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2) Design and Layout Ideas, cont'd:

Size: What is the best size for your flyer?

- **Small handouts** are a ½ page or smaller with basic information. This type of flyer is more suitable for mass distribution at community events
- **Display flyers** are a page long with more detail and are suitable for posting on community bulletin boards or for mailing. You may want to repeat contact/event information for people to tear off and take with them.

3) Distribution Ideas: Where and when are you going to distribute your flyer?

You won't likely be able to put your flyers on every bulletin board across town. What locations are top priority?

- **Who:** Think about the people you want to reach. Where do they live, shop, work, and spend their free time? Where are they most likely to see your flyer? What community events do they go to (i.e. sporting events, parades, fairs, meetings)?
- **Where:** It's often best to decide where you are going before you start. It's a good idea to check with the owner or an employee before posting your flyer to ensure your flyer will not be taken down. They may let you leave a pile of handouts, too. For safety and efficiency reasons, it's good to always distribute flyers in pairs or groups.
- **How:** For printed flyers you can make copies at copy centers like Kinko's or UPS, or at the local library. After thinking about where you are going to post your flyers, you can better estimate how many flyers you will need and avoid printing too many. You can also mail and e-mail copies of your flyer to partner organizations or supporters and ask them to post the flyer at their establishment.
- **When:** How far in advance do you want to distribute your flyers? How much time will people have to see your flyer and put it in on their calendar?

More YV Tip Sheets

Check out these additional YV Tip Sheets:

- [Accessing a Computer and the Internet](#)
- [Sample Flyer \(Word\)](#)
- [Sample Flyer \(Publisher\)](#)
- [Sample Flyer - Small Handout \(Word\)](#)