Flyers were known to be present for promotional and advertising purposes since the Renaissance, but others believed that crude forms of flyers existed in earlier times. Today, flyers are still used by many businesses and organizations, and they now come in various formats, shapes, and sizes, which will be elaborated on further below.

Flyer Sizes Standard

US

The standard flyer size used for promoting products, sales, and events, gathering leads, and sharing details about campaigns in the United States and Canada measures 8.5" by 11" or 216 mm by 279.5 mm.

UK

In the United Kingdom, the standard size for printing flyers has dimensions of 8.3" x 11.7" or 210 mm by 297 mm, which is considered small enough to easily carry around and hand out to prospects.

A4

The A4 size measures 8.3" x 11.7" or 210 mm by 297 mm, which is cost-efficient and perfect for promoting celebrations and events.
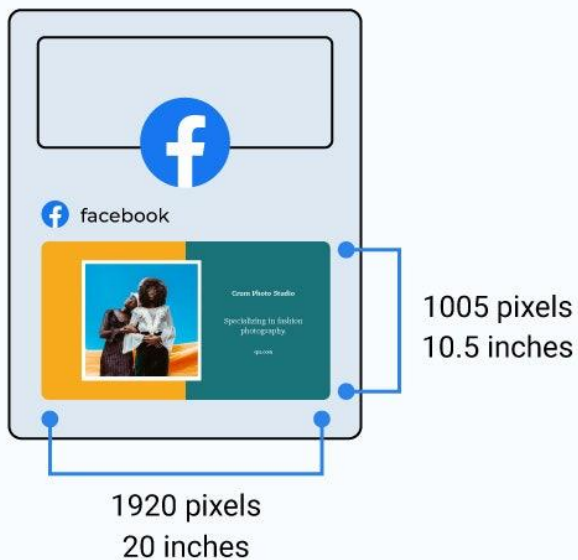
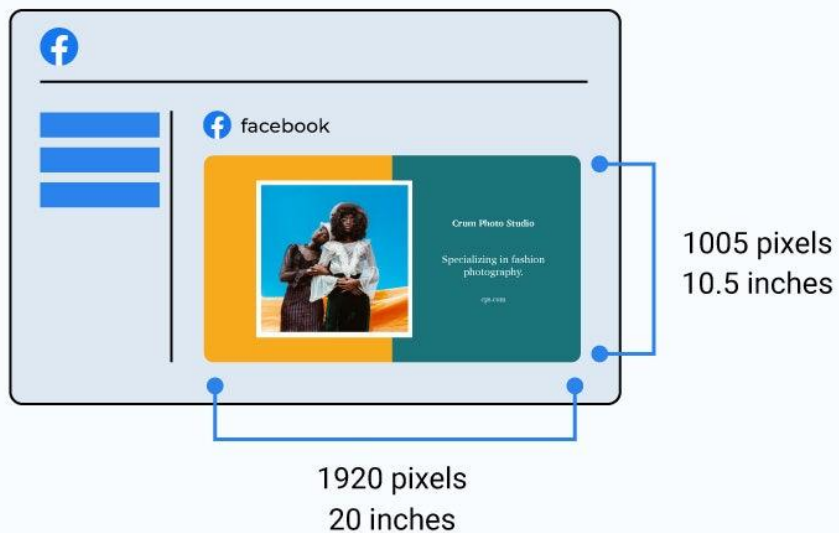## Flyer Sizes for Digital - Social Media

Facebook Flyer Size

When posting a flyer on Facebook to promote products, services, or events, it is highly recommended that you upload one in 1920 by 1005 pixels, or 20" by 10.5" in 96 dpi.

Facebook Flyer Size

Mobile

facebook

Crum Photo Studio
Specializing in fashion photography.

