



**A BRIEF GUIDE TO PROMOTING
YOUR ACTIVITY GROUP**

lgos.org

 **LGoS**

POSTERS ARE NOT THE ONLY FRUIT

Put simply, posters and flyers are over-rated and over-used. They are the most requested yet invariably the least effective form of promotion available. This guide aims to encourage awareness and use of the full range of promotion opportunities available to the Guild.



University campuses can suffer from “poster blindness” where flyers start to blend together and people do not notice them any more. However, they can be effective. Consider using different colours and shapes for your flyers when you post them in the regular locations.

OTHER MEDIA CHANNELS

Website - Your own activity group’s members-only minisite. Manage your meetings, socials and finances and communicate with each other online. Promote your web address at EVERY opportunity! We can grant access to one username per group. Send details to b.hau@liverpool.ac.uk. You will then be able to administer your own website.

Email - Essential for communicating with your own members and interested people. Make sure you make a point of collecting as many email addresses as you can during Freshers Week and throughout the year.

Information Stands - Take advantage of the high daytime foot traffic in the Guild and speak to students face-to-face. Promote your events or sign up new members. Book at lgos.org/roombookings

DESIGNING YOUR PUBLICITY

AIDA is a useful marketing tool when a person is selling a product, event or a service. It is a handy guide for writing advertising copy, emails, designing posters and websites and for composing a sales pitch.

A - Attention (Awareness): attract the attention of the customer.

I - Interest: raise customer interest by demonstrating features, advantages, and benefits.

D - Desire: convince customers that they want and desire the product or service and that it will satisfy their needs.

A - Action: lead customers towards taking action and/or purchasing.



Plasma Screens - Capture the attention of students in Guild bars. Contact Ben Hau (b.hau@liverpool.ac.uk) if you want to supply your own adverts. **Dimensions are 856 pixels wide by 480 pixels high.**

Word of Mouth - The most trusted form of promotion. Reputations often succeed or fail on word of mouth, and the more people we can get talking positively about the Guild, the better. Word of mouth is often useful when the specific details of the service, event or activity have yet to be finalised. Be careful though, people are likely to tell more people about bad experiences than good ones.

Social Networks - Word of mouth for the 21st century! Opinions and recommendations can be shared even faster and more powerfully as they can reach a large number of people instantly. Very useful when you want to create a buzz about an event on Facebook, Myspace etc.

Tickets - LGoS can print tickets for your events. Please go to the ticket printing section at lgos.org/howto. You can also set up online tickets through your minisite with the 'What's On' module.

For any queries about promotion and distribution of publicity, contact the LGoS Marketing Manager, Ben Hau via email (b.hau@liverpool.ac.uk)

SUPPLYING ARTWORK TO PROFESSIONAL PRINTERS

If you are supplying your own artwork please follow these guidelines:

- PDF format (saved at 300dpi)
- Adobe Photoshop (saved as .tiff .psd .eps .psd .jpeg saved at 300dpi)
- Adobe Illustrator (saved as .ai or .eps file)
- **All files should be saved at 300dpi. Files saved at 72dpi are not of a high enough quality to print from** (see back page).
- The colour separations should be set to CMYK
- The final artwork should have 3mm bleed all the way round to allow for trimming.
- The type area should be at least 5mm inside the document
- Please supply a proof where possible

You can email files under 10 megabytes to b.hau@liverpool.ac.uk

For files larger than 10 megabytes you can bring them into the Guild on CD/DVD/ USB Flash Drive or use www.yousendit.com

Should you have any further questions please contact Ben (LGoS Marketing Manager) on 0151 794 4768 or email him at b.hau@liverpool.ac.uk

PRICE GUIDE

POSTERS

Size	Dimensions	Price
A0	841 x 1189mm	£24 each
A1	594 x 841mm	£15 each
A2	420 x 594mm	£9 each
A3	297 x 420mm	22p each

FLYERS

Size	Dimensions	Price per 5,000	Price per 10,000
Business Card	85 x 55mm	£75	£125
A7	74 x 105mm	£75	£125
A6	105 x 148mm	£100	£150
DL	210 x 99mm	£130	£200
A5	210 x 148mm	£150	£250

Printing takes 5 working days from receipt of artwork.

The earlier you submit your designs, the more time you can put into promoting your event. All prices are for full colour and are exclusive of VAT and carriage.

As a general guide, most flyers are VAT exempt, whereas all posters are subject to VAT.

Resolution? 300dpi? 72dpi?

The term dpi stands for dots per inch and refers to the quality of an image. Something you see on a PC or TV screen has a resolution of 72dpi. All professional printers output work to 300dpi. This means that a 72dpi image you may have saved from the web will be of drastically lower quality when printed - you don't want receive poor quality print work that you've paid over £100 for.

- Start big! The quality of your work will be maintained if you design the largest poster first, and then scale down to smaller formats.
- Use a scanner for images or photographs - you can make the resolution 300dpi or higher.
- Design large format posters such as A0, on Adobe Illustrator - this uses vector graphics which can be scaled up or down without loss of quality.
- If you must use web graphics, try and find as large an image as possible (select large when using Google Image Search).