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

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| **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! |

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