

Form Approved
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Attachment 10
Landing Page and Banner Ad

Public reporting burden of this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: CDC, Project Clearance Officer, 1600 Clifton Road, MS D-74, Atlanta, GA 30333, ATTN: PRA (0920-0840). Do not send the completed form to this address.

Insert Logo Here

What is [Local project brand name for NHBS-YMSM by site]?

(Local project name) is a health study designed by the [Local Health Department or Subcontracting Entity **NOT CDC**]. The purpose of the study is to collect information about the health behaviors of young men to help design better health promotion programs for young men in the future.

What topics are covered in [name of project]?

Some of the question topics covered in the [Local project name] survey are HIV testing practices, health-related behaviors, family and community connections, and access to health care services.

How much time does it take to complete the [name of project] survey?

It will take you about 40 minutes to complete the [name of project] survey. You will also be offered a free, anonymous HIV test as a part of the survey. If you decide you want to take the HIV test that will take an additional 20 minutes.

What will happen as a part of this study?

If you are eligible and decide to participate in this study, one of our staff members will contact you to schedule an appointment for you will come to one of our field site locations in [Project city]. A trained interviewer will ask you the survey using a portable or handheld computer. Your answers will be store anonymously.

What will I get for taking part in this study?

You will get \$25 for the time you spend completing the survey. You will get an additional a \$25 if you decide you would like to take the HIV test.

How will my privacy be protected?

Your email address and other contact information will always be kept separately from your answers to the survey. Your answers to the survey questions will be kept on a password-protected encrypted computer file stored on a password-protected server. Only staff members at [Local agency], who need this information to contact you about this study will see it. To protect your privacy, we will only contact you using information you have given us and in the way that you want to be contacted. We won't share your personal information, like your name, email or phone number with anyone else. We respect your privacy and we won't use your email or phone number except to contact you to let you know more about the study.

If you are interested in participating in [Name of Study] and would like to find out if you are eligible, please fill out the registration information below and one of our staff members will contact you to provide you with more information about the study and will arrange a time for you to come to one of our study sites. You can also contact us at xxx@yyy.com or 555-555-5555.

First name:
Email address:
Phone number:

Is it okay for us to leave a message at this number?
 Yes
 No

Can you receive text messages?
 Yes
 No

What is your preferred method of contact?
 Email
 Phone
 Text Message

#1: How to set parameters on who sees the ad

The screenshot displays the Facebook Ads Manager interface. At the top, the browser address bar shows the URL: <http://www.facebook.com/ads/create/?act=101154816716211&adgrov>. The page title is "facebook" and the user is logged in as "Brian Jauregui".

The main content area is titled "Edit Your Ad". It shows the current ad campaign: "Young Mens Health Study". The ad text is "Complete a university research survey! Receive \$50!". The landing view is set to "Timeline". The image is a small photo of two men, with dimensions of 100 px by 72 px.

The "Right Column Preview" shows the ad as it would appear on a mobile device. It includes the text "Young Men's Health Survey" and "Complete a university research survey! Receive \$50!".

The "Choose Your Audience" section is also visible. It shows the location set to "United States" and "Chicago, IL". The audience size is 3,760 people. The audience criteria include: who live in the United States, who live in Chicago, IL, 17 years old and younger, who are male, who are interested in men, and who are not already connected to Young mens health study.

http://www.facebook.com/pages/Young-mens-health-study/4298314 Advertise on Facebook

facebook Settings Logout

Choose Your Audience

Learn More About Targeting

Location: [?] United States x

Country
 State/Province
 City
 Zip Code

Chicago, IL x

Include cities within 10 miles

Age: [?] 13 - 17 Require exact age match [?]

Gender: [?] All
 Men
 Women

Precise Interests: [?]

Broad Categories: [?]

Activities	<input type="checkbox"/> Console Gamers
Business/Technology	<input type="checkbox"/> Cooking
Ethnic	<input type="checkbox"/> Dancing
Events	<input type="checkbox"/> DIY/Crafts
Family Status	<input type="checkbox"/> Event Planning
Interests	<input type="checkbox"/> Fast Food Diners/QSR
Mobile Users (All)	<input type="checkbox"/> Food & Dining
Mobile Users (Android)	<input type="checkbox"/> Frequent Casual Diner
	<input type="checkbox"/> Games (Social/Online)

Connections: [?] Anyone
 Only people connected to Young mens health study
 Only people not connected to Young mens health study
 Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to


Interested In: [?] All
 Men
 Women

Relationship Status: [?] All
 Single
 In a Relationship
 Married

Audience

3,760 people

- who live in the United States
- who live in Chicago, IL
- 17 years old and younger
- who are male
- who are interested in men
- who are not already connected to Young mens health study



#2: Reports on number of potential participants who click on the ad

The screenshot displays the Facebook Ads Manager interface. At the top, the browser address bar shows the URL: http://www.facebook.com/ads/manage/adgroups.php?campaign_id=. The page title is "Campaign: Young mens health...". The user is logged in as "Brian Jauregui".

The main dashboard shows the following metrics for the selected campaign:

- Scheduled: \$10.00 Daily
- Apr 4, 2013 11:55am – Apr 5, 2013 11:55am
- 3,740 people
- Page Likes: 0
- Campaign Reach: 0
- Frequency: 0.0
- Total Spent: \$0.00

The date range is set to "Mar 29 — Apr 4" with a "Last 7 Days" filter. A line graph for "Page Likes" shows zero activity from 03/29 to 04/04.

Below the graph is a table with columns: Name, Status, Page Likes, Ad Reach, Freq., Clicks, Click-Through Rate, Avg. Price, Total Spent, and Cost per Page Like. Two results are shown:

Name	Status	Page Likes	Ad Reach	Freq.	Clicks	Click-Through Rate	Avg. Price	Total Spent	Cost per Page Like
Young mens health study - Likes - Ad	🕒	0	0	0.0	0	0.000%	\$0.00 Optimized CPM	\$0.00	\$0.00
Young mens health study - Likes - Sponsored Stories	🕒	0	0	0.0	0	0.000%	\$0.00 Optimized CPM	\$0.00	\$0.00

The detailed ad preview for "Young Men's Health Survey" is shown below. It includes a "Targeting" section with the following criteria:

- This ad targets 3,760 people:
- who live in the United States
- who live in Chicago, IL
- 17 years old and younger
- who are male
- who are interested in men
- who are not already connected to Young mens health study

The "Performance" section shows a CTR graph for the period 03/15 to 03/29, with a CTR of 0.00%.

At the bottom of the page, there are links for "About", "Create a Ad", "Create a Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". The footer indicates "Facebook © 2013 · English (US)".

This page will provide data on the number of banner ads that are "clicked".