

# Publicity Posters

...You will need a selling point...

- Create a memory
- Try an element of surprise
- hold the viewer's attention
- Urge action from the viewers
- slogan



- \* Have your posters approved
- \* Put up your posters several weeks in advance for maximum publicity
- \* Hang your posters in central, populated areas...just above eye level
- \* Use posters with other forms of publicity
- \* Be responsible and take down your posters after the event

KCrawford

**GUIDELINES ARE USED TO KEEP LETTERS AND WORDS EVEN AND CONTROLLED**

BLOCK

Script

CRAZY

Bubble

...draw the guidelines LIGHTLY so they erase easily !!!

Computers...



Be sure that the computer lettering is large and easy to read.

Mount the computer sign on several different shapes and colors of paper...

Remember... who what where when why

**W**



You do not need to be an artistic genius to create a successful poster...following just a few of these tips will help you be a publicity poster expert !!

...make the word...

**LARGER...**

**BOLDER...**

CHANGE THE STYLE

...put a border around it

**CHANGE COLORS**

...use an arrow (or other pointing devise..

UNDERLINE

