

The Holiday Card Program

Welcome to the Holiday Card Ordering Guide!

Below are detailed specifications for greeting cards and postcards, available pricing options, and important mailing deadlines to ensure timely delivery. You'll see approximate arrival dates for holiday mailings so you can choose the best option for your needs. Greeting card, postcard designs and self-serve templates can be found under:

Manage Marketing > Manage Templates.



Greeting Card Specifications:

Folded Card	Horizontal Options	Vertical Option
Creative Size:	Horizontal 7.25" x 10.25" (Includes Bleeds)	Vertical 10.25" x 7.25" (Includes Bleeds)
Folded Size:	7" x 5"	5" x 7"
Stock:	100# Cougar Cover - White	100# Cougar Cover - White

Envelope	A7 Envelope
Stock:	70# Cougar A7 Envelope
Color:	Full Color (logo, return address and recipient information, if mailing)

Postcard Specifications:

Postcard	Direct and Non-Direct Mail
Creative Size:	9.25" x 6.25" (Includes Bleeds)
Finished Size:	9"x6"

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Folded Card Pricing Options:

Folded Card + Envelope	Print and Ship	Direct Mail (5"x7")
Price:	\$1.84 each, includes shipping	\$2.49 each
Delivery Method:	Shrink-wrapped and shipped to you	Inserted, sealed, and mailed first-class to your mailing list

Postcard Pricing Options:

Non-Direct Mail / Print and Ship	50	100	250	500	750	1000
Price:	\$51.00	\$72.00	\$155.00	\$280.00	\$412.50	\$530.00

Direct Mail	50-99	100-249	250-499	500-999	1000-2499	2500-4999	5000+
Price:	\$1.60	\$1.30	\$1.20	\$1.14	\$1.11	\$1.02	\$0.97

Ordering Deadlines:

Delivery By	Print and Ship	Direct Mail
Thanksgiving	Monday, November 3rd	Monday, November 3rd
Christmas	Wednesday, December 3rd	Wednesday, December 3rd
New Years (by end of January)	Thursday, January 15th	Thursday, January 15th

Note: There is a separate document covering FAQs on the Knowledge Base.