



**UNIVERSITY OF GEORGIA**

**How to Advertise an Event at UGA: Print**

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# Print

## Flyers

- Flyers are one of the most obvious ways to advertise for your event. There are so many places on campus to hang up flyers (and different rules for each), so I made a [spreadsheet](#) with that information. The first sheet is for UGA buildings, and the second sheet is for putting up flyers around downtown Athens. Please feel free to share and comment on that spreadsheet if you have any edits!
- Another tip for hanging up flyers is to encourage your club members to hang flyers on the door to their room if they still live in a dorm. This way they are associating themselves with the organization and advertising it to their hallmates; maybe they could all go together!
- Because there are always so many flyers up, here are a few tips to make your flyers attractive and interesting!
  - Pleasing and eye-catching design! You don't have to have fancy software to make nicely designed flyers. Here are a few free online suggestions: [Canva](#), [Poster My Wall](#), [Lucid Press](#), [Flyer For Free](#), and [My Creative Shop](#). You can also make flyers using [Microsoft Word](#) if you know how to finagle it.
  - Follow good design principles. [Here](#) is a brief overview of 4 basic design principles.
  - Leave a little mystery! Don't clog up your flyer with all the nitty gritty details. Link to a website that has all of the details they might need.
  - People respond better to pictures and images than just simple text.
  - Make an easy to remember link. No one is going to take the time to stop and write down a long hyperlink. Create a [bit.ly](#) or a [tinyurl](#).
  - Print in color and in unique paper sizes other than standard 8.5x11 if you can, but it is definitely more expensive!
- Create small handbill versions of your regular flyer to use for tabling and leaving places. The goal with the small flyers is to give out as many as possible, so you probably want to print them in black and white so they aren't as expensive.
  - A good tip is to hand out the handbills to students in the surrounding area on the day of your event. You don't have to have an officially reserved tabling event, just stand near the room when you are setting up and let people know the event is happening!
- Once you've created your masterpiece, then you have to print it! You can print them at your house or a FedEx, but the easiest way to print flyers is to use [Tate Print and Copy](#). They can do everything from regular flyers to banners, stickers, buttons, and more! You can submit an order online and denote when you need the order by. They usually have a pretty fast turnaround.
- Another way you can advertise your event with flyers is not just to put them up on buildings, but to find places where you can leave them out! I have not done this as much as hanging them up, so I encourage you to ask around before you just leave your flyers places. Most places probably also won't accept large flyers, so you should definitely make smaller handbill versions. A few places I have left handbills before (after asking

permission) include the desk at the Center for Leadership and Service in Tate, advising offices, and the exploratory center.

- You can also leave one mini flyer on each cubicle of the student organizations in the Center for Student Activities and Involvement.

### **Street Painting**

- Street painting is a unique and fun way to advertise for your event. Not only is it advertising, but it is also a bonding event for the members of your organization who can go and help paint. Street painting occurs any night after midnight, and you can reserve your specific day through [Campus Reservations](#). Street painting is not free and you have to reserve 5 days in advance. Keep in mind that you have to call the police 24 hours beforehand to let them know you will be painting, and you have to pick up the paint from the Campus Res Office before 5pm the business day beforehand. You have to use the paint from Campus Res (CR) because it has been approved to be on the street; don't use your own paint because you might get fined.
- CR does not supply brushes, so make sure you bring your own. Bring a mix of rollers and actual brushes to do the letters. Don't worry if you forget a paint pan; you can just dump the paint on the street and then spread it out, and you can dip the brushes straight into the paint cans, so you don't really need a pan.
- When you are painting, just be cautious of cars or people coming. It is dark and late at night, so stick together and make sure no one walks home alone.
- For the actual design, make sure it is large and legible. Don't put a lot of information on it because most people walking by won't have time to absorb a lot. Make sure there is a lot of contrast between the background color and the text color so it is easy to read.
- After you are done painting, a tip for bringing your dirty brushes back is to wrap them in free newspaper from the newspaper stands right by the Tate bus stop. This way you don't have to ruin any bags or boxes with a bunch of paint. Wash off your brushes as earlier as you can because that is the easiest, and return the paint to CR the next business day.
- CR is flexible if there is bad weather. It doesn't make sense to paint your advertisement late Monday night if it is supposed to rain all day on Tuesday. Try to plan around the weather if you can!

### **Banner Boards**

- Another promotional thing you can reserve through CR is banner boards. These are wooden boards around campus which can be rented. You print a bunch of flyers or make a large crate paper banner and submit them to the CR Office the business day before and then they hang them up. There are 4 locations you can choose from (you can only pick up to 2) on the [reservations portal](#). Banner boards are reserved for either Mon-Wed or Thurs-Sun. They cost \$3 per day per board.
- If your organization is in the Center for Leadership and Service or a service organization under ServeUGA, there are markers and crate paper in the resource room that you can use. Ask a staff member for the code if you don't know.
- All registered student organizations can use the markers and crate paper that Campus Reservations has as well. The policies are on the website [here](#).
- Tips for designing the banner:

- Keep it simple! Although the banner boards are big, people will be seeing your banner from far away, so don't add too many sublevels of text or it will get too small and they won't be able to read it.
- Make it interesting! Most of the banner boards that are hung up are just plain text, so if you have someone creative who can paint something or you want to put handprints or rainbows all over your design, go for it because it will make it stand out.
- Again be cautious of the weather because rain will ruin your design right away.

#### **Bus Cards**

- Bus Cards are the advertisements on the walls inside the buses. They are great to promote your organization in general because they last 4 weeks and go on 36 different buses!
- The bus cards can be reserved [here](#), and the cost of the first period is \$120 with the cost going down to \$60 for the following periods.

#### **Napkin Holder Inserts**

- Advertisements can be placed in the napkin holder inserts in the UGA dining halls.
- As of January 2017, the fee is \$300 for 800+ ads in 6 dining locations for 2 weeks.
  - Since this is pretty expensive, the dining halls also offer another advertising option that is a \$50 ad on their digital menu signage. The space is smaller and has less impact but more affordable.
- To reserve the napkin holders or the digital signage, email Allison Brannen of Auxiliary Services at [abrannen@uga.edu](mailto:abrannen@uga.edu). The space sells quickly!