

Poster usage

THESE ARE ADVERTISING POSTERS!

A long time ago, I read an interview with an artist. The interviewer asked, “What are you trying to accomplish with your art?” And her answer was, “My first goal is to *get people’s attention.*” That may not be the right goal for all of our publicity efforts, but it’s a pretty good goal for posters. These are not documentaries, discussions, debates, or anything like that. These are *advertising*. They have two goals:

- 1: Grab people’s attention.
- 2: Get them interested in Esperanto.

Posters vs handouts

The posters are advertising: They’re intended to be posted in places where people will see them and (hopefully) read them and (hopefully) decide, *Yes! I want to find out more!*

The handouts have a lot of information about Esperanto and lots of text. Many are double-sided and thus don’t work as posters. These are intended to be handed out to interested people or left in a stack where people will find and take them.

Otherwise, do what you wish with both of them. Some posters are also good handouts.

In particular I’ve found these to be useful at display tables where you are talking directly with people:

- Beer Poster. This is just ridiculously popular. If you hand these out or have one propped up on your table, people stop to get one. You’ll hear “Hey, I need that!” from people.
- One-Page Handy-Dandy Esperanto Startup Kit — a simple intro for people who are interested in learning more about the language.
- That works! — a revised version of an older brochure. Lots of text about the language problem and what Esperanto offers.
- French conjugations. I intended this as a poster, but it’s been surprisingly useful to demonstrate how much easier Esperanto is. Note that the French conjugations are almost exactly parallel to those in Spanish or Latin (and probably to Italian also) for those who haven’t studied French.
- English is Tough Stuff — amusing and demonstrates one of the problems with English.

- Questions and Answers about Esperanto — this is a FAQ for activists, not a handout or poster. Intended to turn activists into instant experts, at least for the most common questions that we get.

Printing notes

These are PDFs, which should print the same under all circumstances. You can use simple PDF editors to paste your local group's contact info over EoUSA's, if desired. I can provide font info for each poster to make your info match up with the rest of the text, or the original Word documents. If you make significant changes to a poster, please remove the "© 20xx Lupoprodukto" notice (get your own credit).

The internet has free QR code generators if you change the contact URL.

The Fringe.docx document can be modified with your local group's contact information, cut into strips, and taped to the bottom of other posters.

Wording and why not to change these:

Four times easier: Esperanto is *far* easier to learn than most other languages. There is some research on this, but it's still a pretty approximate number. (We even have a poster about this, *Disclaimer*.) I once asked a Japanese Esperantist if Esperanto is really ten times easier to learn than English, and he said, "No... it's a *hundred* times easier!" I think we can use this as long as we are clear that it's not a precise number.

Two million people speak it: This is supported by research from Prof. Sydney Culbert of the University of Washington, who also researched the number of speakers of other languages, and whose numbers were used in the *World Almanac and Book of Facts*. Documentation on this is available. It's one of our strongest points: an actual community of Esperanto speakers exists! Try it! People often say, "Yeah, nice idea, but how many people actually speak it?" And then they are surprised and impressed. (And then they ask, "So how come I've never heard of it?" Thus... *advertising posters*.)

Esperanto and science fiction fans

An unusual proportion of Esperantists seem to be SF fans. Esperanto is mentioned by several SF authors. So... if you go to a convention, you may be able to get a "fan table" or at least leave handouts at a freebie table. Good handouts are the "That works!" brochure, Beer Poster, and Fannish-Esperanto vocabulary. Contact me for more info.

T shirt images

I have T shirts with these images printed on them. If you want one, various online stores will print an image onto a T shirt and send it to you for a reasonable price. (I use VistaPrint.com.)

Per-poster notes

“B&W” means black-and-white copies on ordinary paper. You can print these on a light-colored paper, which will draw more attention. ☞ indicates a handout. These have much more information than the posters, but you can certainly hand out copies of the posters too.

Contact me: QandA@dwolff.users.panix.com.

Poster name	Notes
1000 mistakes	B&W. Tongue-in-cheek shows a big advantage of Esperanto.
12x Esperanto	B&W. The word “Esperanto” twelve times in an attractive design.
2 million reasons to learn Esperanto	B&W. Lots of people speak Esperanto!
2nd language	B&W. Striking! Large “2” plus explanation of why Esperanto is the ideal second language to learn.
4 times easier	B&W. Arresting large “4” plus explanation of Esperanto’s ease of learning.
5x Esperanto	Color. The word “Esperanto” five times in an attractive design.
Affixes ☞	B&W. Esperanto prefixes and suffixes with examples. Double-sided. Useful for your classes too.
Beer please ☞	Glossy paper / color. How to order a beer in 26 languages. This poster is a real favorite. Printing it on glossy paper makes it stand out, for people to post on their cube wall at work or at home. At a display table, make sure it’s propped vertically so people can see it from ten feet away. They stop and come over!
Chicken Little part 2	B&W.
Communications Revolution	Color (star should be green). Humorous picture.
Daily Daily	B&W. Fake newspaper front page, describes solution to world language problem. Print on off-white paper to look extremely cool.
Disclaimer	B&W. Yadda yadda yadda.
Do you want to	B&W. Sound interesting? If not, buzz off.
English is tough stuff ☞	B&W. For those who think English is easy. Also, looks like a big Z for Zamenhof.

