

Advertising and Marketing Your Smoke-Free Multi-Housing Policy



2395 University Avenue West, Suite 310
St. Paul, MN 55114
651-646-3005
info@mnsmokefreehousing.org

Smoke-Free Housing Web Directory

Live Smoke Free hosts a web directory for smoke-free buildings in Minnesota. Enjoy the Benefits of Live Smoke Free's directory:

- Create and maintain a password-protected account
- Add a picture of your building
- List your building's features and vacancies
- List your building for FREE and keep it posted indefinitely

How to List Your Smoke-Free Building:

- If you own or manage a smoke-free building, you can create your own account by logging on to www.mnsmokefreehousing.org/mylandlords
- Click on "My Landlord Account" to create a profile for yourself and a profile for each property with a smoke-free building
- A Live Smoke Free staff member will contact you to verify your smoke-free policy



Tenants are looking for smoke-free housing...

Help them find your building by listing yourself on Minnesota's Smoke-Free Housing Directory!

Smoke-Free Signs, Banners, and Trinkets

You can order signs, window clings, and trinket items to give to tenants from Live Smoke Free. If you wish to order materials, please fill out the enclosed forms or call the Live Smoke Free office.

Possible locations to place signs, window clings, and tenant giveaways:

- Large metal signs can be hung on posts or directly on buildings
 - Outside building entrances
 - Near parking lots, playgrounds, pools, and picnic areas
- Small metal signs can be placed indoors
 - Near mailboxes
 - In hallways, laundry rooms, fitness centers, and community rooms
 - On individual unit doors
- Lawn signs and banners are great for outdoor advertising
 - Live Smoke Free's banners are temporarily loaned to properties
 - Some properties choose to pay for their own customized banner
- Magnetic shopping lists can be placed on refrigerators as new tenants move into the building to remind them of the policy

The signs and trinkets are FREE to smoke-free buildings!

Live Smoke Free only requires a copy of the smoke-free policy (lease, addendum, resident handbook, etc.) to have on file.

View the order forms to see all available materials!



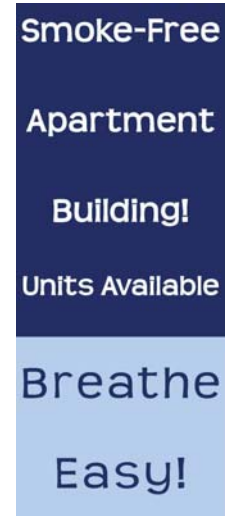
Large metal sign



Lawn Sign



Devonshire Apartments customized a banner for their property



Vertical banner from Live Smoke Free



Smoke-Free Policy Implementation Materials

Order Form *(Please Fill Out BOTH Sides of Form!)*

Secondhand Smoke & Cessation Information (resources to have available for tenants): **Quantity Requested:**

- Conclusions from the 2006 Surgeon General’s Report on the dangers of secondhand smoke.....
- Information on Minnesota’s quit smoking programs.....

Tenant Giveaways (requires a copy of your smoke-free lease addendum/policy):

- “Welcome to Your Smoke-Free Home” 3.5” x 6” magnetic shopping list.....

Signs and Clings (requires a copy of your smoke-free lease addendum/policy):
(can also be viewed at www.mnsmokefreehousing.org)

- “Welcome to Our Smoke-Free Building” 4.5”x 6.5” door/window clings
 - English Language Only.....
 - English/Spanish Language.....
 - English/Hmong Language.....
- “Smoke-Free Apartments Now Renting!” 18” x 24” lawn signs.....
(with space to write your phone number)
 - Please mail me metal stands for the lawn signs
 - I have my own lawn sign stands, please do not mail stands
- 12” x 18” outdoor metal signs
 - “100% Smoke-Free Building” (mentions indoor areas).....
 - “100% Smoke-Free Property” (mentions indoor & outdoor areas).....
- “For the health of all residents and guests, this building is 100% smoke free”
3.5” x 5” metal door plaques with adhesive backing for units.....