1005 pixels
10.5 inches

1920 pixels
20 inches

Desktop

facebook

Crum Photo Studio

Specializing in fashion photography.
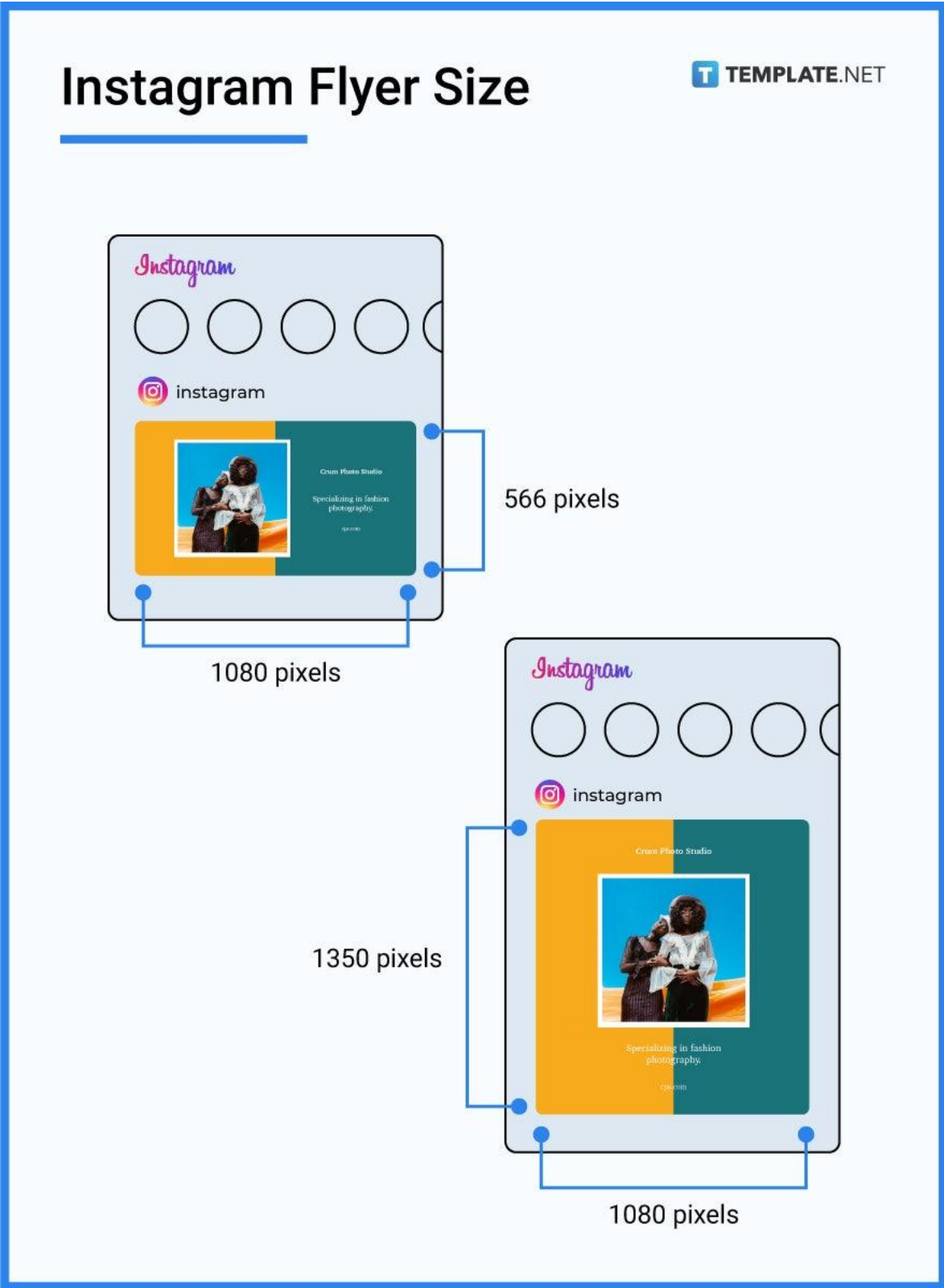
