Circus posters were used to advertise the show before it came to town. These colorful posters were hung all over town by the Advance Men who traveled a few weeks ahead of the circus and were responsible for hanging posters, banners, and lithographs (mass-produced prints), booking newspaper advertisements, and handing out flyers. These hard-working men never saw a Ringling show, but were important to its success.

Advertising was a year-round job with the circus. As soon as one show ended, it was time to plan for next year’s season.

Circus posters were made to inspire people to buy tickets, and used literary devices like the ones in the red box below to drum up excitement. When designing your circus poster, make sure to use at least one literary device to create a suspenseful poster that sells out your circus!

**LITERARY DEVICES**

A few of the literary devices used on circus posters include:

- **ALLITERATION**
  Using the same letter or sound at the beginning of adjacent or closely connected words. *Big Bingo—the Biggest Brute that Breathes!*

- **HYPERBOLE**
  Exaggerated statements that are not necessarily meant to be taken literally. *The Greatest Show On Earth!*

- **IMAGERY**
  Visually descriptive or figurative language. *Big Bingo Trumpets His Joy At The Sound Of Popping Corn!*


STANDARDS:
- LAFS.2.L.1.1
- VA.5.S.2.1

Discover more activities at ringling.org
Try it Out! It’s time to create your own circus poster.
Remember to use bright colors and be sure to include the name of your circus, the name of the act or person you are advertising, and an exciting image of the performance to encourage people to buy a ticket to see the show!

Search Circus Posters on e-museum for inspiration!