

HELP

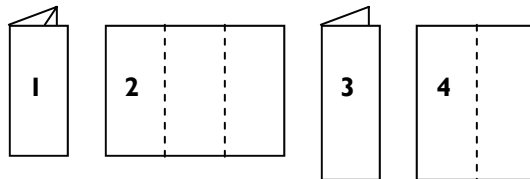
Tips on Creating Your Flyer

Good luck in your marketing efforts. To set up a consultation marketing meeting with staff member Erika Schaefer-Hellstrom, please call 718-447-3329 or email ehellstrom@statenilandarts.org.

TIPS ON CREATING YOUR FLYER

SIZE

Consider what the best layout is for your flyer. This can be determined by how much or little you have to say. It can also depend on where they will be distributed. We will be able to display them at the Whitehall Ferry Terminal at COAHSI's VISIT Center. For this placement, we need them to be 4x9 or smaller. This can be achieved in a few ways.



1. *Horizontal brochure.*

Letter-size paper folded in three.

2. *3 to a page.* Keep it horizontal and copy and paste the artwork three times onto the page. Be sure to cut neatly.

3. *Vertical brochure.* Letter-size paper folded once down the center.

4. *2 to a page.* Paper should be vertical.

Paste your artwork two times on the page. Cut neatly!



LAYOUT

There are some things to keep in mind when laying out your flyer. There needs to be a headline, some body copy with the event details, and contact information. An image can enhance a flyer as long as it doesn't take away from the information. If you're using a copy machine, try to use clip art or a line drawing for best reproduction. If you are having them printed, you can use an image. Remember to give the printer a high quality file, 300dpi or higher.

Establish a center of attention. Decide which idea or image is most important on the page and make it the single most dominant visual element by playing up its size, position, or density, like the headline or the image. Try to make the contact info (phone number) larger than the body text.

Good design doesn't have to be complicated. Try using only two typefaces to simplify the layout. Take a look through a magazine or at some other flyers to see what you and your friends like or don't like. Try to incorporate only the positive elements in your design.

If you are looking to have someone design the flyer or direct mail piece for you, there are some less expensive alternatives to paying a top-notch graphic designer. Try contacting the local college art departments to see if there is a student who can lay it out for you for a small amount of money. If you are looking for a great designer, contact COAHSI for some referrals.

Printing flyers or direct mail pieces can be expensive. Many printers operate through websites, and with new technology, full color printing is getting less expensive. Try VistaPrint.com for affordable printing or contact a local print shop. This may take a week or so. If you're in a hurry, Staples can print and cut your flyers in just a day or two.

