

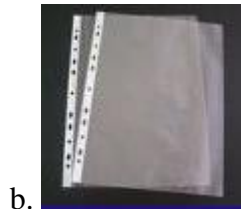
Creating Effective Lost Pet Posters

14" x 22" on Florescent Poster Board

IMPORTANT: This design is best for intersections and locations where cars are traveling less than 35 mph. If cars are going over 40 mph, see [Neon Posters](#).

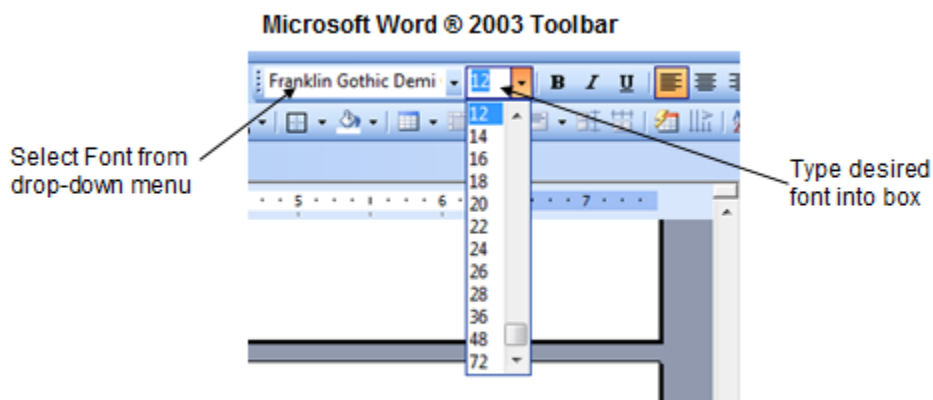
1. Purchase Supplies:

- a. Florescent poster-board (28" x 22") – each sheet will create 2 posters
- b. Medium weight clear sheet protectors – each poster requires 2 sheets
- c. Clear packing tape – easiest to use if it comes in a hand dispenser
- d. Light duty staple gun and staples



2. Design the Text for your Poster (i.e. top page insert)

- a. **Key Points to effectively convey your message**
 - i. Use the fewest words possible
 - ii. Use the largest size lettering (i.e. font size) possible
- b. Use Microsoft Word or a similar word processing program
- c. Go to "Layout"
 - i. Margins: 0.2" or 0.5" (some home printers will not print the smaller margins)
 - ii. Choose orientation: horizontal will allow larger text, but less information
- d. Select Font and Size of Text
 - i. Suggested Fonts
 1. **Franklin Gothic Demi Cond**
 2. **Arial Narrow (use BOLD)**
 - ii. Font size: although the default maximum font size on Microsoft Word is usually 72, you can type any size font directly into the font box



Example Posters



- e. Suggested Poster Text (with font sizes for Arial Narrow Bold on horizontal paper)
 - i. Lost Dog or Lost Cat (170 pt or larger)
 - ii. Call or Text if Seen (48 pt)
 - iii. Phone Number (130 pt)
- f. To maximize space and font size:
 - i. Highlight all text and right click
 - ii. Select Paragraphs settings
 1. Set spacing “Before” and “After” to 0 pt
 2. Set line spacing to “Single”
- g. Additional optional text – choose 1 or 2
 - i. Brief description of your pet
 - ii. Reward – 100 pt
 1. Not recommended for most lost dogs
 2. Include reward amount
 3. Add text “For Information Leading to Return” – 36 pt
 - iii. Location lost (do not include address)
 - iv. Date lost
 - v. “Shy! – Do NOT Chase!”
 - vi. Indoor-Only Cat
 - vii. Website address (Facebook page, custom website or HelpingLostPets posting)

3. Design the Picture for your Poster (i.e. bottom page insert)
 - a. Select a picture of your pet
 - i. The best picture is a full body profile that shows your pet's face and any distinct body markings and body shape
 - ii. If you don't have a good picture, consider searching images on the internet to find a pet that looks very similar to yours. If you do this, add a small note such as "not actual lost dog."
 - iii. If possible, crop your photo and/or remove the background
 1. Print out the picture, cut out your pet's image, and tape it to a blank sheet of paper
 2. Or, use a program such as Microsoft Paint to remove the background and copy
 - iv. Blow up the picture to fill most or all of the 8.5" x 11" sheet
 - b. For most lost dogs, do not recommend including the dog's name as this encourages people to call out, which is likely to scare your dog away.
 - c. If there is any room left, see additional optional text (Step 4:g above)
 - i. If the photo is inserted into a "Text Box," then you can easily add more text boxes
4. Make Copies of your Poster Inserts
 - a. Use color unless your pet is only black, white and/or gray
5. Putting your Poster Together
 - a. Cut each poster-board in half so that it is 22" x 14"
 - i. This can be done with an X-ACTO® or utility knife
 - ii. Some copy shops will do this for free or a small fee
 - b. Insert poster inserts into sheet protectors
 - c. Tape the sheet protectors to the poster-board with the packing tape
 - i. Pages can be placed horizontally or vertically.
 - ii. Keep opening of page protectors on bottom or side and tape closed
6. Putting your Posters Up
 - a. The easiest method is to staple your posters to wooden poles
 - b. Another method is to duct tape a piece of 3/16" wooden dowel to the top of the poster, and then use twine or zip-ties to affix the poster to a sign, fence or tree
 - c. Posters can be duct taped directly to poles, but make sure that they are not wrapped around the pole as this makes them difficult to read.
 - d. Posters should be placed where people slow down or stop.
 - e. Make sure that posters are facing toward oncoming traffic.
 - f. Please be aware that some towns have bylaws against placing signs on utility poles or other public property. You can often tell how well these are enforced by the presence or absence of tag sale signs in your town. You can check your town bylaws online or check with the Town Clerk.

Disclaimer: Please be aware that your city/town may have laws and local ordinances relating to the posting and/or distribution of posters or flyers. It is your responsibility to learn and follow all laws and local ordinances.