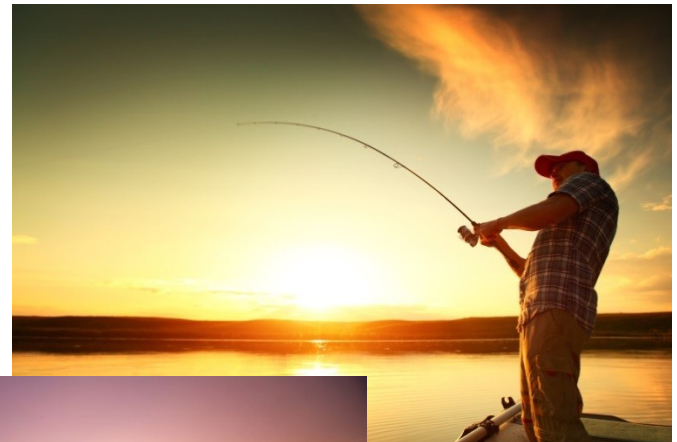
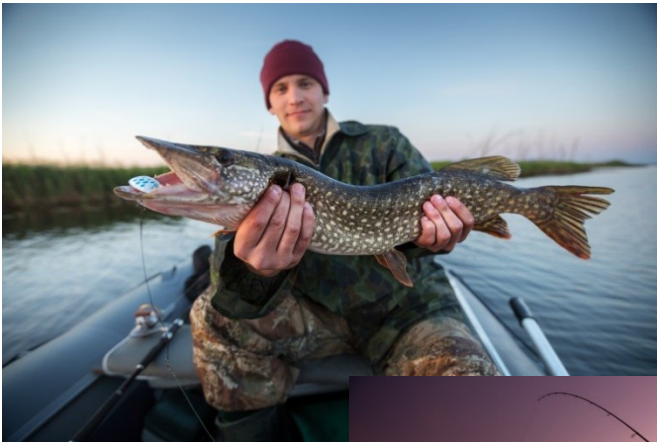


Attachment D4: *The Real Cost: Smokeless Recruitment Ads*

| Messages |
|---|
| We want to know what you think! Take this survey and you could get \$10 as a thank you. |
| Tell us what you think and you could get \$10 as a thank you. |
| Let us know what you think and you can get \$10 as a thank you! |
| Want \$10? Share your thoughts and you could get a \$10 gift card as a thank you. |
| Take this survey and you could get \$10 as a thank you. |
| Get \$10 as a thank you for sharing your opinions! |
| You could get \$10 as a thank you for telling us what you think. |
| You could get \$10 as a thank you for sharing your opinions. |
| Let us know what's on your mind and you can get \$10 as a thank you! |



Quantitative Study of Tobacco Facts Designed to Inform Youth Tobacco Prevention Messaging



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