

Good Spell ahead for Katie's Cards Halloween Ecards

Halloween is set to provide a jump in sales for Katies Cards, the ecards producer used by people around the globe.

Online PR News – 14-July-2010 Halloween is set to provide a jump in sales for Katies Cards, the [ecards](#) producer used by people around the globe. Halloween has provided a spike in subscriptions for the last three years running and this year is expected to be the same. Once a subscription to Katies Cards has been purchased, every ecard in the company's library can be sent to anyone with an email address.

Katie Davies, the animator behind the dozens of ecards on offer, commented: "I think Halloween is often a very popular time to look at purchasing ecards because Halloween offers up so many visually rich icons. From pumpkins to ghosts and ghouls, there are countless colourful ways to approach designing [Halloween ecards](#). I think the season is one of my favourites, and this Halloween looks will hopefully see our ghoulish cards being more popular than ever "

Katie's Cards has been making ecards since 2007. As well as animation by Katie, the company enlists musician Ben Davis and background artist Barry Sexton in order to create the ecards. All of the e cards available can have a personalised message added to them, making them unique to the person involved.

The ecards are made using the latest Flash software, which has the ability to combine animation, backgrounds and sound in what is considered to be a very small file size. Despite advances in internet connections in recent years, users are still eager to keep file sizes down – which means these ecards can be delivered quickly and easily to email addresses around the world.

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