

ATTACHMENT 2E: SAMPLE TEXT FOR PRINT ADVERTISEMENTS

Headlines and Sub-headlines for Print Ads for the Point of Sale Campaign: Point of Sale Intervention for Tobacco Evaluation (POSITEv)

- Quit overthinking quitting
 - It takes most smokers several attempts to quit smoking for good. Get support for your quit at EveryTryCounts.gov.
- Today is a great day to restart quitting
 - You learn something every time you try to quit smoking. Keep going at EveryTryCounts.gov.
- A pit stop doesn't have to mean a cig stop
 - Quitting smoking takes practice. Get support for your quit at EveryTryCounts.gov.
- Never quit quitting
 - You learn something every time you try to quit smoking. Keep going at EveryTryCounts.gov.
- Failure is an option. Giving up isn't.
 - It takes most smokers several attempts to quit smoking for good. Get support for your quit at EveryTryCounts.gov.
- You're not too old for baby steps
 - Quitting smoking takes practice. Keep going at EveryTryCounts.gov.
- If at first you don't succeed, don't be surprised
 - You learn something every time you try to quit smoking. Keep going at EveryTryCounts.gov.
- If at first you don't succeed, you're like the majority of smokers trying to quit
 - Quitting smoking takes practice. Get support for your quit at EveryTryCounts.gov.
- It's okay to fail. In fact, it's part of the process.
 - You learn something every time you try to quit smoking. Keep going at EveryTryCounts.gov.
- If the third time isn't the charm, the fourth time could be
 - Quitting smoking takes practice. Get support for your quit at EveryTryCounts.gov.
- Fail to succeed
 - It takes most smokers several attempts to quit smoking for good. Get support for your quit at EveryTryCounts.gov.

Example of New Print Ad Design:

