

## Single Sheet Flyers



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## Commercial Web Offset, Sheet Fed & Flexographic Printing Services

**A custom flyer is generally a single sheet document printed in one or two colors or in a full color process. Standard sizes for custom flyers are 8-1/2" w x 11" h, 8-1/2" w x 14" w and 11" w x 17" h. A custom flyer acts as communication between you and the reader, letting the reader know what you can do for them. A custom flyer also represents you when you are not in front of the targeted prospect, and should do so in the best way possible.**

### A question driven budget...

Now that you have an idea of what a custom flyer is...the next step is establishing your budget. Your budget depends on a few key factors: *Quantity, Distribution, and Quality*. How much are you willing to spend? What kind of distribution do you want? How long will the information in the flyer be relevant? What type of printing will you need, one or two color or full color process? These are questions that have to be asked to determine the amount you are willing to spend. Your custom flyer printer should be able to give you an idea of the different color, layout, and pricing options available.

### Designing your flyer...

**Trade Tip:** Before designing your custom flyer...be sure to have all of your relevant content, and graphics established and ready to go. With all the information gathered, designing will be easier than having to find and design simultaneously.

When designing your custom flyer follow a design technique called *symmetry*, which is combining graphics and text to create balance in the design. This balance allows the viewer's eyes to flow from one point to another on the flyer causing *movement*. A good design will contribute *balance* and *movement* in order to direct the viewer subconsciously to read and react to the flyer.

**Trade Tip:** Marketing research has shown that distributing full color flyers is more effective than sending flyers printed in one or two colors.

The front cover of your custom flyer is meant to motivate the reader to pick it up. The industry accepted norm is to keep the front cover simple: your corporate logo, essential text (company name & slogan), and eye-catching graphics.

As for the rest of the custom flyer...remember the content and graphics are by far the most important part. Condensing your information for the constraints of the flyer is difficult but with time and effort it is possible and rewarding. Your business can expand its customer outreach and stretch advertising dollars by the simple action of designing a custom flyer.

***SCP&G is ready to serve you with the expertise and equipment required to get your job done right!***



***Building Partnerships in Printing***

