

AMSM ADS

AD EXAMPLE #2: Black Couple 2 (Stocksy)



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



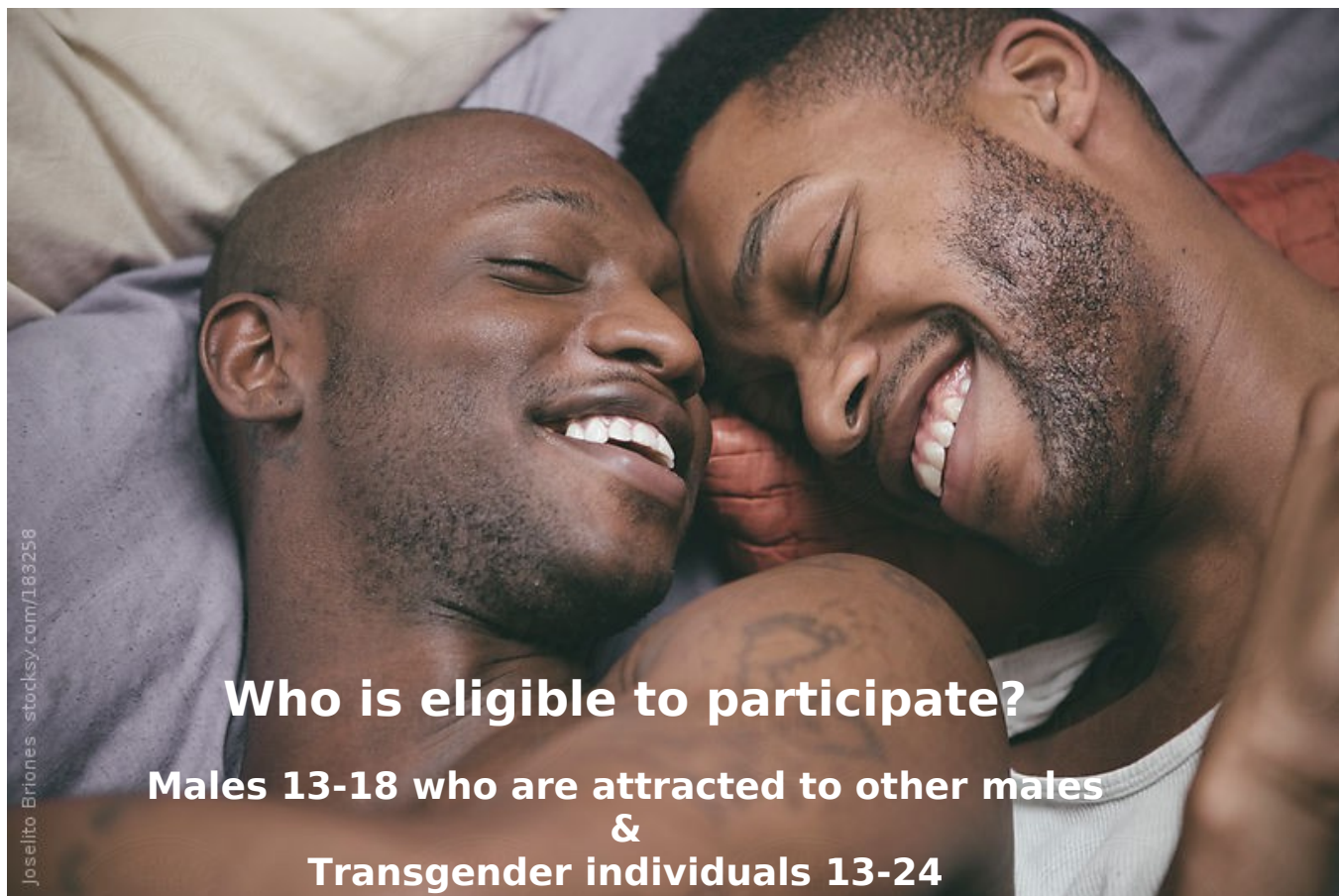
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AD EXAMPLE #3: Black Couple 3 (Stocksy)



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible to participate?
Males 13-18 who are attracted to other males
&
Transgender individuals 13-24

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AD EXAMPLE #4: White Couple (Stocksy)



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #5: “Ugh, Millennials” (...are the future!)

