2021 PDA Co-Op Advertising Program HANDBOOK
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Table of Contents

• Program Overview ........................................ Page 3-4
• Requirements & Examples .............................. Page 5-14
• Reimbursement Process ................................ Page 15-17
• Check Lists .................................................... Page 18-21
• FAQ’s ............................................................. Page 22-24

Questions: Madison.Bristol@PikePlaceMarket.org
Introduction

Stretch your advertising dollars and amplify your efforts by participating in the PDA Co-Op Advertising Program!

PDA **active Commercial** and **active Daystall merchants** can participate in various advertising initiatives from print to digital advertising. The business must create, purchase and pay in full for individual advertising projects then submit for up to 50% reimbursement of their advertising cost (must meet requirements in this handbook). Reimbursement is available on a first-come, first-served basis while funds remain.

<table>
<thead>
<tr>
<th></th>
<th>Commercial</th>
<th>Daystall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requirements</td>
<td>Must be open at least <strong>four days</strong> a week</td>
<td>Must be selling at the Market at least <strong>one day</strong> a week</td>
</tr>
<tr>
<td>Funds</td>
<td>Receive up to $700 annually</td>
<td>Receive up to $350 annually</td>
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How the Program Works

It’s easy. We will reimburse a portion of your advertising campaigns promoting your business at Pike Place Market. Be sure to read through all the requirements to make sure you qualify.

Advertising Platforms that Qualify:

- **Digital: Social Media Advertising – New!**
  - Boosted Facebook post and/or Carousel Ads on Facebook or Instagram
    - Commercial - up to $400
    - Daystall – up to $200

- **Digital: Email Marketing – New!**
  - E-newsletter inclusion (must have a minimum of 50 valid subscribed emails)
    - Commercial – 3 times, at $75 per email and up to $300 total per year
    - Daystall – 2 times, $50 per email and up to $100 total per year

- **Print Ads** – newspapers and magazines
REQUIREMENTS & EXAMPLES
Requirements: Social Media Advertising

Boosted Facebook Post

• Here are two ways to create a boosted post.
  1. *Start from Ads Manager to choose/upload your image to represent the blog* – Begin by creating the ad from scratch in Ads Manager instead of boosting a post that has already been posted to your page. Facebook will automatically pull assets from the web page you are linking to or you can select an image of your own to represent the blog.
  2. *Boost an existing post* – Find the pre-existing post that contains one of the approved blogs and click the boost button. (Keep in mind that you will not be able to change an image when you are boosting a pre-existing post.)

• Boosted Posts Must Include and Link to an active Pike Place Market Blog
  – Active Blogs are listed on the toolkit page and updated regularly to provide options for all our businesses.
  – Toolkit Quick Link: PikePlaceMarket.org/co-op-advertising-program-toolkit

• Do not change Blog Headlines when creating the ads

• Include a call to action (CTA) in your post copy.
  – CTA Copy: “See you at Pike Place Market” or an approved variation.
Example: Social Media Advertising

Create your own post copy.

Include the Required CTA

Choose your own photo to highlight.

Boost from page directly after creating or build in Ads Manager.
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](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 10\textsuperscript{th} 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 10\textsuperscript{th} image must be the PPM image.
Requirements: Email Marketing

E-newsletter Inclusion
• Must have a minimum of 50 valid email subscribers.
• Must add Marketing@PikePlaceMarket.org to your distribution list and send the email blast.
• Must use an email service that shows click through rate and email marketing results such as open rate.
  – Services include: Mail Chimp, Constant Contact, Square, Clover, Send in Blue, etc.
• Must include specific PPM artwork and link to PikePlaceMarket.org in your email marketing
  – Artwork: Found on the toolkit page, updated regularly to reflect current content monthly
  – Toolkit Quick Link: PikePlaceMarket.org/co-op-advertising-program-toolkit
Example: Email Marketing

- Seasonal Graphics ready to go!
- Variety of Messaging Options
- Easy Download
- Insert into your existing message and send
Requirements: Print Advertising

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

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).
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.

