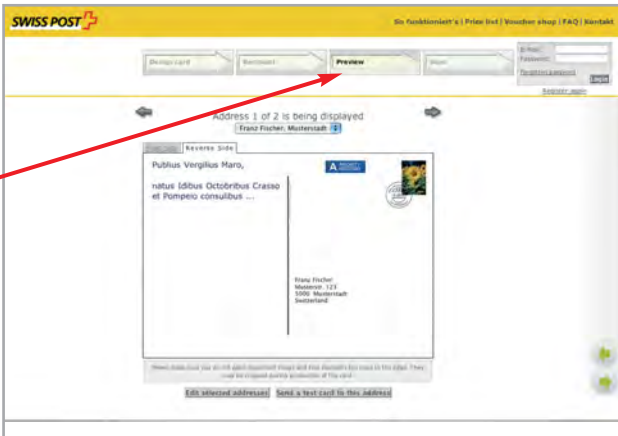
To achieve an error-free import, a screen may appear during the import to prompt you to confirm the field assignment. If your address list contains a header row, choose the "Ignore first record (header)" option so that the header row is not included in the import as a separate address.

A drop-down box listing the available mail merge fields will appear to the right of each column in the column list. You can specify the relevant mail merge field to be imported for each column in the list in each of these. Once you are happy with the fields assigned, click on „Accept allocation and import data“ to complete importing and make the addresses available to the system. After importing, the addresses and mail merge fields will be displayed and can then be edited manually as described above.

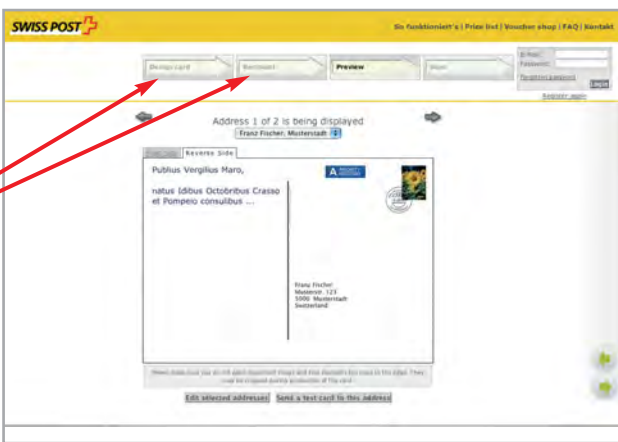


If you are not sure which field contents should be assigned to which field in the first data record that appears, the „Previous“ and „Next“ buttons allow you to go to the previous or next address and match up the fields there.

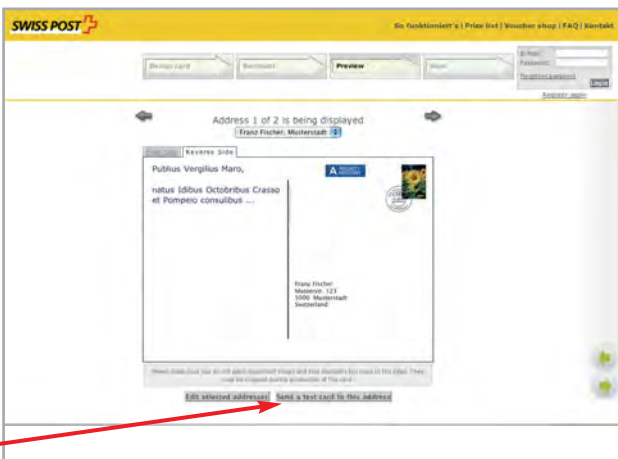
Important intermediate step: Ready for printing



To get an impression of how your postcard will look when it is subsequently printed, click on „Ready for printing“ in the top navigation menu.



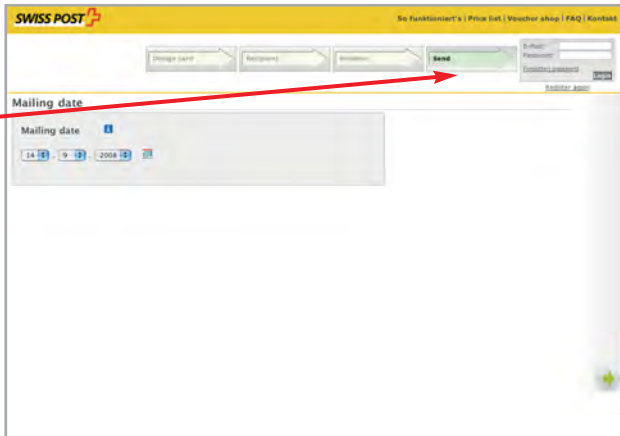
Do you want to change anything? No problem. Just click on „Design card“ or „Recipients“ again and make the edits you want.



