# HOW TO

CREATE & DISTRIBUTE POSTERS

POSTERS:

Posters are important for your event. Posters help to brand your events, so the images people see and associate with your event are consistent with advertising, social media posts, and posters and handbills around town. Good poster art can really capture peoples' attention and draw folks to your event. Here are a few tips we've found that may help you with creating and distributing your posters.
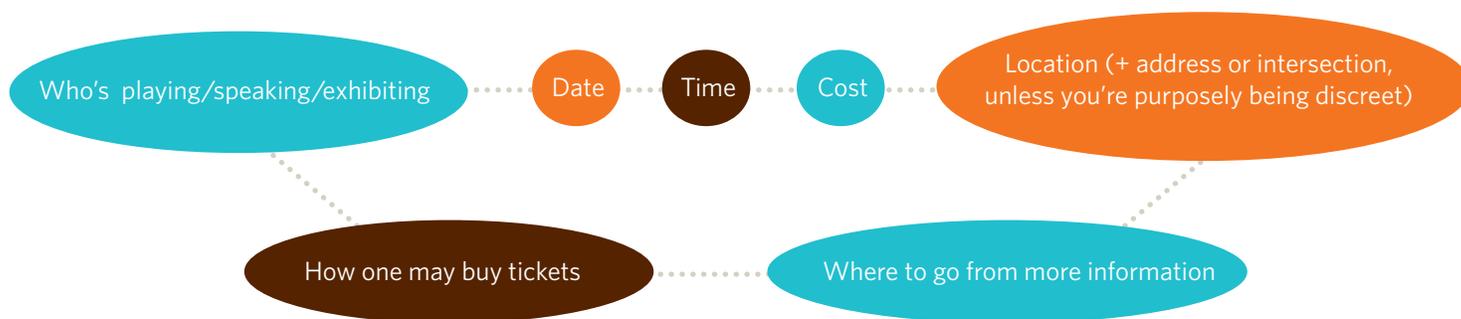

FAIR TRADE MUSIC
A SOUL SHAKEDOWN MUSIC PARTY ON MARCH 14, 2012
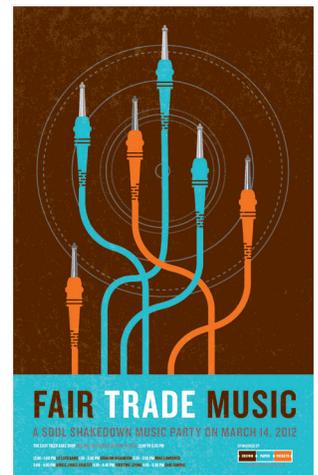
GETTING YOUR POSTER MADE

1 If you're an artist or an expert at Photoshop you could take a stab at creating the artwork yourself.

2 If not, there are tons of great poster artists out there and you're going to want to have poster art that will help it pop out from a pole or shop window.

3 There's a really cool website called GigPosters.com that is an extensive list of artists from all over the country. Every artist has their own page with contact info so you can find an artist you like, browse their posters and shoot them an e-mail.

4 If your budget is tight, you can also use sites like Craigslist.org to contact artists, or reach out to your local art school to see if a student may be interested in doing the project for school credit.

TIPS FOR CREATING YOUR POSTER

1 If you're using a photocopier, make sure your poster is easy to read/see when copied. Keep your printing method in mind when creating your poster.

2 Your poster should be easy to read from a distance—in about a second the average person should be able to tell the basic "what" of the event (e.g. rock show, high school play).

3 Images are good and eye-catching, but make sure that whatever visuals you use don't detract from the overall message of the poster.

4 Make sure you're not violating copyright laws with images in your poster.

5 Include some kind of contact info for people who want more information—a phone number, a website, an email—that goes to someone within your organization.

Make yourself an information checklist with these items:

- Who's playing/speaking/exhibiting
- Date
- Time
- Cost
- Location (+ address or intersection, unless you're purposely being discreet)
- How one may buy tickets
- Where to go from more information

The standard size for most event posters is 11 inches by 17inches (11x17). Many print shops prefer a .pdf format. You'll also want a .jpeg, .png, or .pdf version so you can post it online.

DISTRIBUTING/HANGING YOUR POSTERS

First and foremost, make sure the venue where the event's being held has plenty of posters.

Always ask before hanging up a poster at a business, even if a bunch of similar posters are there. Without getting the OK first, at best, your poster could be ripped down (either by the business owner or by a poster distribution company that controls that spot); at worst, you could get permanently banned from hanging posters at that establishment.

Research your local laws pertaining to hanging posters in public places; some cities allow for posters to be hung on telephone poles, others do not.
Also research what types of hanging methods are allowed/not allowed. Some places do not allow glue, some do not allow staples, etc.

If you can hang posters on telephone poles in your town, go to the area where you think your crowd is centered or in the neighborhood with the most theaters or music venues.

Try to hang posters on Friday or Saturday afternoons since most folks will be out on the town and more likely to see your poster hanging on a pole outside their favorite bar or restaurant.

Bring a crew of people so you can cover more ground. Also, be respectful of other band's fliers. Don't just flier over someone else's flier unless their event has passed.

If you are in a town that doesn't allow telephone pole postering don't be discouraged. You can still hit up record stores, book stores, restaurants, or any place that has posters for local events in their windows or on a poster board.

? **Email: Promo@BrownPaperTickets.com**