Esperanto nouns ☸	Color, two-sided. Covers nouns and adjectives in just two pages.
Explore new worlds	B&W. Multiple “doilies.” Odd-color paper works well for this. It’s hard to read anyway.
Eye chart	B&W. Target audience: people who can read. Inviting “E” and fake eye chart.
Fact sheet ☸	Color. Kind of a FAQ but on paper!
Fannish-Esperanto vocabulary ☸	B&W, two-sided. Only useful at science fiction conventions, but those are full of very literate people, almost all of whom have heard of Esperanto but may not be aware that we’re still here.
Free samples ☸	Color. Other groups hand out candy or small samples of some kind. For a language? Words are our free samples! (Double-sided. It has light green dashed lines that show where to cut; six handouts per page.)
French endings	B&W. Comparison of French verb endings (1/2 page of small print) to Esperanto verb endings (lots of white space). Aimed at people who failed French in school.
Fringe.docx	Example Word document so you can put pull-off tags on posters. Not a PDF so you can edit it with your own contact info.
Get Connected!	B&W. Eye-catching “doily.” Try on deep blue paper.
Gvidu min al via estro!	B&W. Why extraterrestrials will use Esperanto. Humorous; target audience is science fiction fans. Possibly on light green paper.
How to swear in Esperanto ☸	B&W, but I recommend printing this on an unusual color (purple?) so you don’t accidentally hand it out to kids. AKA the One-Page Handy-Dandy Esperanto Swearword Kit.
Int’l Language Decision Flowchart	B&W. Target audience: programmers and engineers.
Inteligenta persono	B&W. The famous phrase from the “That works!” brochure.
Language challenge ☸	Color. For tables. The point of this item is to get people to stop at your table... which encourages <i>more</i> people to stop and check you out!
Learn All These	B&W. Long list of languages spoken by at least 18 million people... or Esperanto. Perhaps on light blue paper.
Make strong brane	Color. Target audience: older people.

Meet halfway	B&W. One of my favorite reasons for people to learn Esperanto: meet other people halfway!
Motivating the Gifted Student ☸	B&W, two-sided. David Jordan's essay on Esperanto and high school language students.
Ne problemo	B&W. I started saying, "Ne problemo! — See, you already speak some Esperanto!" to people, and it turned into a poster.
One-Page Handy-Dandy Esperanto Startup Kit ☸	B&W, two-sided.. One page to get people started! I recommend a light-colored paper: goldenrod, beige, or light gray.
Pie chart	B&W. Target audience: people who think that everyone speaks English. Possibly on goldenrod paper.
Polite phrases ☸	B&W. Useful phrases for beginners. Or at display tables.
Q & A about Esperanto	This is a guide for activists, not a handout (also it's around 25 pages). Good for new Esperantists who want answers to common questions!
Rocket science	B&W. Esperanto isn't.
SF Authors	B&W. Famous science fiction authors who mention Esperanto. Pretty much useful only at science fiction or fantasy conventions. Most fans have heard of Esperanto, tell them we're still here!
Smash! Crush!	B&W. Dramatic... just dramatic.
Stop the torture	B&W. Questionable taste: think carefully before using this. If you put it outside a school's language department I'm guessing it will disappear.
Survey ☸	B&W. Use this at display tables to get people to stop for a few minutes... which encourages <i>more</i> people to stop and check you out!
T shirt: Ĉu vi parolas ĝin	T shirt. B&W. Connects Esperanto with a language problem... so to speak... in the movie <i>Pulp Fiction</i> . I'm not sure if it's a good idea to publicly wear a T shirt with a gun.
T shirt: Pardonu min!	T shirt. B&W. Steve Martin's famous saying.
T shirt: Vivu longe kaj prosperu	T shirt. B&W. Spock hand with Vulcan greeting. Even non-Esperantists can figure it out! (Well, Trek fans anyway.)

That works! brochure 	B&W, two-sided (now 8-1/2x11!). Perfect for handing out at displays. Space for your local group's address under EoUSA/KEA's address. Sort of a FAQ on paper. Note, if you fold these yourself, the margins are tight — fold carefully.
Wait — fun???	Color. Jon Stewart is amazed that learning a language can actually be fun!
WANTED	B&W. “WANTED” poster for Zamenhof. Do not, repeat <i>do not</i> , place in your local post office.
Who knew love...	B&W. Target audience: people who failed French or other language class in school, that is, <i>almost everyone</i> .

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