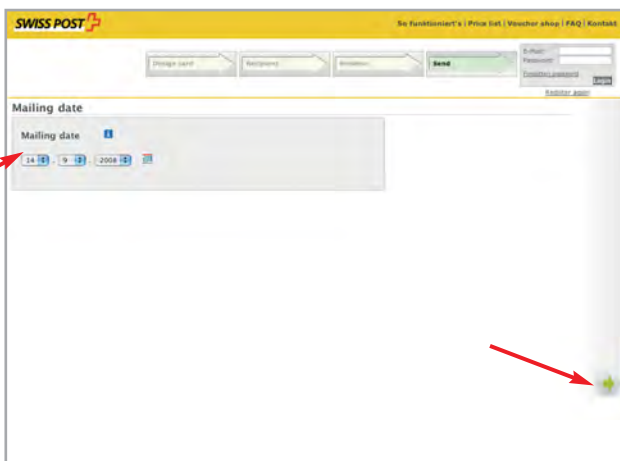
If you would like to send a test postcard to yourself first before sending the entire mailing, choose the record containing your own address and click on „Send test card to this address“.

To do this, you must have entered your own address or imported it with the address file beforehand in step 2 „Recipients“.

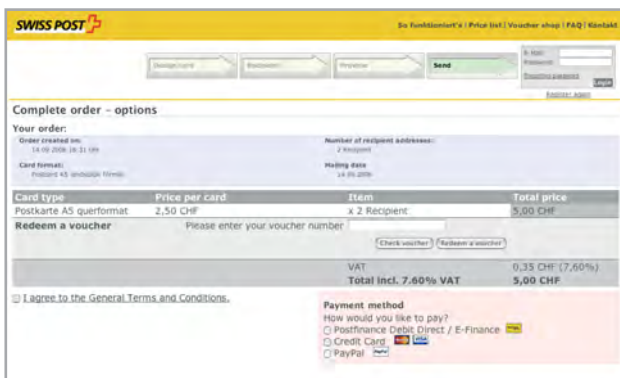
Send postcards



In the last step „Send“ you specify the mailing date.



Specify the date on which you would like your postcards to be mailed by choosing your preferred date on the calendar. Your postcards will be sent as A-PRIORITY mail.



Card type	Price per card	Item	Total price
Postkarte A5 querformat	2,50 CHF	x 2 Recipient	5,00 CHF

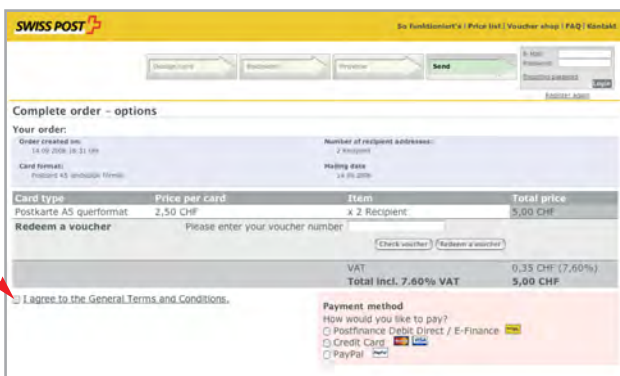
Redeem a voucher	
Please enter your voucher number	
<input type="text"/>	<input type="button" value="Check voucher"/> <input type="button" value="Redeem a voucher"/>

Payment method	
How would you like to pay?	
<input type="checkbox"/>	Postfinance Debit Direct / E-Finance
<input type="checkbox"/>	Credit Card
<input type="checkbox"/>	PayPal

The price of your order will now appear. Choose how you would like to pay. You can pay by credit card, yellowpay, PayPal or by invoice. Click on the link corresponding to your preferred method of payment. Then fill in your details as directed on the following input screens.



Payment by invoice is permitted if the amount exceeds CHF 50.00. You must always register for this method of payment.



To complete your postcard mailing order, you must declare that you agree to Swiss Post's General Terms and Conditions. Indicate your agreement by ticking the corresponding box. Finally, click on „Upload data and perform mailing“.

Your order will now be forwarded to Production.