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Where Can You Place Your Posters by Kaye Marks

Article published on December 16th 2011 | Advertising

First, you put up the request for a bunch of publicity posters to be produced by your chosen Dallas printing companies or DFW printing companies. Then, you choose a design, set deadlines, and wait for a certain period.

Suddenly, your batch of posters has already been delivered and is ready to be put to good use. The question you should ask yourself now is: Where do I post my posters? The answer is not just any flat surface, which will be able to possibly accommodate your poster; actually, there are certain places, which are more advisable for posters than others are, and here is a list of some of these places.

1. Windows/Glass Surfaces - Have you ever wondered why a lot of poster and advertisements are suction-cupped onto the windows and glass walls of shops and other establishments? For some reason, this type of positioning is more likely to ensure that people walking by will actually glance at the posters and crane their heads as they walk by. Let us skip all of the technical discussions on what actually makes this happen, and let us just say that if you want your poster to be effective, consider the nearest transparent surface as your foundation.

2. Hanging from ceilings - Something about high ceilings makes it so compelling people to look up, and with some strategic positioning, these people will be looking up at the posters you have placed there. Another thing with these types of posters is that they are usually larger than normal to add to their impact. One thing you should remember though is that you cannot include any fine prints with posters you hang from high ceilings, because you can hardly expect people to read these details from so far below.

3. Any other place which is easy to get near to - If you want your customers to really take the time to admire your poster and to take in all of the information printed on it, then make sure to choose a place where customers will be able to stop and stare without being too obtrusive or in the way. For example, movie posters by escalators are fine because all people really need to see are the title and the pictures of the actors, but a poster, which details contest mechanics should not be put on this location for the reason that customers will never be able to read this in the short time they spend on the escalator.

Choosing where you should post your posters is pretty much a matter of common sense, mixed in with a pinch of psychological knowledge, knowledge that you cannot actually find out from any Dallas printing companies or DFW printing companies. Just remember that half of the reason that makes posters effective is the choice of location on where to post them, and if you are a smart business owner, you will capitalize on this fact by choosing only the best places. A poster placed in a bad place is pretty much a wasted poster, anyways.

Article Source:
http://www.articleside.com/advertising-articles/where-can-you-place-your-posters.htm - Article Side

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Kaye Z. Marks is an avid writer and follower of a developments by Dallas printing companies or a provided by DFW printing companies that help businesses in their marketing and advertising campaigns.

Article Keywords:
commercial printing, DFW printing companies, Dallas printing companies, commercial printers

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