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #6: Interracial Couple 1 (Stocksy)



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>

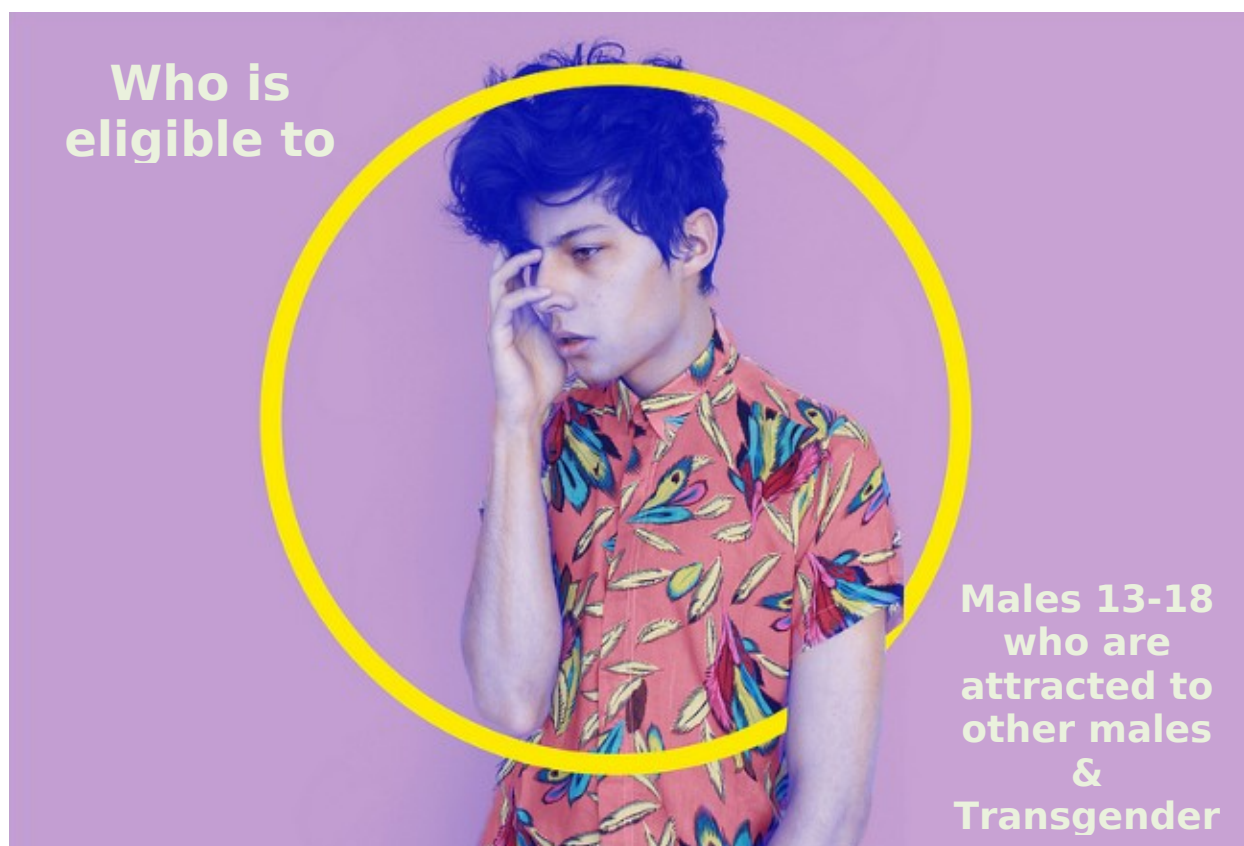


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AD EXAMPLE #7: Colliding Structures (Genderqueer) (Flickr) Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible to

**Males 13-18
who are
attracted to
other males
&
Transgender**

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AD EXAMPLE #8: Highschool is hard (Genderqueer) (Stocksy)

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #9: Interracial Couple 2

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible
to participate?
Males 13-18 who are
attracted to other
males &
Transgender
individuals 13-24

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AD EXAMPLE #10: Pleasant Distractions

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible to participate?

Males 13-18 who are attracted to other males & Transgender individuals 13-24

Joselyn Bruns - stocksy.com/185456

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AD EXAMPLE #11: Asian Couple Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible to participate?
Males 13-18 who are attracted to other males
&
Transgender individuals 13-24

istock.
by Getty Images™

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“Like” ads**AD EXAMPLE 12: South Side (Chicago)**

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>

Who is eligible to participate?

**Males 13-18 who are attracted to other males
&
Transgender individuals 13-24**



klgas - stocksy.com/650899

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AD EXAMPLE #13: LGBT Dog 1



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE 14: Domestic4Lyfe Like Page

Important survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small token of appreciation. Click the link to participate:

<http://norc.org/survey>



Who is eligible to participate?

**Males age 13-18 attracted to other males
&**

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**AD EXAMPLE #15: Biomedicalization of the Gay Male
Community**

Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



**Who is
eligible to
participate?**

**Males 13-18
who are
attracted to
other males
&
Transgender
individuals 13-
24**

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AD EXAMPLE #16: Fondly Remembering Highschool, 10 years later



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #17: Holding Hands

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #18: Genuine, Carefree Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>

 A photograph of two men laughing joyfully on a city street. The man on the left is wearing a brown jacket and blue jeans, while the man on the right is wearing a red checkered shirt and tan pants. A dark purple text box is overlaid on the bottom left of the image.