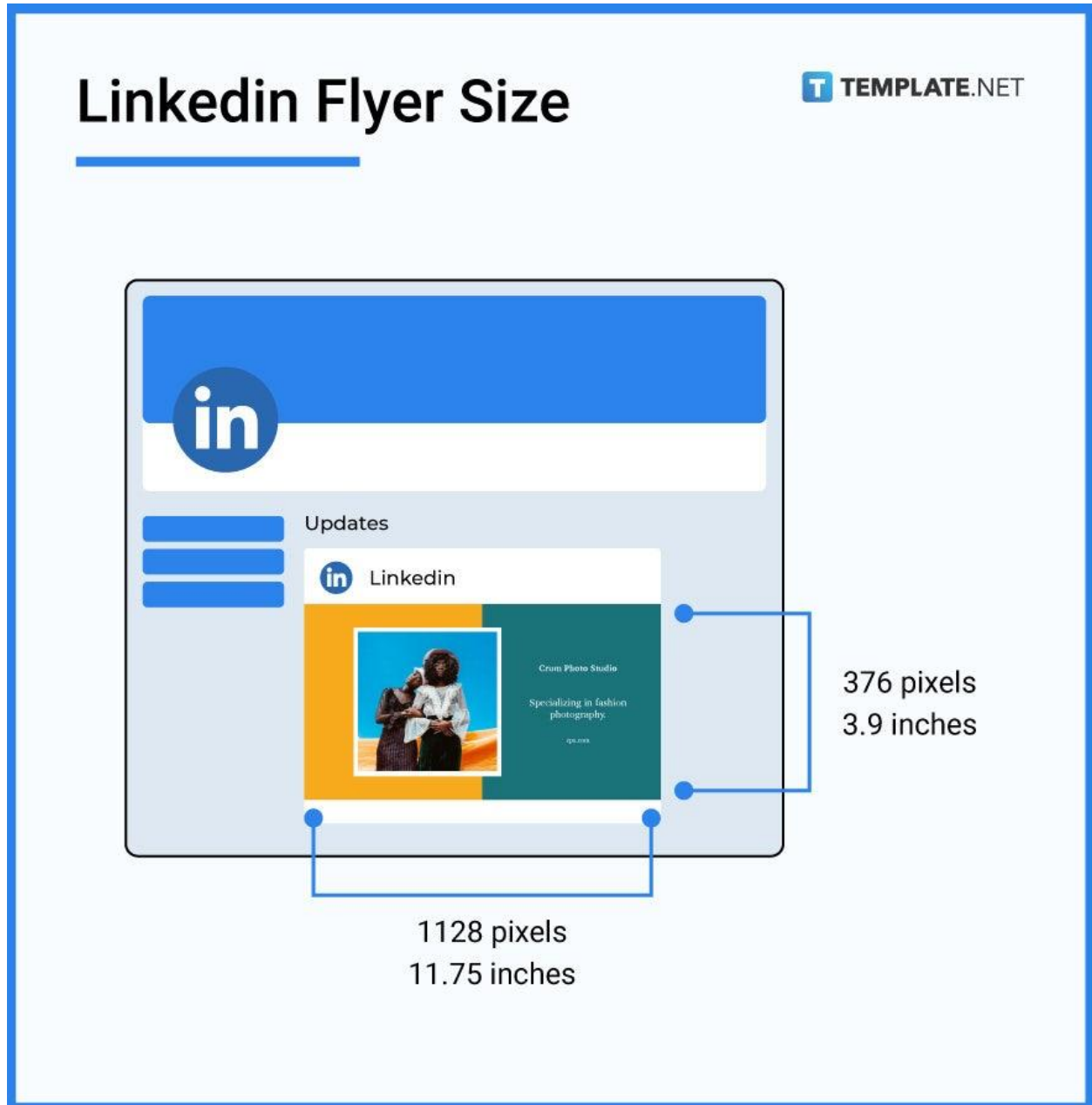1005 pixels
10.5 inches

1920 pixels
20 inches

Instagram Flyer Size

On Instagram, the best sizes for uploading flyers are 1080 by 566 pixels and 1080 by 1350 pixels.

