

Attachment (re: footnote 10 of Supporting Statement)

Table 1. Ads to Be Seen by Members of Each of the 18 Subgroups in the Internet Panel Fraud Study

A. See Diet Ad First

1. Fraudulent Diet Ad – Fraudulent Jobs Ad
2. Fraudulent Diet Ad – Legitimate Jobs Ad
3. Fraudulent Diet Ad – Fraudulent Vacation Ad
4. Fraudulent Diet Ad – Legitimate Vacation Ad
5. Legitimate Diet Ad – Fraudulent Jobs Ad
6. Legitimate Diet Ad – Fraudulent Vacation Ad

B. See Jobs Ad First

1. Fraudulent Jobs Ad – Fraudulent Diet Ad
2. Fraudulent Jobs Ad – Legitimate Diet Ad
3. Fraudulent Jobs Ad – Fraudulent Vacation Ad
4. Fraudulent Jobs Ad – Legitimate Vacation Ad
5. Legitimate Jobs Ad – Fraudulent Diet Ad
6. Legitimate Jobs Ad – Fraudulent Vacation Ad

C. See Vacation Ad First

1. Fraudulent Vacation Ad – Fraudulent Diet Ad
2. Fraudulent Vacation Ad – Legitimate Diet Ad
3. Fraudulent Vacation Ad – Fraudulent Jobs Ad
4. Fraudulent Vacation Ad – Legitimate Jobs Ad
5. Legitimate Vacation Ad – Fraudulent Diet Ad
6. Legitimate Vacation Ad – Fraudulent Jobs Ad