

Kansas Tobacco Use Prevention Program

NEW ADS FOR 2015

This catalog provides an overview of the additional options that KDHE has available for CDRR grantees to use for paid media opportunities, which supplement the ads still available from the 2013 TUPP Ad Catalog.

The 2015 ads were created for an audience of 18 to 24 year olds with a focus on the web and text services provided by the Kansas Tobacco Quitline. Therefore, the ads do not include the Quitline toll-free telephone number.

All of the ads seen here can be tailored for your specific ad placement (i.e., billboard, newspaper, online, etc.) and your organizational logo.

Please allow at least two weeks prior to your deadline for KDHE to assist you in the development of any new or modified media items. The following are included in this catalog:

Billboards

Bill Stuffers

Bookmarks

Bus Shelter Signs

Flyers - full-page, half-page

Online Advertising - Banners

Online Advertising - Buttons

Online Advertising - Leaderboards

Online Advertising - Skyscrapers

Online Advertising - Squares

Postcards

Posters - 11 x 17, 24 x 36

Print Ads - full-page, half-page, quarter-page, third-page, sixth-page, eighth-page (all in both horizontal and vertical orientations)

T-shirt

Yard Sign

BILLBOARDS - CHALKBOARD STYLE

24 x 12



30 x 10



40 x 10



48 x 14



BILLBOARDS - INFOGRAPHIC STYLE

24 x 12



30 x 10



40 x 10



48 x 14

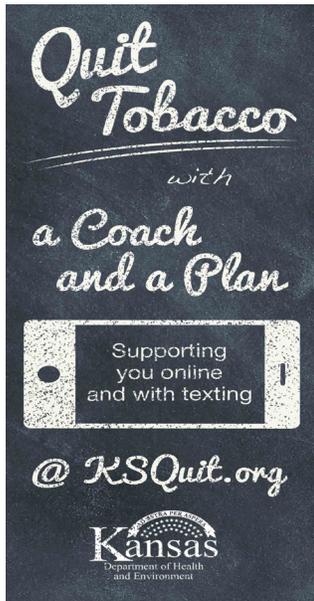


BILLSTUFFERS - CHALKBOARD STYLE

3.5 in x 7 in



3.5 in x 8.5 in



BILLSTUFFERS - INFOGRAPHIC STYLE

3.5 in x 7 in



3.5 in x 8.5 in



BOOKMARK - CHALKBOARD STYLE

2.5 in x 8.5 in



BOOKMARK - INFOGRAPHIC STYLE

2.5 in x 8.5 in

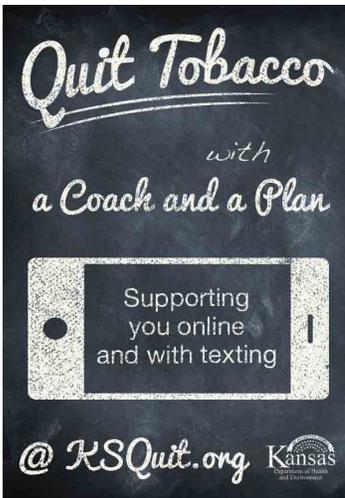


BUS SHELTERS - CHALKBOARD STYLE

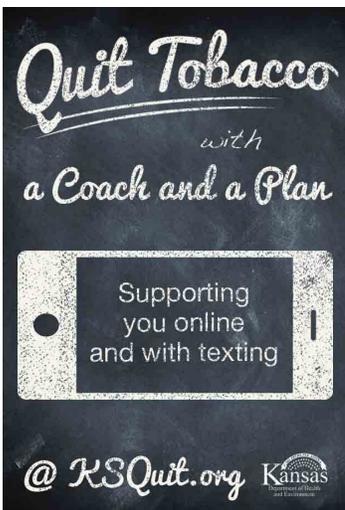
48 in x 48 in



67 in x 46 in



72 in x 48 in