LinkedIn Flyer Size

Make your LinkedIn flyers stand out by uploading them in 1128 by 376 pixels, or 11.75" by 3.9" in 96 dpi. LinkedIn accepts files in PNG and JPEG formats only.
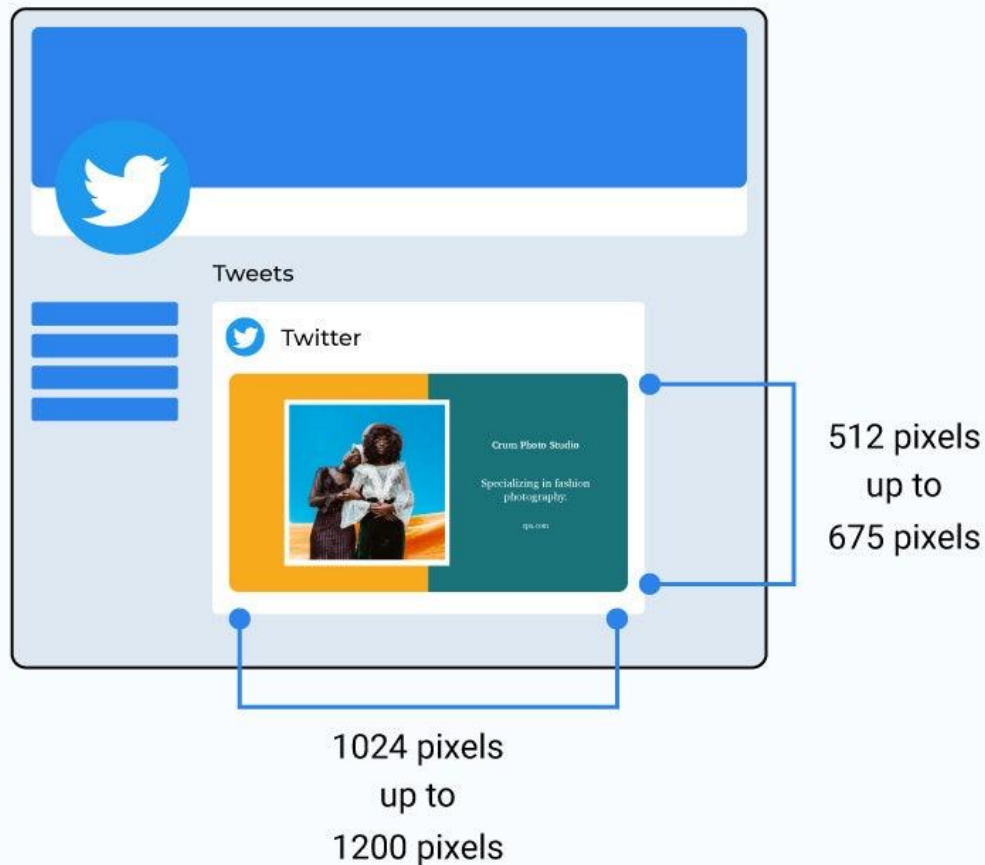

Twitter Flyer Size

Flyers on Twitter work best in 1024 by 512 pixels, but you may still upload ones as large as 1200 by 675 pixels for users who wish to expand the image. For file formats, Twitter accepts PNG, JPEG, and GIF.

Flyer Sizes for Print

A3: 11.7" x 16.5" — Probably the largest size for printing marketing materials, A3 flyers measure 297 mm by 420 mm and work best with artistic designs and a lot of information.

A4: 8.3" x 11.7" — Measuring 210 mm by 297 mm, A4 flyers offer enough space for heavy graphics and minimal text.

