

Business

We Need a Flyer...

Choose one of these businesses and design a flyer to bring in more customers:



A. Fashion Boutique

The local Women's clothes shop wants to advertise their sale.



B. Stock Car Racing Team

A local Racing car driver wants you to help him get more fans come and watch his next race.



C. Video Games Shop

The local video games shop wants to advertise the new games coming in time for Christmas.



D. Local band

A local band would like you to promote their gig.



E. Horse Riding Centre

A horse riding centre wants to advertise its new Saturday lessons.

Challenge – Can you make it cheaper?

Write an email (or letter) to a friend and say what you could do to make the flyer cheaper to print?

Business

Business Hints – Making it Cheaper

These are some of the possible ways a business could make the printing cheaper:

- The business could print on A5 rather than A4 (Smaller)
- Spot Colour printing – Use 1 or 2 colours rather than full colour leaflets
- The business could choose to print in black and white.
- The business could make the flyer single sided. Double sided or duplex is sometimes even more expensive than 2 single sheets because of the work involved.
- The business could choose to use in-house printers. (Only cost effective for small quantities)
- The business could choose to do its own design rather than pay for a graphic designer. (They could send it to the printers as a PDF or even a Word File)
- The business could use cheaper paper
- The business could work with a partner and share the printing costs