

# Requirements: Print Advertising

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- 1. PRE-APPROVED Co-Op Badge:** Download on the toolkit page
  - Co-Op badge should cover at least 5% of the copy area in order for the logo to remain legible. The PDA marketing department is available to provide feedback and custom badges.
  - We offer several badges with a variety of logo options to work with your creative layouts. We have provided light and dark options and prefer the full color badge be used when possible and the single color with red or white text be used on dark.
  - Toolkit Quick Link: [PikePlaceMarket.org/co-op-advertising-program-toolkit](https://PikePlaceMarket.org/co-op-advertising-program-toolkit)
- 2. SLOGAN: “Pike Place Market” or “Pike Place MarketFront”** must be included in your ad. The mention must be featured in a clear, readable format and must be included in your ad, separately from and in addition to your store/business name or address.

**Please Note:** If participating in a group ad, each of the above requirements must be met in your individual ad. Ads placed in a special advertising section of a publication must still meet all of the above requirements (Example: Seattle Met’s special ad section for Pike Place Market must still say “Pike Place Market” or “Pike Place MarketFront” somewhere in your individual ad).

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## ***PLEASE READ***

### **Group Ads:**

If participating in a group ad, each of the above requirements must be met in your individual ad. Ads placed in a special advertising section of a publication must still meet all of the above requirements (Example: Seattle Met's special ad section for Pike Place Market must still say "Pike Place Market" or "Pike Place MarketFront" somewhere in your individual ad).

### **Print Advertising Platforms:**

The goal of the Co-Op Advertising program is to drive customers to the Market. Media outlets should reach customers on a broad scale and drive customers to the Market. Printed source must distribute to a wide area and include multiple distribution outlets. Be sure to check if a publication qualifies by emailing

[Marketing@PikePlaceMarket.org](mailto:Marketing@PikePlaceMarket.org).

Approved Outlets Include:

- Newspapers such as Seattle Times, Queen Anne & Magnolia News, ParentMap
- Magazines such as Seattle Magazine, Seattle Met, Seattle Gay News, Alaska Beyond Magazine, Where Traveler

# Example: Print Advertising

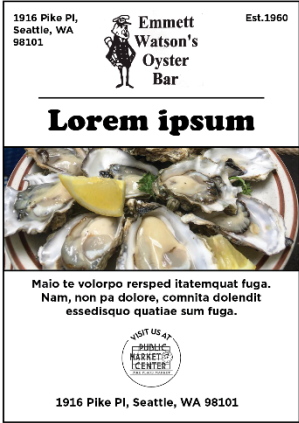
## Correct Badge Usage

On light background use full color badge or single color option. On a dark background use white backed option.

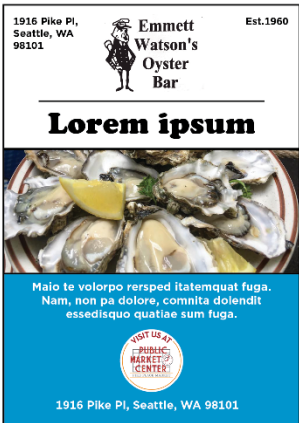
The badge should be least 5% of the copy area.



Acceptable logo usage on light background. ✓



Acceptable logo usage on light background. ✓



Acceptable logo usage on dark background. ✓



Acceptable logo usage on dark background. ✓

## Incorrect Badge Usage

Do not add drop shadow.  
Do not tilt or skew badge.  
Make sure badge is legible.



Do not add drop shadows ✗



Do not rotate or skew ✗



Make Sure Badge is legible ✗

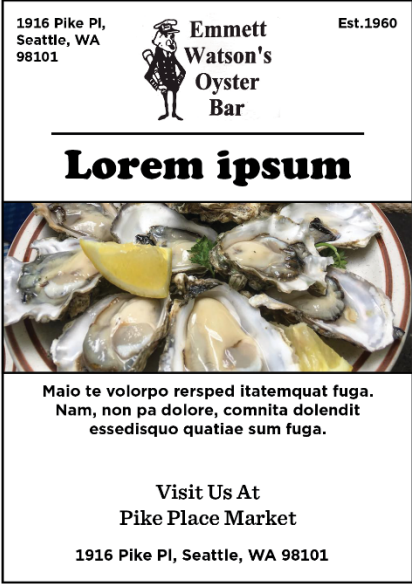
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## Correct Slogan Usage

Recommended size for slogan is 12-14pts.

## Incorrect Slogan Usage

Slogan is too small. Slogan should be readable and never below 10pt.



Acceptable slogan usage on light background. ✓



Make sure slogan is legible and not too small ✗