A5: 8.3" x 5.8" — Smaller than the A4, A5 flyers measure 148 mm by 210 mm which is considered a good size for startups or small businesses that have a limited budget for their marketing campaigns.

A6: 5.8" x 4.1" — At 105 mm by 148 mm, A6 flyers are portable in size but can still hold comprehensive information. You can get the most out of your flyer distribution while not spending a lot of money.

A7: 2.9" x 4.13" — A7 flyers measure 74 mm by 105 mm, which may seem small enough for holding content, but they offer both portability and cost-effectiveness.

Half Sheet Size — Measuring 8.5" by 5.5", half sheet flyers are inexpensive and perfect for promoting small businesses, local events, school activities, church gatherings, etc.

DL Size — DL flyers have a measurement of 98 mm by 210 mm (3.86" by 8.27"), which is ideal for simple yet catchy designs and short yet provocative messages, they're perfect for outdoor promotional campaigns.

Small Square — With dimensions of 105 mm by 105 mm (4.1" by 4.1"), this is a good choice for creating flyers with concise content and simple designs that readers can quickly put inside their pockets.

Medium Square — At 148 mm by 148 mm (5.8" by 5.8"), medium square flyers offer enough space for an impactful design and content, and are great for direct mail marketing and promoting events.

Large Square — Large square flyers have a measurement of 210 mm by 210 mm (8.2" by 8.2"), which offers a lot of space for incorporating creative designs and text to allow you to convey your brand's message.
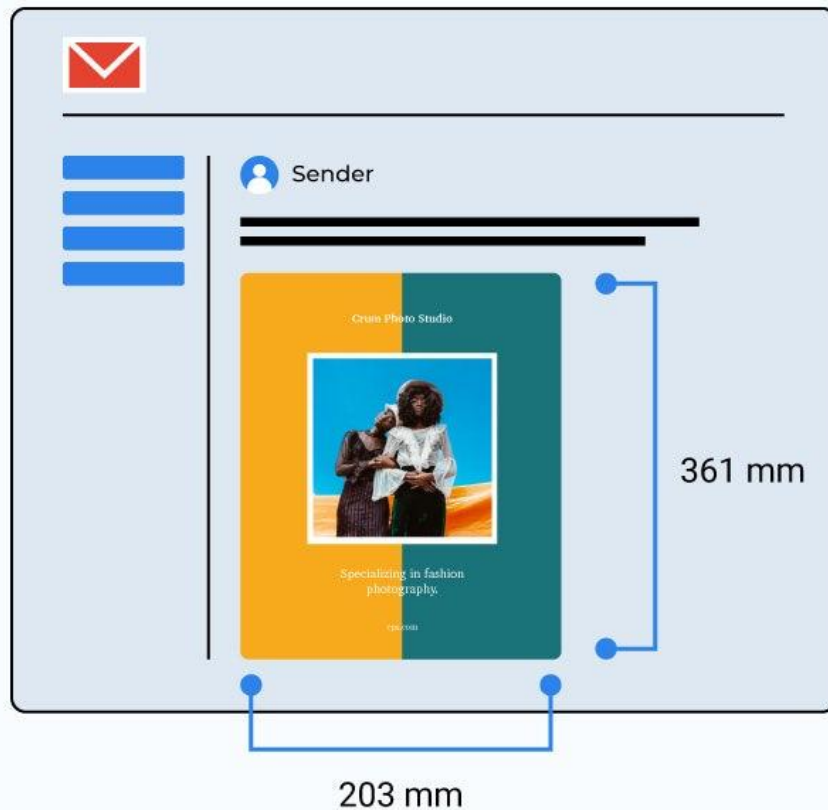
Flyer Sizes for Print

