

Requirements: Social Media Advertising

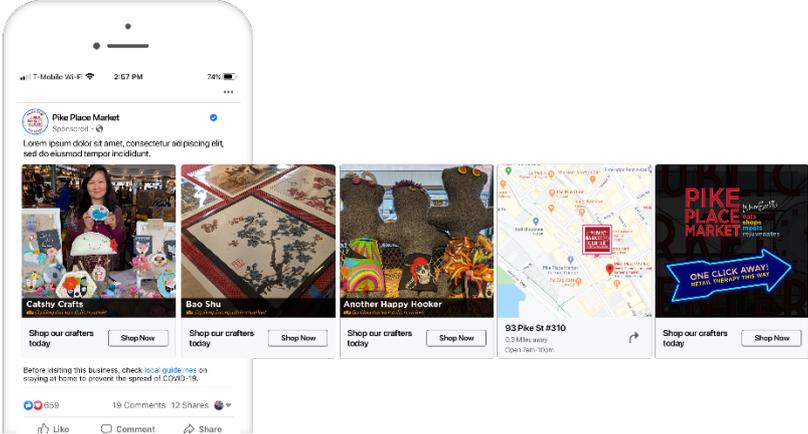
Carousel Ads on Facebook or Instagram

- Must include specific PPM artwork and link to PikePlaceMarket.org
 - **Artwork:** Found on the toolkit page, updated regularly to reflect current content monthly
 - **Toolkit Quick Link:** PikePlaceMarket.org/co-op-advertising-program-toolkit
- Include a call to action (CTA)
 - CTA Copy: “See you at Pike Place Market” or an approved variation

Example: Social Media Advertising

Carousel Ads on Facebook

- Include up to 9 images or videos
- The 10th or last image must be the PPM image and link to PPM website.
- Don't forget you have an option to include a map to your Market business in Facebook.



Carousel Ads on Instagram

- Include up to 9 images or videos
- The 10th image must be the PPM image.

