

Flyers vs Posters

If you have been to a mall to see a movie, you must have seen lots of posters of various movies containing actors and actresses of those films hung up on walls or places specially meant to display such posters. These are informative devices that are made on paper and contain both text and graphics. Flyers are another type of promotional devices made on paper similar to posters that confuse many as they cannot find differences between the two.

Flyers

Flyers are promotional tools made of paper and easy, inexpensive way to tell the world a social cause or an organization attracts potential customers. They are also used to create awareness about a social or environmental cause or any upcoming event. Awareness about a disease is also created using these flyers. Flyers are also referred to as handbills to be handed out to individuals. They are the simplest form of advertisement and make use of printed material to let people know about various things, events, organizations and social causes. Flyers come in several paper sizes such as A4, A5 and A6. These flyers are handed out to individuals or kept at a place where many people come, such as a café or a mall.

Posters

Posters are also promotional tools and printed on paper though they are posted (and hence the name) on places meant for them. Posters are designed in such a manner that they are very attractive to look at and contain both text and graphic material. However, there are posters containing only photographs and there are also posters with text only. Posters are used by those standing in elections, parties to advertise their campaigns and works, movie makers to advertise the film and singers and event managers to advertise about the upcoming event. While posters were handmade earlier, they are now mass produced as they have gone digital and thus they have become rather inexpensive. In early times, posters were made by artists, and they were quite expensive.

What is the difference between Flyers and Posters?

- Flyers are smaller than posters that are meant to be posted on walls
- Posters are glossier and more attractive than flyers
- Flyers are generally more informative as they contain a lot of text
- Flyers are easily handed out to individuals
- Perhaps flyers were so named because in early days they were thrown out from airplanes to fly in the air and people read them with curiosity
- Posters can be only graphic or textual while flyers, also called handbills are always textual

POSTERS

Helpful hints.

- Give all the important facts
- Include contact details.
- Grab the attention of the reader.
- The text should be clear and large enough to read from a distance. Make your headings larger than your sub-headings and the body of the text. These headings should stand out – use a bigger font, a different colour or bold print.
- Your poster should have a clean, simple layout. Do not use too many features or too many colours as they will make your poster look cluttered. The visual elements must be clear but not overpowering.
- Choose colours that work well together.

FLYERS

Helpful hints.

- Give all the important facts.
- Include contact details
- A flyer should have a clean, simple layout.
- Use a large font size for the heading, and a medium font size for sub-headings.
- Pictures attract attention.
- Give a lot of information but in a few words. (concise)