The following instructions outline recommended printing and mailing instructions via VistaPrint. VistaPrint services include postcard printing, postage, and mailing to a custom mailing list. Similar services may also available through alternative printing centers such as FedEx, Staples, or a local center of your choice.

**Customize Your Postcard(s)**

1. Download the Postcard from the Toolkit
2. Front (Page 1)  
   Replace <Practice Logo> with an image file of your practice’s logo
3. Back (Page 2)
   1. First, input the correct information for your office in the upper left hand corner  
      <PRACTICE NAME>  
      <STREET ADDRESS>  
      <CITY, STATE, ZIP CODE  
      <PHONE NUMBER>
   2. Then, input your information in the body of the copy:

* Replace Dr. First & Last Name with physician name
* Replace board-certified, fellowship-trained with the physician’s credentials, or keep as-is if they’re correct
* Change magenta font color to black

1. Save the file as a PDF
   1. Click *Save As*
   2. Under *File Formats* drop down, select *PDF*
2. Open the PDF
3. Export the document to image files
   1. File 🡪 Export To 🡪 Image 🡪 Select *JPEG* or *PNG*
   2. You should now have two separate jpeg or png files – one for the front and another for the back of the postcard

**Create Your Mailing List**

1. Download VistaPrint’s *Mailing List Template*:   
   <https://www.vistaprint.com/marketing-materials/mailing-services-postcards>
   1. Scroll halfway down and click *Mailing List Template*
   2. Click *Download Template*
2. Open the downloaded file
3. Add all necessary information for columns A – L for each mailing address
4. Save the file (.xls, .xlsx, or .csv file type)

**Print and Mail the Postcard(s)**

1. Go to [VistaPrint Mailing Services Postcards](https://www.vistaprint.com/marketing-materials/mailing-services-postcards)
2. Under *Size* drop down, select  *6” x 9”*
3. Under *Estimated Quantity*, select the number based on your Mailing List size
4. Click *Upload Design*
5. When the Postcard Studio loads, click *Images* from the left-hand toolbar then click *Upload*

Graphical user interface, application

Description automatically generated

1. Select *Front* from the right hand toolbar and click *Upload Logo or Image* on the left
2. When the file pop-up loads, select your previously saved image for the front of the postcard
3. Select *Back* from the right hand toolbar and repeat step 7 to select your previously saved image for the back of the postcard
4. Click *Next* in top right corner
5. Review the design by clicking on the *Front* and *Back* options on the bottom of the screen, and confirm by selecting *YES* box and click *Continue*
6. Select Paper Thickness: *Standard*
7. Select Paper Stock: *Glossy*
8. Click *Next*
9. Click *Sign In to Upload a Mailing List*
10. Either sign in with credentials from an existing account or click *Create an Account*
11. Click *Upload a New Mailing List*
12. If errors in your list exist, you can choose to select *Fix the Issues for Me* or *I’ll Fix the Issues Myself*
13. Click *Next* in top right corner
14. Choose your preferred Postage & Processing
15. Click *Add to Cart*
16. Click *Continue to Cart*
17. Click *Checkout* and add all information to complete your order