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Printing Flyers & Brochures

What is a Flyer?

Flyers are an established and popular marketing tool that can be distributed in regions with client potential as well as maximum client density. They're a sure-fire way to make sure your clients know about special offers, products and services. Flyers can also be called: Brochures, Pamphlets, Leaflets, etc.

Strategic Flyer Printing Tips for Better Business Promotion

Visual appeal and effectively communicating your brand message are essential qualities of good flyer design. At CET Productions, we can suggest the best themes and designs, and offer superior quality materials to ensure your flyers are remembered by potential customers.

Here are some essential tips from our flyer printing experts to ensure you achieve your goals.

- Concisely present all the essential information like brand name, contact details, website, company address and the purpose of the flyer. To make this information noticeable, choose the font, color and paper carefully.
- Plan your content well so readers remember who you are and what your brand stands for. Avoid bombarding the public with important content in a haphazard manner as it will reflect poorly on your company.
- Determine the size of your flyers based on how you plan to distribute them. If you want to hand them to your prospects, then Letter Size (8 ½" x 11") is a good paper size to consider. Larger sizes are more suitable when you want to distribute flyers among selected clients and to create an impact that ensures you get good ROI.
- Keep the design simple but play with colors. Note that flyers serve as an advertisement for your business and an audience's first impression of your company. Hence, they should be colorful but in a way that is universally appealing and adheres to your company's colors.
- The quality of your printed materials plays a major role in determining how your brand is perceived by your target audience. For flyers that you hand out door to door, a lightweight paper is more suitable. But do not compromise on the ink, as clients won't appreciate getting their hands getting or being unable to see the writing clearly. A professional flyer printing company will use high-quality materials that cater to your standards and goals.

The ideal flyer combines attractive design with relevant, well-written content and superior materials. CET has become a reputable name in the printing industry, partly by offering exceptional flyer printing services in Canada at reasonable rates.

Basic Design Rules for Flyer Printing

Being one of the finest flyer printing services in Canada, CET has a highly experienced design and printing team. Here, they sum up some fundamental advice on flyer creation to help you make the most of this marketing tool.

- Your flyer shouldn't be overcrowded or cluttered. Make sure that every element has enough space.
- The text you want to draw attention to should be highlighted with a bigger font. This is typically your main message. You can also use uppercase for this particular portion but avoid using it throughout the entire flyer.
- Follow a grid system to align the essential elements of the flyer in the center.
- Use only high-resolution images and print with a full bleed.

Browse our **[Product and Price List Section](#)** to get more information: **>>[CLICK HERE](#)**