Magnetic Shopping List



Window Cling



Lawn Sign



Outdoor Metal Sign – Smoke-Free Building



Outdoor Metal Sign – Smoke-Free Property



Metal Door Plaque

To receive your free materials, please provide the following information:

Shipping Information:

Name/Title: _____

Shipping Address: _____

Shipping City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Property Information (Please include the following information for each smoke-free property):

Property Name _____ Management Company _____

Contact Name _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email: _____

Web site _____

Type of Building

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Apartment | <input type="checkbox"/> Senior Housing |
| <input type="checkbox"/> Town Home | <input type="checkbox"/> Market Rate |
| <input type="checkbox"/> Condominium | <input type="checkbox"/> Affordable/Section 8 Housing |
| <input type="checkbox"/> Co-Op | <input type="checkbox"/> Other _____ |

No. Buildings: _____ No. Units: _____ Date Policy went into Effect: _____

No. Smoke-Free Buildings: _____ No. Smoke-Free Units: _____

Smoke-Free Policy Details

- | | |
|---|--|
| <input type="checkbox"/> Smoking Prohibited in All Units | <input type="checkbox"/> Smoking Prohibited in Entryways |
| <input type="checkbox"/> Smoking Prohibited in Some Units
(explain) _____ | <input type="checkbox"/> Smoking Prohibited on Entire Property |
| <input type="checkbox"/> Current Smokers Grandfathered Until _____
Number of Smokers Grandfathered _____ | <input type="checkbox"/> Other _____ |

In order to confirm that a property is smoke free, Live Smoke Free must receive a copy of the property's smoke-free policy before mailing signs.

Live Smoke Free
2395 University Ave. W., Suite 310
St. Paul, MN 55114-1512
Email: info@mns smokefreehousing.org
Phone: (651) 646-3005
FAX: (651) 646-0142



Live Smoke Free Banners

Live Smoke Free offers a temporary use of a banner to promote your smoke-free building. Our banners are free to use, but please follow these guidelines when using and returning the banner.

1. Please treat these banners as if they were your own. You may be held responsible for any damage incurred while they are in your possession.
2. Banners will be loaned out for a month. If you wish to have the banners for longer than a month, please contact our office **before** your scheduled return date and we will try to accommodate your request for a longer loan period.
3. Banners are made of a durable weather-proof mesh and can be hung on posts or on the side of a building.
4. Return the banner(s) using a form of delivery confirmation or package tracking system, so as to avoid them getting lost in transit. You are responsible for the costs to return the banner(s). You can also contact us to make arrangements to bring the banners to the Live Smoke Free office.

5. Return to: **Live Smoke Free**
2395 University Ave. W, #310
St. Paul, MN 55114

Phone: (651) 646-3005
Fax: (651) 646-0142
info@mnsnsmokefreehousing.org

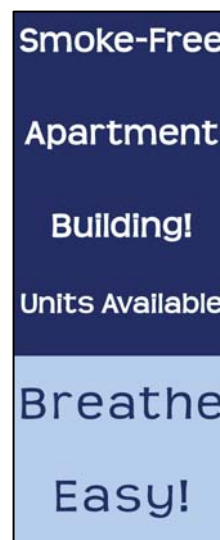
Name: _____

Building: _____

Banner Requested: 3' x 8' Horizontal Banner: "100% Smoke-Free Apartment Building"

4' x 10' Vertical Banner: "Smoke-Free Apartment Building...Breathe Easy"

Dates requested: _____



Magazine & Newspaper Ads

If you advertise in apartment finder magazines or in newspapers, be sure to include “smoke free,” “non smoking,” or “NS” in your ad. For more information on advertising in magazines and newspapers, read “Apartment Search Services in Minnesota” in this packet.

Royal Oaks of Eagan
Serenity, Style, Service

- Spacious 1, 2 and 2+ den floorplans
- Washer & dryer in home
- Balconies, some with French doors
- Underground heated parking
- Free Wireless Internet in the Clubhouse
- Outdoor pool
- 24-hour emergency repair
- Pet Friendly
- Monthly resident activities

Call about Smoke Free Apartments
Visit us today call 651-688-6836
3515 Federal Drive Eagan, MN 55122

Call about Smoke Free Apartments

Devonshire APARTMENTS

18110 Devonshire Road
Minnetonka, MN 55311
952-884-1110

Call about our 78 upgraded 1 & 2 bedroom homes – smoke-free, brushed nickel throughout and all new white appliances.

