

Flyers

Flyers also spelled as fliers are single page leaflets that are used in advertising of goods and services of companies or individuals. They can also be used for announcing events and activities to attract crowds. They are also known commonly as hand bills. They are handed out to anyone and everyone - typically at road sides or street corners, crowded places like malls and theatres, pasted on boards at public places like college campuses, public cafes, small market areas and so on.

Flyers are tools for mass marketing and community communication on small scales. They are cheap and affordable form of advertising that serve the purpose very well within a small targeted audience. For example if you have opened a shop in the neighbourhood your target customers would be those living within couple of miles from your shop front. So distributing or pasting hand bills in the shop's vicinity would ensure that several people from within your potential customer base get to know about your shop, its location and the goods it has on offer.

Postcards, leaflets and small size posters are also variants of flyers. They help in direct marketing and are constantly evolving in keeping with the current market trends. Some of the most common formats for hand bills include A4 or letter head size, A5 which is half a letter head, A6 or postcard size, DL which is a compslip size and CC a credit card size. Flyers are inexpensive to make. They are typically produced on glossy card material. They are a very popular advertising mode and with desktop publishing systems technology the production of hand bills has become very simple and cheaper too. Hence they have found a growing popularity. Internet printing has made the making of hand bills easier and quicker than ever.

Users can choose their designs, put in their content and send it across to printers who will print them and send them on in packaged mail. With good printers the flyers can be made right at home itself. The content in flyers could vary in their tone and tenor – they could be formal, informal or humorous. They could use just minimal colors like black & white or could have colorful imagery with several colors. With printers able to handle several shades of colors multi hued hand bills are becoming the norm of the day.

There are some popular flyers destinations across the world – San Francisco has a flyering history dating back several decades. Haight Street is well known for telephone poles flyposting. The Royal Mile is another place where flyers are handed to people every day. However, flyers can become annoying to the busy public when they have bills being stuck into their noses. The pasting of flyers on walls termed as fly posting is being banned at several cities and towns through out the world. They have been accused of spoiling the neighbourhood appearance by the general public. But media activists are against such flyers bans claiming that it hinders freedom of expression.

About the Author

Popular [Flyers](#) are the [businesscards](#). Leaflets became popular during the 1980s and 1990s. They are constantly evolving and a lot of creativity is coming into play. For more information Visit Us at <http://www.rfkprintsolutions.co.uk>

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