TEMPLATE.NET

TYPE OF FLYER	SIZE (in)	SIZE (mm)
A3 Flyer	11.7" x 16.5"	297 x 420 mm
A4 Flyer	8.3" x 11.7"	210 x 297 mm
A5 Flyer	5.8" x 8.3"	148 x 210 mm
A6 Flyer	4.1" x 5.8"	105 x 148 mm
A7 Flyer	2.9" x 4.13"	74 x 105 mm
Half Sheet Flyer	5.5" x 8.5"	139 x 215 mm
DL Size Flyer	3.86" x 8.27"	98 x 210 mm
Small Square Flyer	4.1" x 4.1"	105 x 105 mm
Medium Square Flyer	5.8" x 5.8"	148 x 148 mm
Large Square Flyer	8.2" x 8.2"	210 x 210 mm

Flyer Sizes for Email

When sending flyers via email, you have to consider what platform the reader will use to read them. Rendering your email flyers in 361 mm by 203 mm is perfect for users who read emails on computers and those who do on mobile devices.

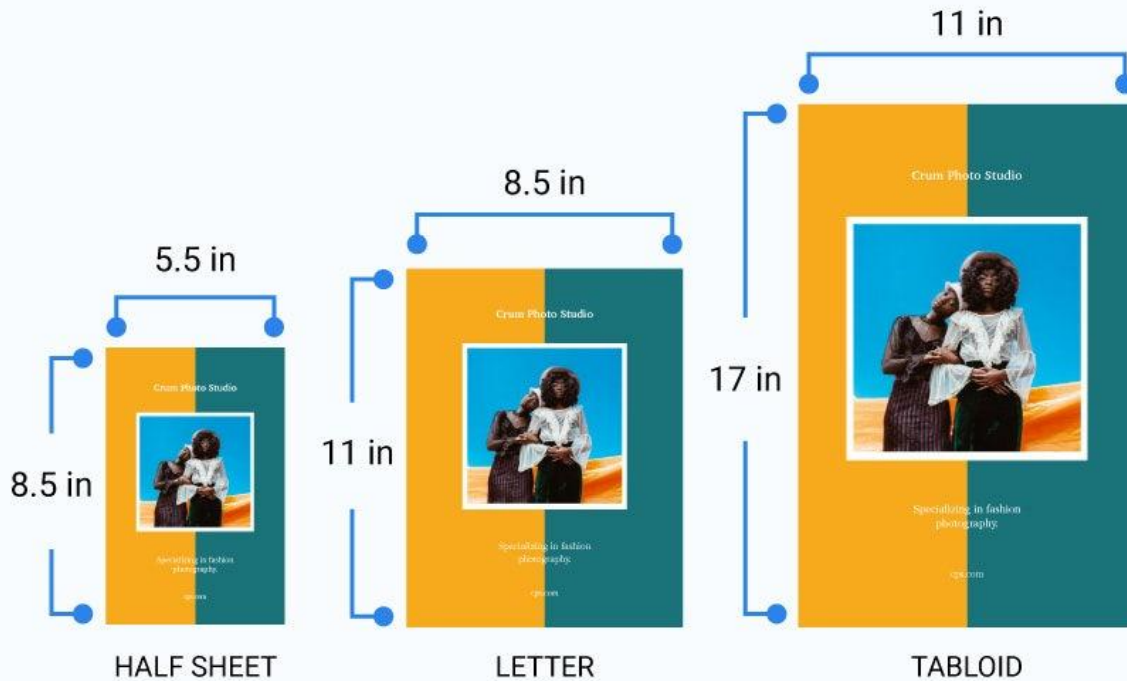Flyer Sizes for Email

361 mm

203 mm

Flyer Sizes for Business

The ideal sizes for flyers that businesses use are 5.5" by 8.5", 8.5" by 11", and 11" by 17". These sizes are perfect for designing product marketing, event promotion, and recruitment flyers.
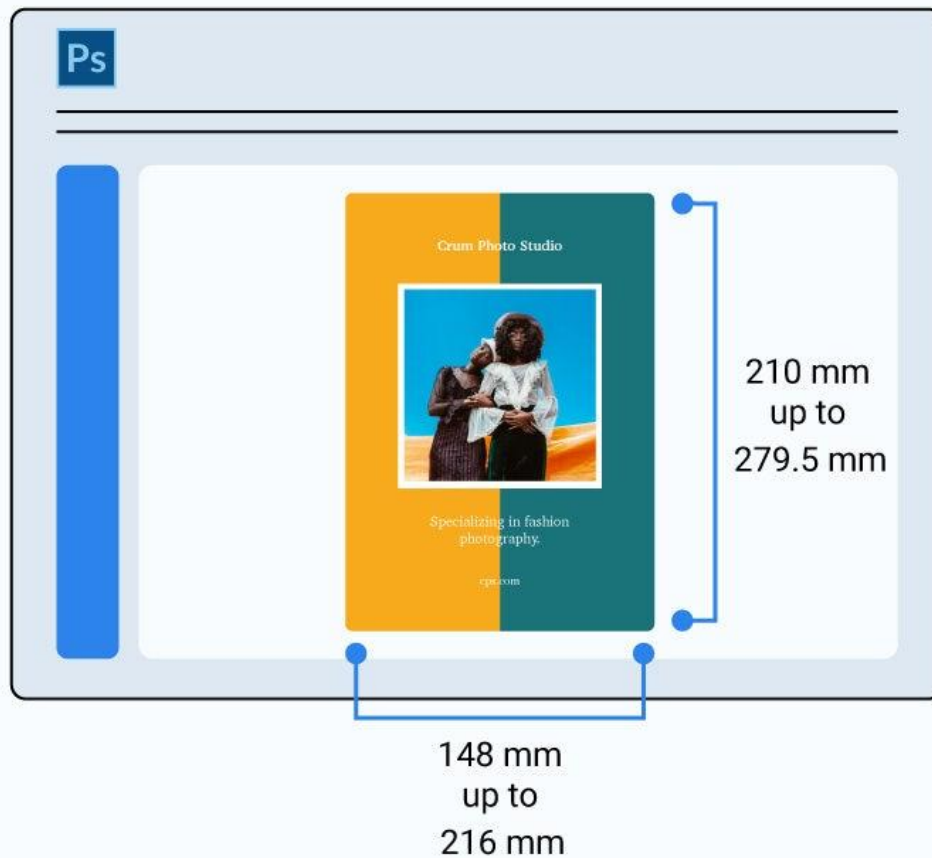
Flyer Sizes for Adobe Photoshop

