



Bravo K911

Neon Posters

Purpose: The purpose of neon posters is to spread the word of your missing pet to all those in the area, including those driving. The neon color will grab the passersby attention for a few seconds before they continue their day.

5 + 5 + 55 Rule: 5 Words that people can read in 5 seconds, while traveling 55 MPH

Supplies: Large Neon posterboard (22" by 28" or larger), black markers, large picture of your pet (full piece of paper or larger), tape.

Instructions:

1. Cut the large neon posterboard in half length-wise (results in 2 pieces 22" by 14" or larger)
2. Write in large, bold, dark, clear letters across the top "Lost Cat", "Lost Dog", or "Do Not Chase".
3. In the middle, place your large full sheet picture of your missing pet.
4. At the bottom in large, bold, dark, clear numbers write your phone number.

Additional Hints:

1. You can handwrite or type the words for your poster, the key is to make them large, legible, and visible.
2. Use sheet protectors (for the picture), packaging tape, or clear [recycling bags](#) to waterproof your signs.
3. You can add foamcore, cardboard, or other stiffer material behind your sign for it to keep its shape.

Examples:

