

Business Promotions Pop With Customized Postage

(NAPSA)—In 1872, Congress passed a law that prohibited advertisements on American currency and postage. But in 2006, after the outstanding success of the personal postage stamps program, the U.S Postal Service decided to let businesses take advantage of custom stamps.

Businesses can now go online to quickly and easily create and purchase custom postage. The stamps you produce are real U.S. postage with one key difference each features your own digital photo or artwork and your message. And since six out of 10 Gen Xers and Gen Yers say they are more apt to open a direct mail package that "looks interesting," customized postage can add real impact to first-class business mailings.

These special stamps can showcase virtually any image and message—a publicity firm recently used stamps featuring images from films on invitations to private screenings. CBS put sitcom stars on stamps to promote the station's new fall shows. The Boston Celtics basketball team uses personal stamps on mailings, and also sells the postage to fans as collectibles.

Luxury resort Little Palm Island was pleased with the response to its customized postage. "When people saw the stamp, it was like a brain dart...it really hit home with them," Rebecca Kollaras, a publicist for the Florida resort, told a reporter for The New York Times.



Businesses can now create mailings that really stand out, thanks to customized postage stamps with their image and message.

Big companies put their logo on stamps used on annual reports or choose product photos for launches and sales mailings. Smaller businesses often choose unique eyecatching images—vacation photos for travel agencies, pet pictures for veterinarians, florals for garden centers—to ensure their mailings stand out in the sea of bills and solicitations. Plus, YourStamps developed by Fujifilm—are larger than standard-sized postage stamps, so your message is sure to draw attention.

To create this customized postage, just go to the Web site at www.YourStamps.com, upload your chosen photo, choose a vertical or horizontal format and add your caption or message. Any graphic or promotional message (within the bounds of good taste and copyright law) can be placed front and center. Businesses can also take advantage of volume pricing.

For more information, e-mail info@YourStamps.com.