# Common Misconceptions Regarding Flyers by Michelle M. Abreu

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It should not really be a surprising thing, but whether it is business card printing, poster printing, postcard printing, or flyer printing, there are a lot of things that people have mistake notions about which they picked up along the way. And while normally these misconceptions really do not have that much of an effect on how your business cards or other high quality prints will turn out, there are still those instances when money, time, and effort are wasted because of false assumptions. It is no different with flyer printing, and if you want to learn of the more common misconceptions regarding flyers, you have come to the right place. Here are a few examples.

Flyer printing is expensive. Far from it, flyer printing is actually a very cheap commercial printing venture. This is because commercial printers make use of batch printing in order to maximize their printing runs and to avoid wasting time and raw materials during their runs. Sure, flyer printing will get expensive the more prints you request, but that is only to be expectedâ€”the law of equivalent exchange and all that. The main point here is not to delude yourself into thinking that you cannot afford flyer printing because by all means, flyers are actually one of the cheapest commercial printing products available in the market these days.

It is better to go with posters than with flyers. This is only true for certain occasions and is most definitely applicable for the others. It has been explained over and over again that each type of commercial printing service has its own pros and cons, and the choice on which commercial printing product to use should always be context-dependent. Posters are better when you want a stationary publicity material that potential clients and customers can peruse on their own times as they pass along where the posters are placed. Full color custom flyers, on the other hand, are much more direct because they will be passed directly onto the hands of customers for them to read. When the promo or product you are advertising would do better with some tactile reinforcement, flyers are surely the better way to go because there is a chance that customers ignore posters completely as they pass by.

Commercial printing companies do not offer proofs for flyers. You may expect that commercial printers do not offer proofs because flyers are under the â€œovernight printsâ€• products, but you would be surprised because most companies still offer proofs for you to check before they print out the flyers. This ensures high quality prints and your satisfaction guaranteed. Of course, there are some companies that do not offer any proofs at all, but these companies are the companies that are a bit harder to trust with your flyer printing, high quality business card printing, or any other commercial printing needs.

Just as it is good for you to get business card printing and business card myths cleared up, it would also be good to get the above misconceptions cleared up and out of your mindset so that you will no longer make as much mistakes with your flyer printing. This makes for an all around better printing experience.

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Michelle Abreu has been writing articles online for about 2 years now in a trusted printing company.

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