BUS SHELTERS - INFOGRAPHIC STYLE

48 in x 48 in



67 in x 46 in



72 in x 48 in



FLYER - CHALKBOARD STYLE

Full page - 8.x in x 11



Half-page - 8.5 in x 5.5 in

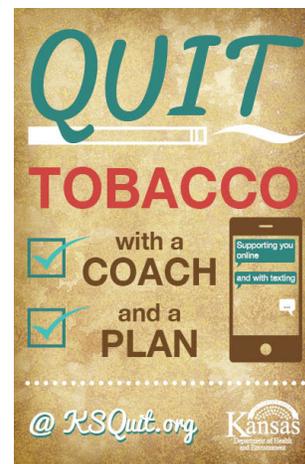


FLYER - INFOGRAPHIC STYLE

Full page - 8.x in x 11



Half-page - 8.5 in x 5.5 in



POSTER - CHALKBOARD STYLE

11 in x 17 in



Poster is also available in 24 in x 36 in

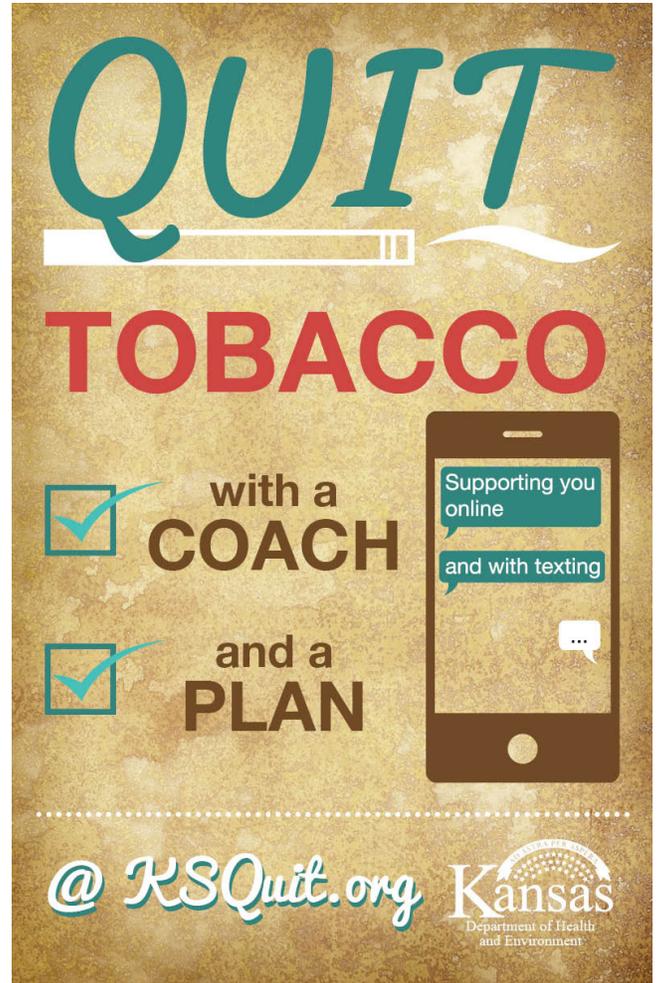
POSTCARD - CHALKBOARD STYLE

5 in x 7 in



POSTER - INFOGRAPHIC STYLE

11 in x 17 in



Poster is also available in 24 in x 36 in

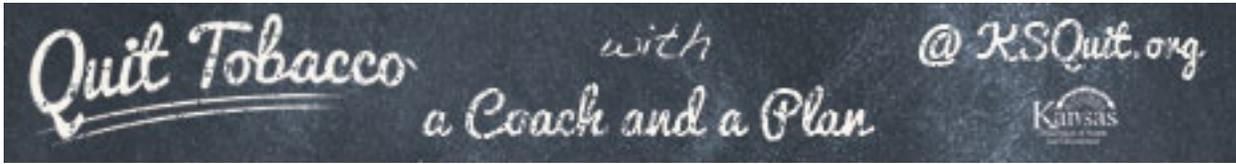
POSTCARD- INFOGRAPHIC STYLE

5 in x 7 in



ONLINE ADS - CHALKBOARD STYLE

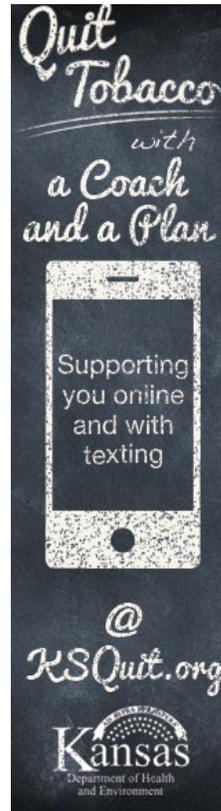
Banner 468x x 60x



Button - 120x x 90x



Skyscraper - 160x x 600x



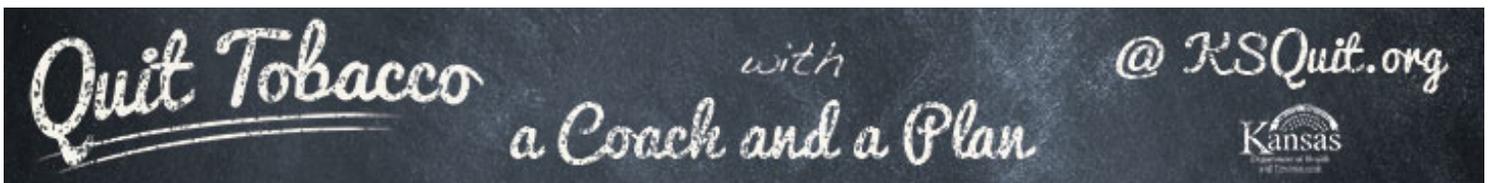
Button - 125x - 125x



Square - 250x x 250x



Leaderboard - 728x x 90x



ONLINE ADS - INFOGRAPHIC STYLE

Banner 468x x 60x



Button - 120x x 90x



Skyscraper - 160x x 600x



Button - 125x - 125x



Square - 250x x 250x



Leaderboard - 728x x 90x

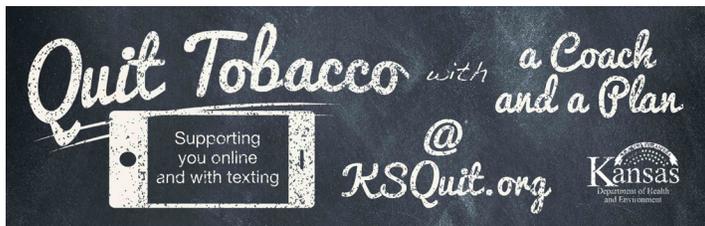


PRINT ADS - CHALKBOARD STYLE

Half-page horizontal



Quarter-page horizontal



Sixth page horizontal



Third page horizontal



PRINT ADS - INFOGRAPHIC STYLE

Half-page horizontal



Quarter-page horizontal



Sixth page horizontal



Third page horizontal



PRINT ADS - CHALKBOARD STYLE

Half-page vertical



Full-page vertical



Quarter-page vertical



Third-page vertical



Sixth-page vertical



Eighth-page vertical



All of these ads are also available in black and white, which have a darker background without the chalkboard hue.

T-SHIRTS - CHALKBOARD STYLE

3 in x 3 in



T-SHIRTS - CHALKBOARD STYLE

3 in x 3 in



YARD SIGN - CHALKBOARD STYLE

18 in x 24 in



YARD SIGN - CHALKBOARD STYLE

18 in x 24 in

