



athens  
paper



WALL PRINTING

## **PAPER TIPS**

## **Reply Cards or Post Cards**

A **standard post card** or **reply card** must be **rectangular** in shape, with a minimum size of **3 ½" x 5"**. In order to qualify as a post card with its accompanying lower postal rate, the **paper used must be a minimum .007" thick**. The **card can be as large as 4 ¼" x 6"** and still carry this lower rate. **If either dimension exceeds 4 ¼" x 6"**, however, it no longer carries the post card rate, but rather First Class Letter rate. In addition, it **must be printed on a paper stock that is a minimum of .009" thick**. If the card falls below these minimums then the mailer must pay a higher rate, potentially as much as \$.13 each. While the minimum caliper applies to the post card, there is **flexibility to go beyond the minimum** and still receive the lower rate. Both sizes can be produced **on paper as thick as .016** and still qualify. This provides a great deal of flexibility on paper selection, with improved durability and print surface.

Here are some **grades stocked by Athens Paper that meet these requirements**. They are ranked by their relative cost, with 100% being the least expensive grade.

### **7 Point Minimum**

**Williamsburg 75 lb. Return Card – (100%)** Guaranteed .007 thick, this is the least expensive grade. It is very porous, however, and is best suited for simple line copy.

**Domtar 90 lb. Index– (170%)** A hard, smooth finish with a better print surface than the 75 lb. reply, yet still relatively inexpensive. Available in a 92 bright white or colors.

**Utopia 3 100 lb. Matte Coated – (175%)** An 87 bright sheet, with good print reproduction on both sides.

**Accent Opaque or Plainfield Opaque 65 lb Cover – (187%)** Both grades have good bulk, stiffness and brightness and are capable of producing quality 4-color process work.

**Knightkote Matte 105 lb Return Card – (195%)** A #1 matte with a brightness of 92, this sheet provides better stiffness and contrast than Utopia 3.

**Cornwall or Carolina C1S 8 Pt – (219%)** Use for 7 pt requirements. Good coated surface on one side for quality 4 color printing, with uncoated back side that easily accepts pen or pencil. Both grades are available in a 7 point from the mill, and both are available in C2S.

**Kromekote C1S 8 Pt– (342%)** With a brightness of 92 and ultra smooth cast coated finish, this is the best choice when premium print quality is required. Also available in C2S

### **9 Point Minimum**

**Williamsburg 97 lb Return Card – (100%)** Same printing characteristics as the 75 lb.,

**Domtar 110 lb. Index – (170%)** Same characteristics as 7 pt.

**Plainfield Opaque Vellum 65 lb Cover (152%)** – Vellum is **mill item**. Toothy finish.

**Accent or Plainfield Opaque Smooth 80 lb. Cover – (187%)** Good print surface

**Knightkote Matte 135 lb. Return Card – (195%)** Same characteristics as 7 pt.

**Altima Gloss 100 lb Cover – (215%)** # 3 Gloss Cover. Not available in rolls.

**Cornwall or Carolina 10 Pt C1S – (219%)** Same characteristics as 8 Pt

**Kromekote 10 pt C1S – (342%)** Same characteristics as 8 Pt