Ask about our 78 upgraded 1 & 2 bedroom homes – smoke-free, brushed nickel throughout and all new white appliances.

February 2010
RENT411
Claim Your Cash Reward \$100 FREE

Apartment, Townhomes & Houses for Rent
Minneapolis-St. Paul Metro Area

BRAND NEW-APRIL 2010
life

Parkwood Pointe APARTMENTS

Call Today and Reserve Your Brand New Smoke Free Life Style
952-843-0129

Brand New Apartments in Burnsville Opening in April 2010

- Exceptional Floor Designs~Studios, 1, 2, 2 Bedroom with Den Apartments
- Open Concept Contemporary Kitchens
- Smoke Free Optimal Living Environment
- Private Garages

The Hub...Featuring

- Private Clubroom
- 24-Hour Fitness Center
- Laundry Center
- Hot Spot Cafe and Play Zone with Wi-Fi

See Page 53 For More Info

new, chic & savvy

www.parkwoodpointeapts.com Professionally Managed by The Goodman Group

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www.RENT411.com 1-888-RENT411

Call Today and Reserve Your Brand New Smoke Free Life Style
952-843-0129

Brand New Apartments in Burnsville Opening in April 2010

- Exceptional Floor Designs~Studios, 1, 2, 2 Bedroom with Den Apartments
- Open Concept Contemporary Kitchens
- Smoke Free Optimal Living Environment
- Private Garages



Apartment Search Services in Minnesota

Here are some publications in which you can advertise your smoke-free building. When you call the publication, ask if they offer a special designation for smoke-free buildings. This could be a “no smoking” symbol in your ad, a check box in their amenities guide, a special page featuring smoke-free buildings, or a way for tenants to easily search for smoke-free buildings online.

Few services currently offer a smoke-free designation, but they are more likely to start helping tenants find smoke-free housing if they know landlords and managers want a smoke-free designation.

If no smoke-free designation is available, make sure that your ad mentions that the building is smoke free. Something as simple as “Check out our **Smoke-Free Building**” can bring attention to your ad.

Magazine/Web Guides

- **Live Smoke Free:** Web guide. All buildings listed are smoke free. Ads are posted for free and indefinitely. 651-646-3005 or www.mnsmokefreehousing.org
- **Apartment Finder:** Print and web guide. 952-746-4510 or www.apartmentfinder.com
- **The Apartment Guide*:** Web guide with a smoke-free designation. www.apartmentguide.com
- **Apartment Living Guide*:** Print and web guide. Offers a FREE “Smoke-Free” graphic on ads in print guide. 952-460-1930 or www.apartmentlivingguide.com
- **Apartments.com:** Web guide. www.apartments.com
- **Apartments For Rent:** Print and web guide. 952-829-0517 or www.forrent.com
- **National Accessible Apartment Clearinghouse*:** Sponsored by the National Apartment Association. Web guide with smoke-free designation in advanced search. www.accessibleapartments.org
- **Rent 411*:** Print and web guide. Offers a FREE “Smoke-Free” graphic on ads in print guide. 612-253-2100 or www.rent411.com
- **Rentals*:** Web guide with a smoke-free designation. www.rentals.com
- **Show Me The Rent*:** Web guide with a smoke-free designation. www.showmethereent.com

Guides for Senior Housing

- **After 55:** Print and web guide. 952-829-0517 or www.senioroutlook.com
- **Senior Housing Directory:** Print guide. 612-617-1921 or www.seniorhousinginc.org
- **Twin Cities Senior Housing Guide:** Print guide. 651-690-3141 or www.seniorhousingguide.us

Local Newspaper Classifieds

- **Community newspapers:** Many community newspapers offer print ads and possibly online ads. Call your local paper for details.
- **City Pages:** Free web ads. www.citypages.com/classifieds
- **Pioneer Press:** Print and web ads. 651-225-HOME or www.twincities.com/classifieds
- **Star Tribune Rentals:** Print and web guide. Offers a \$50 discount if you mention Live Smoke Free. Ask for agent Lyle Hearn. 612-673-4347 or www.startribune.com/rentals

*Live Smoke Free does not verify whether or not the buildings listed on these sites are smoke free.

