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Advertisements have many types. They can be print or electronic advertisements. They may cost you millions for a secondâ€™s telecast or they may cost you less than a thousand bucks, altogether. Advertisement in any form is beneficial to the company. It is good to resort to this practice. If you do not have a lot of money to reserve for advertisements, you can simply opt for a leaflet printing campaign. They are cheapest and an effective mode of advertisement in UK.

A leaflet is a single sheet of paper. It contains any message that you may wish to convey to the readers. It may also contain an image and can be made as attractive as possible. It can be directly distributed to the target audience. You can easily find leaflet distributers in the middle of a crowd in UK. They can also be slipped through windows and doors, or dropped into mail boxes. They are available in various sizes and shapes. The most commonly found sizes with a leaflet printing service are as given below:

*A3 Sized: The flyers of this size are double the size of an A4 leaflet.

*A4 Sized: The flyers of this size are the standard sized flyers available in the market.

*A5 Sized: A leaflet of this size is half the standard size for this sheet of paper.

*A6 Sized: A leaflet of this size is half the size of A5 leaflets.

Various other sized flyers can also be availed. You can also come across an A7 sized leaflet in the market. It is up to the user to decide on the size and shape of the leaflet.

It cannot be denied that they are one of the best options available for advertisement in UK. They are cheap as a leaflet printing campaign does not cost high. Nowadays, they are also being used for conveying a general message across. It need not be only for the promotion of a product. It can also be used to spread a general message across to the public. It is a great means of mass communication. It is an effective and cost efficient advertising tool.

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