

## Appendix A: Recruitment Emails for Pretests 1-4

### First Email

**Subject Line:**

Study about Health Products

**Email Copy:**

Hi <%FIRST%>,

You have an opportunity waiting!

Topic: Health Products

Incentive: \$5.00 in e-Rewards(R) Currency

Length: 20 minutes

Click the link below to voice your opinion and earn e-Rewards Currency:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Details: Adobe Reader(R) will be required to properly view some content in this survey. If you wish to download and install the latest free Adobe Reader, please click [here](#) or copy and paste the link below into your web browser. For more information about Adobe Reader, visit the Adobe Reader Support [FAQ page](#).

Adobe Flash Player: <http://get.adobe.com/flashplayer/>

If you have any questions or concerns please [contact us](#).

Not all of our clients' surveys are designed for mobile devices. If you choose to use a mobile device, you may not have an optimal experience.

We value your opinions!  
– Your e-Rewards Team

Stay Connected!

Twitter: @eRewardsUS  
Facebook: <http://www.facebook.com/eRewardsUS>  
Google+: <https://plus.google.com/+e-Rewards>

=====  
Manage your account online: <http://<%website%>/home.do>  
Contact Member Services if you have any issues: <http://<%website%>/contactus.do>

Read our Privacy Policy: <http://<%website%>/privacypolicy.do>  
Read our Member Agreement: <http://<%website%>/memberagreement.do>

This email was sent to <%emailaddress%>. You may update your email address:  
<http://<%website%>/updatecontactinfo.do>  
or unsubscribe at any time: <http://<%website%>/EmailOptOut.do?FT=<%uniqueid%>>  
Please do not reply to this email.

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## Follow-up Email

### **Subject Line:**

Follow-up - Study about Health Products

### **Email Copy:**

Hi <%FIRST%>,

You have an opportunity waiting!

Topic: Health Products

Incentive: \$5.00 in e-Rewards(R) Currency

Length: 20 minutes

Click the link below to voice your opinion and earn e-Rewards Currency:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

Details: We recently sent you a survey about new health products. Our records indicate that you have not yet participated in the survey, at this time we would like to re-invite you to participate in this survey.

Remember, Adobe Reader(R) will be required to properly view some content in this survey. If you wish to download and install the latest free Adobe Reader, please click [here](#) or copy and paste the link below into your web browser. For more information about Adobe Reader, visit the Adobe Reader Support [FAQ page](#).

Adobe Flash Player: <http://get.adobe.com/flashplayer/>

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- Your e-Rewards Team

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Google+: <https://plus.google.com/+e-Rewards>

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Manage your account online: <http://<%website%>/home.do>

Contact Member Services if you have any issues: <http://<%website%>/contactus.do>