



Tips on Making a Flyer

Use simple, thick fonts. “Fun” or script-type fonts might look good on your computer, but are sometimes hard to read.

Avoid clutter. It’s tempting to fill up all your space with words and graphics, but sometimes “whitespace” around your headlines makes them stand out more.

Choose your main image wisely. Make sure it’s the best representation for your program/event. If you are marketing w/multiple forms of media – keep your theme and/or colors consistent.

Distribute with enough notice. One week notice is the minimum. Two-three weeks in advance is better.

Use bullet-points. If you have a list of items, bullet points are easier to scan quickly than details written in paragraph format.

Include all pertinent information:

- Name of Event (make this font size bigger than other details)
- Date/Time/Location
- Is there a Fee?
- Is Advance Registration Necessary?
- Who is the Contact Person?