

# Postcards

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Sending a postcard to announce an upcoming event or brief news is a quick, inexpensive way to reach your club members. If you need help, the Alumnae Association can design, copy and mail your postcard for you. Normal processing time is about 1 week. Contact Tara Eastcott for more information (413-538-2738 or [teastcot@mtholyoke.edu](mailto:teastcot@mtholyoke.edu)).

## THINGS TO REMEMBER

- Postcards must meet postal size requirements to be mailed at the postcard rate.

HEIGHT	LENGTH	THICKNESS
3 1/2" min.	5" min.	.007 min.
4 1/4" max.	6" max.	1/4" max.

- Use card/cover stock for postcards, regular weight paper will not meet postal requirements.
- Do not use dark paper or large images on postcards—postal automation machines may not be able to read the piece correctly. Good color choices are light or medium blue, yellow, white, cream, etc.
- Postcards may be sent bulk rate. You'll need 200 or more pieces to qualify.

When sending bulk rate, you must send your postcard to the Alumnae Association for processing. Remember to use the Alumnae Association's bulk rate indicia and return address. (Exception: If your club has its own bulk rate mail permit you do not need to use the Alumnae Association's indicia or return address.)