# Appendix D – Recruitment Email (Pretest and Main Studies)

[Any text in angle brackets “< >” indicates part of the script that will change based on the participant, or situation.]

Subject: Study about medication advertising

*Hi <****First Name****>*

You have an opportunity waiting!

**Topic**: Health products

**Incentive**: $4.00 in e-Rewards(R) Currency

**Length**: 20 minutes

**LET’S BEGIN**

We value your opinions!

– Your e-Rewards Team

*=======================================================*

*Manage your account online.*

*Contact us if you have any issues.*

*Read our Member Agreement and Privacy Policy.*

*Unsubscribe from future e-Rewards emails. Please do not reply to this email.*

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