**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:**

