



Paid Media Guidelines for A35 Tobacco Grantees

We are thrilled that you are interested in supporting and promoting the [Forward Together](#) campaign in your community! If you're reading this document, you must be interested in running paid media ads for the campaign.

In addition to running ads, there are other options to promote *Forward Together*:

- You can use the campaign-related social media posts and newsletter/website content that can be found [in this Google Folder](#).
- Posters for both the parent and youth campaigns will be available soon on COHealthResources.org. These non-customizable materials are ideal for posting in community spaces and schools.

If you want to run paid media ads, please read on.

Process and Guidelines

Planning

Local paid media campaigns can be run through a local media buyer, who will develop and manage the campaign for you, or your organization can place ads directly on social media platforms or work with movie theater vendors.

Video assets should not be altered in any way, they should be used as is and cannot be co-branded. Please only place ads in your **community (not statewide), including local media outlets or geo-targeted digital opportunities only. The statewide media plan is very comprehensive and it's important that we not compete for the same space.**

If you use a media planner, provide your media planner with your budget, timeline, goal and the audience(s) you'd like to reach. When using video, ask that they provide you with a plan that includes the size (specs) of the videos needed. (We have several different sizes and lengths available, but we will need to confirm that the ads/files you need already exist.) See more details below on available assets.

Please follow the approval process detailed below if you are planning to run a local paid media campaign. This includes boosting Forward Together social media posts if your spend will be \$2,500 or more.

Approvals

Please allow a minimum of four weeks prior to your desired launch date, send the following items to Sara DeLong (sara.delong@state.co.us), CDPHE's communications specialist for the Forward Together campaign and Tara Dunn (Tara.Dunn@state.co.us), CDPHE's tobacco communications specialist, for review and approval:

- Completed [media plan template](#) (note: the template word doc downloads automatically when the link is clicked)
- Campaign goals, including how it fits into your tobacco work
- Campaign budget
- Timeline
- Detailed media plan

Once your paid media plan is approved, we'll send you the video and/or digital display files needed to run the campaign.

Tracking

If you are working with a media buyer, please ask them to include the following UTM code, customized with your organization's name, on all digital ads:

HY_PartnerMedia_**INSERTPARTNERNAME**_FY21

Post buy reporting

Within 30 days after the completion of the paid media campaign, please share a copy of your media report with both Sara DeLong and Tara Dunn.

Available Media Assets

Currently, the only campaign assets available for use are video ads as well as a small set of static digital ads for Parent and Trusted Adult audience. You may also boost the social media posts that were developed for all partners ([found here](#)) with A35 funds. Please find a list of assets available, by audience, below. Video assets can be viewed at the links below, but the files will be provided once your media plan has been approved by Sara DeLong and Tara Dunn.

Youth Campaign - Video only

All spots are available to view on YouTube [here](#).

- Giully and Stefany
 - Video spots – :06, :15, :30
- Jakye and Donovan
 - Video spots – :06, :15, :30

Parent Campaign - Video and limited digital display

Video: All spots are available to view on YouTube [here](#).

- 30-Second spots
 - Ellie & JP
 - Basha & Haley
 - Andres and Maddy (Spanish)
- 15-second spots
 - JP
 - Maelah
 - Andres (Spanish)
- 6-second spots
 - Ellie
 - JP
 - Andres (Spanish)

Static Digital Display:

- 300x250
 - Ellie
 - JP
 - Andres (Spanish)
- 320x50
 - Ellie
 - JP
 - Andres (Spanish)

Destination URLs

All ads should link to one of these four websites:

- www.forwardtogetherco.com
- www.parents.forwardtogetherco.com
- www.serpadres.forwardtogetherco.com
- www.youth.forwardtogetherco.com

If you have any questions, as you look to develop a campaign, please reach out to Tara Dunn.