Incorrect Badge Usage
Do not add drop shadow.
Do not tilt or skew badge.
Make sure badge is legible.
Example: Print Advertising

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.
REIMBURSEMENT PROCESS
How to submit a reimbursement?

Submit reimbursements here: PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/

• Submit monthly, reimbursements will be processed on the second and fourth Monday of each month.
• The final deadline for calendar year 2020 ad subsidy reimbursement requests is January 31, 2021 or until funds are gone (whichever comes first).
• Please use the Checklists to ensure you have met all the requirements.
Reimbursement Reports

Social Media:
Boosted Post – Metrics Report
• Go to your Facebook Page.
• Click **Ad Center** in the left-hand menu and choose **All Ads** in the dropdown.
• Find your active boosted post and click **View Results**.

Carousel Ads - Insight Reports
*The report should show results and amount spent. You can use the “reports” button to build a custom report or follow the simple instructions below. Save your report as PDF to upload for reimbursement.*
• Go to **Ads Manager**.
• Click the **Columns** dropdown menu.
• Select **Carousel Engagement**.
• Click the **Breakdown** dropdown menu.
• Click **By Action**.
• Select **Carousel Card**.
CHECK LISTS
## Check List: Social Media Advertising

### Boosted Facebook Post

**Before Ad Placement**
- Included the PPM blog and link to PPM website
- Included CTA in the post copy.

**Before submitting for reimbursement**
- Insights Performance Report showing amount paid
- Link to ad preview

**Submit Reimbursements**
[PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/](PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/)

### Carousel Ads on Facebook or Instagram

**Before Ad Placement**
- Included the PPM graphic and link to PPM website
- Included CTA in the post copy.

**Before submitting for reimbursement**
- Insights Performance Report showing amount paid
- Link to ad preview

**Submit Reimbursements**
[PIkePlaceMarket.wufoo.com/forms/coop-advertising-submission/](PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/)
Check List: Email Marketing

Before Ad Placement
- Confirmed minimum of 50 valid subscribed emails
- Included Marketing@PikePlaceMarket.org in the email blast
- Included the PPM Artwork and link to the PPM website - PikePlaceMarket.org

Before submitting for reimbursement
- Email report that shows number it was sent to, open rate and click through rate on the PPM graphic

Submit Reimbursements
PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/
Check List: Print Advertising

Before Ad Placement
- Included pre-approved co-op logo or one of the approved slogans
- Ad only promotes Pike Place Market business location

Before submitting for reimbursement
- Copy of paid invoice
- Copy of artwork in the print publication (photo)

Submit Reimbursements
PikePlaceMarket.wufoo.com/forms/coop-advertising-submission/
FREQUENTLY ASKED QUESTIONS
Frequently Asked Questions

Reminders:
• Ads must include the approved logo or slogan
• Ads must promote your Market business only and include your selling location.
• If trade is given for your ad, the co-op program will only reimburse the cash value paid for the ad (Example: If you place a $750 ad and provide $200 in trade, the PDA will reimburse a total of $275).
• Note: We are always looking for ways to improve the program, please contact us before budgeting 2021 reimbursement dollars.
• The co-op program does not reimburse for program advertising, sponsorship, giveaways, signage, promotional materials, handouts (brochures, postcards, business cards, shopping bags, etc.), in-house printing expenses, hosting or production charges for your own website, or other promotional expenses.

Ads that Do Not Qualify or Need Prior Approval:
• Ads for off-site events, trade shows or other selling opportunities will not be reimbursed, even if the co-op slogan is used.
• Ads that advertise more than one retail location for your business, need prior approval and will be prorated. Please reach out to Madison.Bristol@PikePlaceMarket.org before placing the ad.
Questions

Send your creative to us anytime for pre-approval or questions, please allow for 48 hours in response time.

Email Contact: Madison.Bristol@PikePlaceMarket.org