

# Seattle King County Public Health Tobacco Prevention Program & Seattle Weekly Advertising Program

Showcase your smoke-free restaurant or bar in your SEATTLE WEEKLY advertising and The Tobacco Prevention Program will share the cost!

## Smoke Free Logo Program

- **For new advertisers to Seattle Weekly**, who agree to a 13x in 26 week advertising schedule and to membership in the Smokefree Coalition, the program will contribute **\$30 toward the cost** for ads of any size that contain the smoke-free logo, below.
- **For current Seattle Weekly advertisers** who already have at least a 13x in 26 week advertising contract and agree to membership in the Smokefree Coalition, the program will contribute \$30 toward the cost of enlarging your current ad to the next ad size to accommodate the smoke-free logo.

The only requirement to being a coalition member is being completely smoke free and carrying the logo on your Seattle Weekly advertisement. Your establishment might also be featured in the Smokefree Coalition newsletter. Your level of involvement is up to you.



## Smoke Free Coalition Full Page Ads In Seattle Weekly

Five full page 4-color ads will run with each featuring 12 smoke-free establishments. New or existing Seattle Weekly advertisers who agree to a 13 x in 26 week advertising schedule can run a 1 column by 3” advertisement at \$80. (At the 13/26x rate, a 1 col x 3” ad would normally be \$250.) This ad will count toward contract fulfillment.

### Suggested special issues ('05 dates subject to change):

- December 15, 2004-**Food and Drink Gift Guide**
- February 9, 2005-**Valentine's Day**
- March 9, 2005- **St. Patrick's Day**
- April 20, 2005-**Dining Favorites**
- May 25, 2005-**Summer Guide**

Call Seattle Weekly at 206-467-4341 for advertising information. Call 206-205-5787 for more information about Smokefree Coalition Membership benefits.