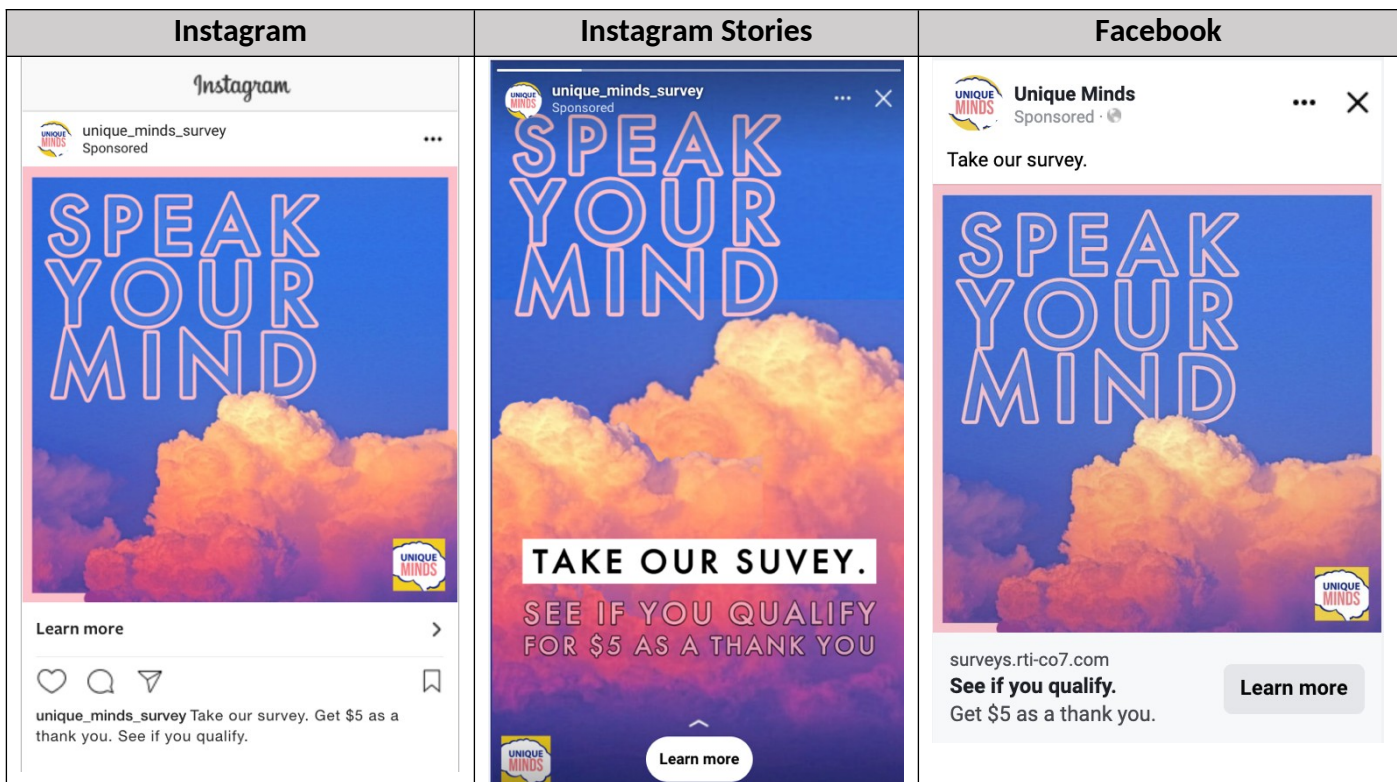


ATTACHMENT 4: PROMISING THEMES STUDY RECRUITMENT ADS

Form Approved
OMB No: 0910-0810
Expiration Date: 12/31/2024

Below are examples of ads that will be used on various social media platforms (e.g., Facebook, Instagram, TikTok) to recruit participants. Due to the ongoing nature of the campaign, ad creative may be refreshed to [help boost performance and reengage the audience](#). New ads will be designed with similar imagery and language as the examples below but might include new stock images or animations for more video-focused platforms like TikTok. Ads will always feature the words “see if you qualify” to ensure clear communication that only those who qualify will receive the incentive mentioned. New ads/imagery/animations/videos will be submitted to IRB for approval before use in the field.



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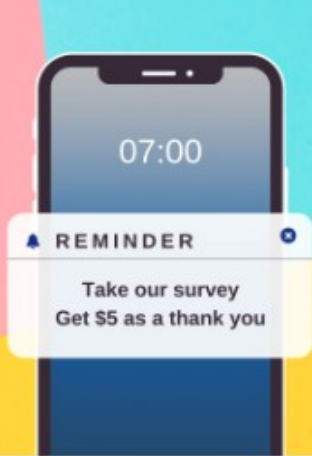
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Instagram

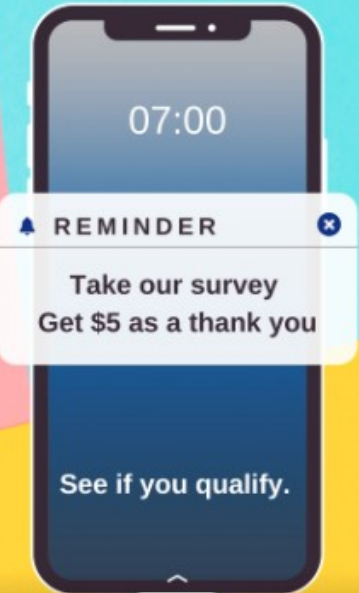
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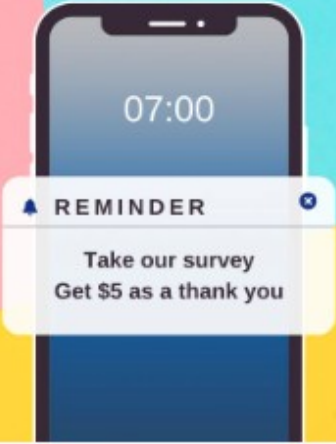
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