Live Smoke Free
www.mnsmokefreehousing.org
651.646.3005

Unique Promotional Campaigns

Smoke-free buildings stand out from the competition! Let potential residents know that your building offers a healthy living environment. Contact Live Smoke Free or use the “Policy Implementation and Promotion” CD for electronic versions of these items that you can customize.

You may also wish to order items that are branded with your logo and building name to remind current tenants of the smoke-free policy. Here are a few suggestions, but the possibilities are endless:

- Key chains: Smoke-free air is key to the health of Main Street Apartments!
- Pizza cutters: Pizza tastes better in a smoke-free apartment! Welcome to Main Street Apartments!
- Pens: Jot it down! Main Street Apartments is smoke free!



Main Street Apartments!

Pizza Smells Better in a Smoke-Free Apartment

To protect the health of all residents and guests, Main Street Apartments is proud to be **100% smoke free!**

Visit our web site to learn more!

www.msmokefreehousing.org

Main Street Apartments also offers:

- Fitness center
- Community room
- Washer & dryer in units

Work with a local pizza place to advertise on the boxes they deliver to other apartment buildings in the area



Experience Smoke-Free Apartment Living!

Advertising banners can be used online and linked to your web site



Experience Smoke-Free Apartment Living!



MAIN STREET APARTMENTS IS NOW SMOKE FREE!

To protect the health of all residents and guests, Main Street Apartments is proud to be **100% smoke-free!**

Smoke-free buildings:

- Reduce exposure to the dangers of secondhand smoke
- Reduce the risk of cigarette-caused fires
- Create clean, healthy living environments

Main Street Apartments also offers:

- Fitness center
- Community room
- Washer & dryer in units
- Variety of floorplans

For a tour or information on renting, call us at 555-2424.

Place bookmarks the local public libraries (Left – front; Right – back)

Advertising in Community Locations

Potential renters can also be reached by advertising your smoke-free building in community locations. People often browse flyers and tear sheets (like the one below) when looking for an apartment. A smoke-free building will certainly stand out among the other community announcements! Contact Live Smoke Free or use the “Policy Implementation and Promotion” CD for an electronic version of this tear sheet that you can customize.

Possible community locations to market your building:

- Laundromats
- Colleges
- Libraries
- Coffee shops & cafés



Smoke-Free Apartments

Main Street Apartments

To protect the health of all residents and guests, Main Street Apartments is proud to be 100% smoke free!

Main Street Apartments also offers:

- Fitness center
- Community room
- Washer & dryer in units
- Variety of floorplans

For healthier, happier living

Contact us at 555-2424

Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone	Smoke-Free Apartment Contact Name Phone
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Community Celebrations

Hold an event for your residents to celebrate the smoke-free policy. For an additional promotional boost, you can invite the general public to gain potential residents. ***Whether the celebration is just for your residents or for the general public, be sure to invite local elected officials and the local media!***

Event Ideas:

- Grand Smoke-Free Re-Opening
- Ice cream social
- March in the city's parade & hand out flyers about your smoke-free building
- Host a Tobacco-Free Olympics or Tobacco-Free Tailgating event
- Coloring contest for kids

You can also coordinate your event around a date that celebrates smoke-free living. Visit www.pohly.com/dates_alpha.shtml to learn about other healthy holidays.

- American Heart Month: February
- Kick Butts Day: Late March or early April; check www.kickbuttsday.org for exact date
- Earth Day: April 22
- National Cancer Control Month: April
- World Health Day: April 7
- Breathe Easy Month: May
- Clean Air Month: May
- World Asthma Day: First Tuesday in May
- World No Tobacco Day: May 31
- Cancer Control Month: October
- Fire Prevention Week: October; first full week that contains October 9
- Healthy Lung Month: October
- COPD Awareness Month: November
- Lung Cancer Awareness Month: November
- Great American Smokeout: Third Thursday in November



News & Newsletter Articles

Submitting a press release to a local newspaper is a good way to draw attention to your property. Live Smoke Free is available to help you write and distribute press releases. A sample press release is included in this packet. You can find a press release template on the “Policy Implementation and Promotion” CD.

If your property produces a newsletter for the residents, be sure to include a story about the new policy and encourage residents to tell their friends about the new smoke-free environment.



