Appendix A. FDA CTP Exchange Lab Survey Invitation Email Announcement and Reminders (CURRENT USERS)

Title: FDA CTP Exchange Lab Syndication Study—Current Users

Note: The survey respondent will not see any text in blue.

Email subject heading:

Offer feedback on the FDA Exchange Lab & get $5!

Body of email:

You are a registered user of the **Food and Drug Administration (FDA) Center for Tobacco Products (CTP) Exchange Lab** (https://digitalmedia.hhs.gov/tobacco/), a website that allows users to "syndicate" or place digital content (for example, text for webpages, images, and other media) on a number of tobacco-related topics from FDA CTP on their websites, blogs, or other digital channels.

We want to hear your thoughts specifically about syndicating digital content from the **FDA CTP Exchange Lab**. Please take our survey so that we can learn about you—as well as how we are doing—to provide you with high-quality syndication (placement) services.

Everyone who completes this survey will receive a $5 e-gift card as a token of our appreciation!

The survey is anonymous and takes 9 minutes to complete. Please complete the survey **by Month X, 2019**. [This date will be 3 weeks after the survey is launched.]

TAKE THE SURVEY
URL Link

Reminders

For the first reminder, CTP will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder 1: Reminder: Complete the FDA EXCHANGE LAB SURVEY & GET $5!

For the second reminder, CTP will include the following message in the email subject heading and send the same announcement as above in the body of the email:
Reminder 2: Last day: Complete the FDA EXCHANGE LAB SURVEY & GET $5!