

Facts About Business Cards

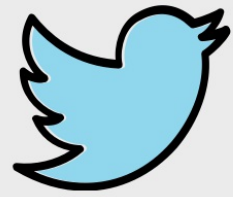


The standard U.S. business card is 3.5" x 2".



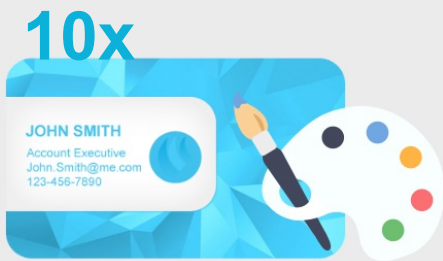
Meishi

Meishi is a Japanese business card. Like the art of Bonsai, it has been around a very long time. It was first business card ever produced, originating in the 15th century.



Social media

Social media is used by lots of businesses. Let others know you're current by incorporating your Twitter handle or Facebook address on your business card.



People will keep a **color** business card ten times longer than a black and white one.



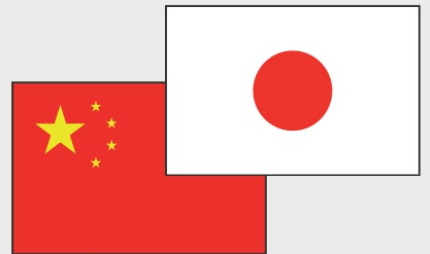
Vcard QR Codes

Vcard QR codes placed on your business card allow other people to scan it and program your contact details into their smart phone.



A title is important.

Your customers need to know who they are calling. Keep titles clear.



In China & Japan

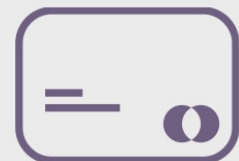
In China and Japan you are expected to accept a business card with both hands, look at it, and comment on it positively.



Business cards are generally printed on 100-lb weight paper.



Studies show your sales will increase 2.5% for every 2000 business cards you hand out.



Die cut

Die cut business cards make a memorable first impression. Consider one to reflect your business.