Oakdale Village Apartments wrote an article in their resident newsletter about the new smoke-free policy.

Contact us if you'd like to use our logo or if you'd like assistance creating a new smoke-free graphic.



Sample Press Release

Contact information:
Organization distributing the press release and who the media should call with questions. Be sure to include the company logo

Heading:
Informational and interesting

Basic Information:
Who, what, when, where, and why

Property Information:
Very brief list of property features

Why We Are Smoke Free:
A quote from residents or manager

Live Smoke Free
Smoke-Free Multi-Housing program
Association for Nonsmokers-Minnesota
2395 University Avenue West Suite 310
St. Paul, MN 55114-1512
Phone: 651-646-3005
E-mail: crd@ansrmn.org

[Date]

PRESS RELEASE
FOR IMMEDIATE RELEASE
Media contact: Carissa Duke – 651-646-3005

Customize this press release!
Include details and quotes that represent your building. This press release is presented only as an example; please modify it as needed.

[Apartment Name] Goes Smoke Free

[Apartment name] offers luxury apartment living in a smoke-free environment

SAINT PAUL, MINN. – [Apartment Name] in [city, state], was designed to promote [healthy living/sustainable living/natural surroundings/etc]. On [date smoke-free policy goes into effect], the building began implementing a smoke-free policy that will promote the health its residents. The smoke-free policy covers [all units/the entire property/etc]. [Name of company spokes person], [title] for [company], says the company chose to put the smoke-free policy into effect as a way to prevent secondhand smoke exposure in the building. “The health and well being of residents is our top priority. A smoke-free building is safer and contributes to a better living environment,” [s]he said.

“We want [apartment name] to be a home all residents will enjoy,” said [last name of spokesperson]. “In addition to being smoke free, [apartment name] offers other great amenities for renters.” [Apartment name] features [list several amenities of the apartment units and/or apartment community]. Residents can enjoy a walk by the native wetlands using the community’s recreational trail system.

[Name of building manager], the Property Manager of [apartment name] is excited to see the policy go into effect. [S]he commented, “[Apartment name] is going green, and that it gives us a great opportunity to promote a completely healthy environment for our residents. [Apartment name] is located in [describe unique features of the surrounding neighborhood], so going smoke free was a natural choice.”

MORE



Sample Press Release, Continued

Policy Praise:

A quote from Live Smoke Free or another organization

“[Apartment name] is a beautiful property and the smoke-free policy will enhance their natural, healthy setting. They are doing a wonderful thing for their residents by offering a completely smoke-free living environment,” said Carissa Duke, Community Outreach Coordinator for Live Smoke Free—a program that promotes smoke-free apartment living in the Twin Cities.

Additional Information:

Other policies & contact information

[Apartment name] is the [number] smoke-free apartment building for [Management/Owner company]. [Provide a quick description of other smoke-free buildings managed by the company and mention any company buildings that will be going smoke free in the near future].

For more information on [Apartment name], call [phone number] or visit [web site].

###: Indicates end of the press release

###

About Live Smoke Free:

Our information will be listed first if we distribute the press release; if the press release is not a joint effort, you do not have to include our information

About Live Smoke Free:

Live Smoke Free, a program of the Association for Nonsmokers-Minnesota (ANSR), promotes smoke-free policies for apartment buildings in the Twin Cities metro area. Currently, Minnesota tenants seeking smoke-free multi-unit housing largely outnumber the amount of smoke-free units available. Live Smoke Free educates building owners, managers, tenants, and housing industry professionals about the benefits of smoke-free buildings. Live Smoke Free assists building owners and managers with creating and promoting a smoke-free policy for their property. The program also assists renters in finding solutions to secondhand smoke problems. For more information, go to: www.mnsmokefreehousing.org

For additional information, contact Live Smoke Free:

2395 University Ave West, Suite 310
St. Paul, MN 55114-1512
Phone: 651.646.3005
Fax: 651.646.0142
Web: www.mnsmokefreehousing.org

About Your Company:

Your information should be listed first if you distribute the press release

About [Management/Owner Company]:

[Provide a description of your company including the types of housing owned and number of building/units].

For additional information, contact [Company]:

[Contact's name]
[Contact's title]
[Phone number]
[Fax number]
[Web site]