**Who is eligible to participate?
Men ages 13 to 18 who are attracted to men**

gettyimages®
Leonardo Patrizi

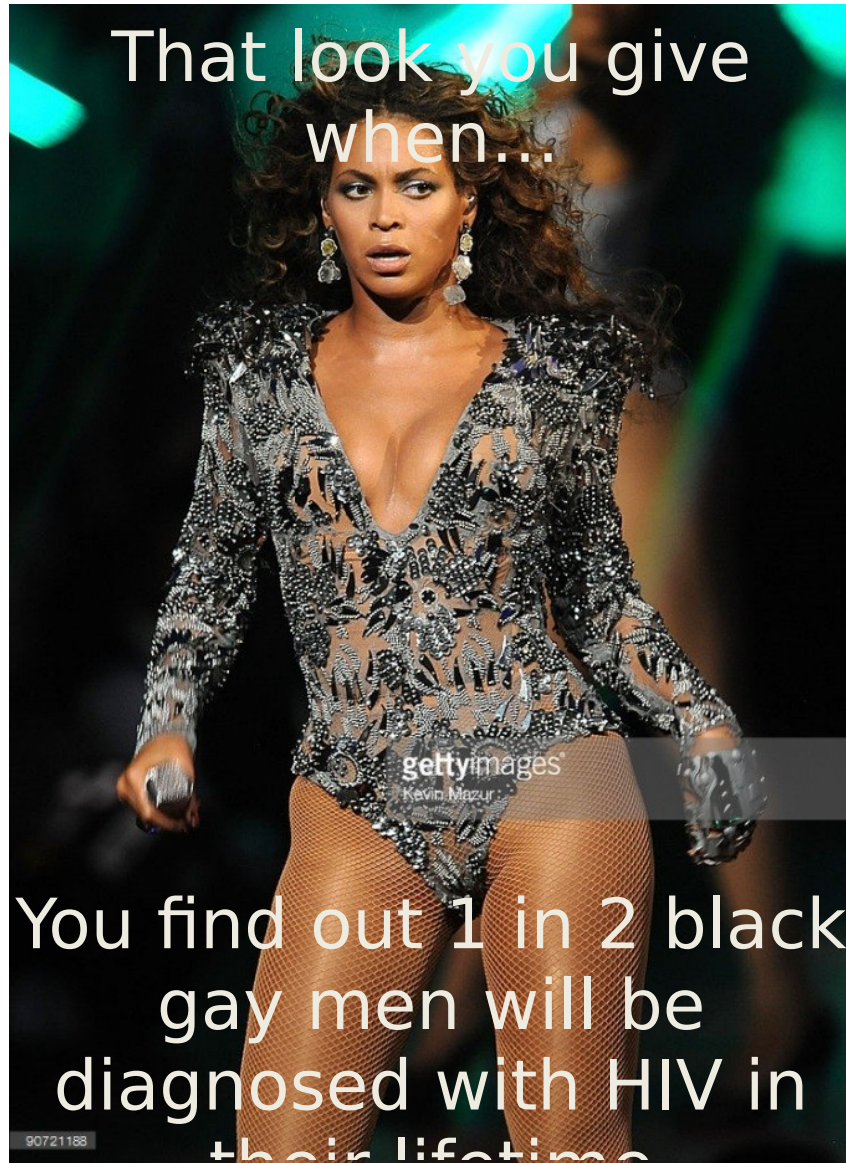
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AD EXAMPLE #19: Morality for Whom?



