

Poster or Banner?

Posters and banners let you bring your message to the people: At events, on the street, inside schools and offices - anywhere many people congregate or pass through. Knowing which is best suited for your advertising needs is critical to long-term success.



Different look, same goal

Posters and banners are not functionally different. They have the same purpose - to spread your message and achieve a desired response. At a glance, they're not all that different in form, but the differing compositions of posters and banners have differing pros and cons. Posters are printed on paper and are therefore incredibly cost effective; however, posters don't last long outdoors (unless in a case). Banners, on the other hand, are printed on vinyl and are much more durable outside but are more expensive to produce than posters. Banners can also be printed in much larger sizes, as well as hung from banner posts.

Thus, posters are the better choice when repetition is crucial because they can be massed produced and distributed everywhere on the cheap. Banners are a better choice when you need to be seen by an extra-large audience (such as at a concert), you'll be hanging your promos outdoors in the elements (opt for mesh vinyl to reduce wind damage), or you'll be using your banner repeatedly for many months (or even years), such as with traveling shows.

Try posters and banners

Printing posters and banners doesn't have to come down to an either-or decision since using the pair in tandem can produce even better results. Banners can be used outdoors and at events, while posters can be placed in doors and other nooks and crannies that banners either would not fit or would not be appropriate. The overall branded effect of a multi-medium marketing campaign is well worth the effort.

Hang in there



Once you've decided whether to print vinyl banners, posters or both, make sure you print on high-quality materials for a professional presentation and durability. For posters, print on 100-pound text or cover, or 14-pound gloss or 100 percent recycled eco-friendly 13-point matte paper stocks. For vinyl banners, go with 13-ounce white vinyl or 9-ounce white mesh vinyl and have hems and grommets or pole pockets inserted for easy hanging.

Seek creative placement opportunities, which might be available cheaper than traditional venues (because no one's ever asked) and have the advantage of helping your promos stand out even more, since they "don't belong." Your ability to stand out from all the noise and deliver a concise message with a compelling call to action will make all the difference, but you can't even begin to reap the benefits of poster and banner marketing unless your poster and banner design and placement is getting the looks. Once you have that mastered, you're primed for profit!

About Us

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