On Adobe Photoshop, the recommended sizes for designing flyers are 148 mm by 210 mm and 216 mm by 279.5 mm, just don't forget to set the resolution to 300 PPI and the color mode to CMYK for the best quality.
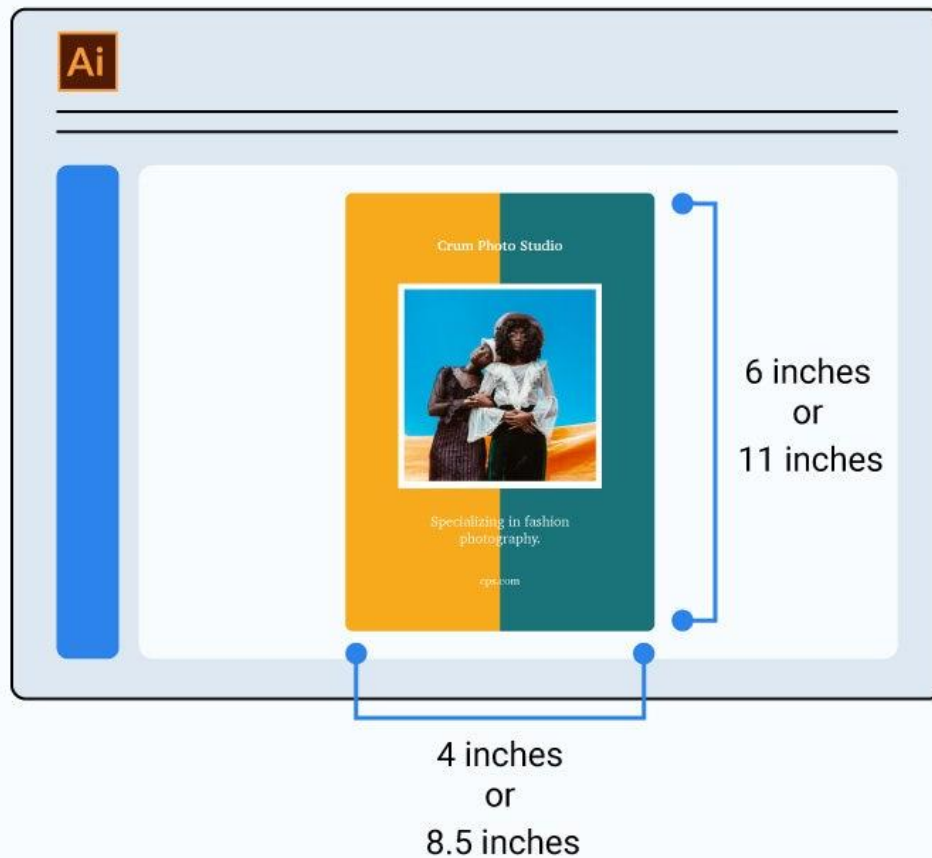
Flyer Sizes for Adobe Illustrator

If you use Adobe Illustrator to design flyers, you can choose either 4" by 6" or 8.5" by 11" to save your output. Both sizes are quick to design, inexpensive to print, and easy to distribute.

Flyer Sizes FAQs

What Is the Standard Flyer Size?

The standard flyer size is the same as the US Letter paper size, which measures 8.5" by 11" or 216 mm by 279.5 mm.

What Are the Different Sizes on Which Flyers Can Be Printed?

Flyers can be printed in various sizes including A3 (11.7" x 16.5"), A4 (8.3" x 11.7"), A5 (8.3" x 5.8"), A6 (5.8" x 4.1"), A7 (2.9" x 4.13"), US Letter (8.5" x 11"), and US Legal (8.5" x 14") sizes.

What Size Should Flyers Be?

While the ideal flyer size depends on the purpose, many would recommend printing them on 8.5" x 11" paper as this is capable of holding a lot of content without being too big to bring around and hand out.

What Is the Size of a Flyer in Photoshop?

If you're designing your flyers using Adobe Photoshop, set the dimensions to 148 mm by 210 mm or 216 mm by 279.5 mm, the color mode to CMYK, and the resolution to 300 PPI for the best results.

Why Would I Need a Flyer?

Flyers are one of the fastest and easiest tools for reaching a target audience. They not only advertise who you are and what you are selling, but they also help initiate conversations between you and your prospects.

When to Use Half Sheet Flyers

Use half sheet flyers if you have a limited budget when announcing conferences, fundraisers, and school activities because they only take up half of the standard paper's full sheet.

What Are the Common Flyer Sizes? Half Sheet, Standard, Large Format.

Half sheet flyers measure 5.5" by 8.5", standard flyers measure 8.5" by 11", and large format flyers measure 11" by 17".

Why You Need the Right Flyer Dimensions?

Following the right flyer dimensions will allow you to create a balance between your text and graphics, which is a must for easily grabbing the attention of your prospects.

Flyer Templates for Specific Themes

Among the many themed flyer templates on our website include gaming flyers, church flyers, cookout flyers, happy hour flyers, healthcare flyers, and sports flyers.

Example of a Flyer with Bleed and Margin

Following the standard flyer size, you will need to apply a ⅛" bleed on all sides; for the margin, feel free to apply another ⅛" per side.

What Are the Best Dimensions to Use for Flyers?

The best dimensions to use when designing flyers are 8.5" by 11".