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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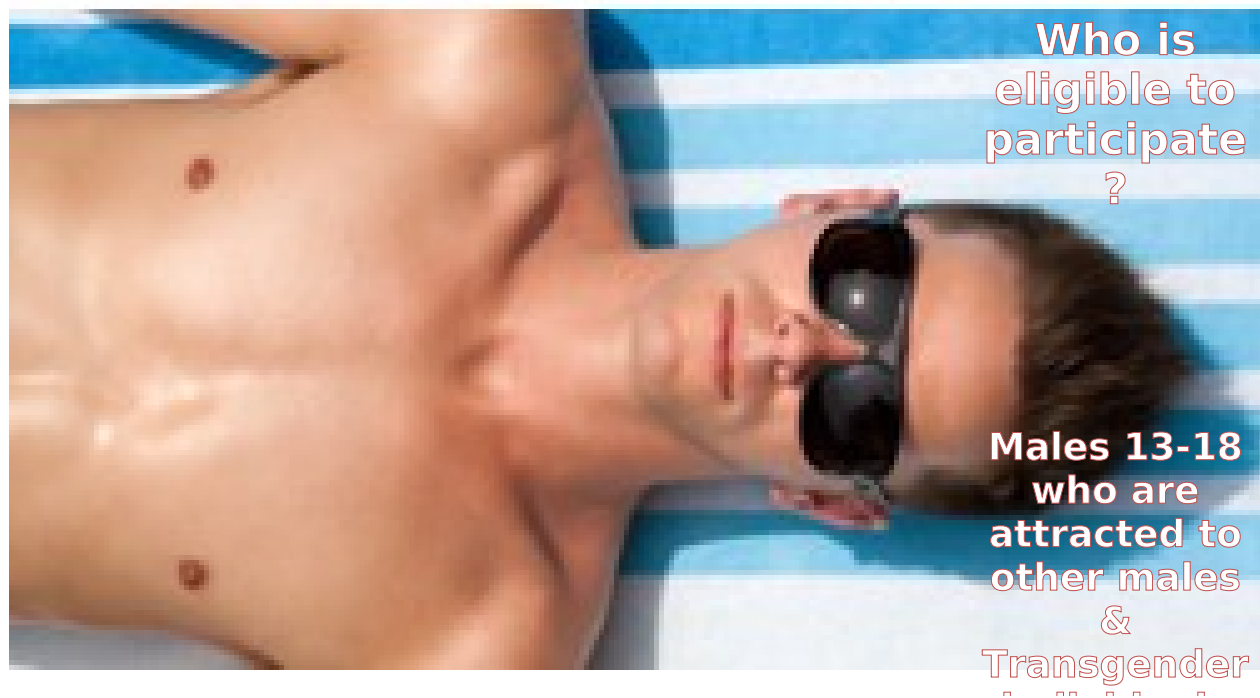
Survey opportunity!

Earn a **small gift** by giving us your thoughts on relationships, sexual identity, and health.

participate:

<http://norc.org/survey>

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and health. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



TRANS/Genderqueer ADS

“LOVE” ads

AD EXAMPLE 20: Black Transfemale 2

Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible to participate ?

Males age 13-18 attracted to other males &

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AD EXAMPLE #21: Asian Transfemale 1 (Stocksy)



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



“Like” ads**AD EXAMPLE #22: White Transfemale 2** Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Who is eligible to participate?

Males age 13-18 attracted to other males & Transgender individuals age 13-24

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AD EXAMPLE #23: Asian Transfemale 2



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #24: Summer days Like Page

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AD EXAMPLE #25: Here to stay Like Page

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #27: transgender-symbol

Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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Like · Comment · Share ·  2,385  95  160**AD EXAMPLE #28: Rainbow Wristband**

Important survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small token of appreciation. Click the link to participate:

<http://norc.org/survey>



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GENERAL POP ADS

“Like” ads

AD EXAMPLE #29: Teens, Cash, Survey 1

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #30: Teens, Cash, Survey 2

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Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #31: Came in like a Wrecking Ball...



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



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AD EXAMPLE #32: All Hands on Deck, Superheros



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>

We need superheroes like you to help inform the fight for an HIV-free generation!



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Like Page

Get a gift! We are interested in your thoughts about relationships and health. Click the link to participate: <http://norc.org/survey>.



2,346,462 Views

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Want a gift? Give us your thoughts about relationships, sexual identity, and health. Click the link to participate: <http://norc.org/survey>.



Earn a gift! We are interested in your thoughts about relationships and health. Click the link to participate: <http://norc.org/survey>.



Get your gift today! We are interested in your thoughts about relationships and health. Eligible participants receive a small gift. Click the link to participate: <http://norc.org/survey>.



Important survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small token of appreciation. Click the link to participate: <http://norc.org/survey>



We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>



Survey opportunity! We are interested in your thoughts about sexual identity, relationships, and HIV. Eligible participants will receive a small gift. Click the link to participate: <http://norc.org/survey>





We know you got swag!
Earn a **gift** by giving us your thoughts on relationships, sexual identity, and health.

Click the link to participate:
<http://norc.org/survey>.



Mo' Money Mo' Stuff.
Earn a **gift** by giving us
your thoughts on
relationships, sexual
identity, and health.

Click the link to
participate:
<http://norc.org/survey>.



Got swag? Get a **gift** by giving us your thoughts about relationships, sexual identity, and health.

Click the link to

participate: <http://norc.org/survey>.



Survey of Today's Adolescent
Relationships and Transitions

Get your gift today! We are interested in your thoughts about relationships and health. Eligible participants receive a small gift. Click the link to participate: <http://norc.org/survey>.