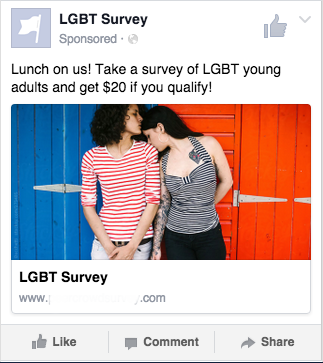
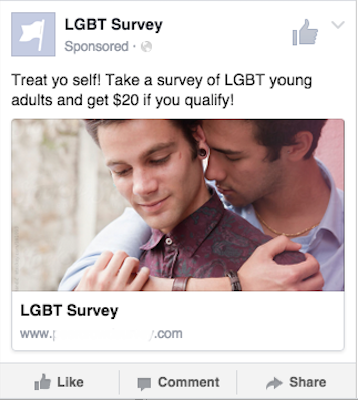
**ATTACHMENT 12: SOCIAL MEDIA RECRUITMENT ADVERTISEMENTS**

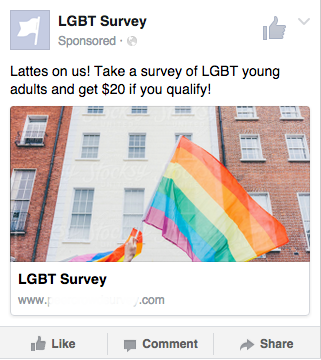
**Female-oriented campaign ads:**



**Male-oriented campaign ads:**



**Ad to be used in both male and female-oriented ads:**



**Additional ad text (both male and female oriented campaigns)\*:**

Treat yo self! Take a survey of LGBT young adults and get $20 if you qualify!

Lunch on us! Take a survey of LGBT young adults and get $20 if you qualify!

Lattes on us! Take a survey of LGBT young adults and get $20 if you qualify!

Late night snacks on us! Take a survey of LGBT young adults and get $20 if you qualify!

Book club on us! Take a survey of LGBT young adults and get $20 if you qualify!

Breakfast on us! Take a survey of LGBT young adults and get $20 if you qualify!

Hot cocoa on us! Take a survey of LGBT young adults and get $20 if you qualify!

Burgers on us! Take a survey of LGBT young adults and get $20 if you qualify!

Cupcakes on us! Take a survey of LGBT young adults and get $20 if you qualify!

Tacos on us! Take a survey of LGBT young adults and get $20 if you qualify!

\* We will choose additional similar images for the male and female-oriented campaigns, which will be approved by RTI’s IRB. Various combinations of images and text will be used in both male and female-oriented ad campaigns for social media ads.