

Multimedia Appendix 1. Advertisement Campaign Details





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Table 1. Detailed Advertisement Targeting Criteria

Targeting Criteria	Generic Ad	Gender Ad	Age Ad	Education Ad	Rural Ad
Location	Living in: Newfoundland and Labrador	Living in: Newfoundland and Labrador	Living in: Newfoundland and Labrador	Living in: Newfoundland and Labrador	Living in: A0A, A0B, A0C, A0E, A0G, A0H, A0J, A0K, A0L, A0M, A0N, A0P, A0R ^a
Age	35-65+	35-65+	35-44	35-65+	35-65+
Gender	All	Men	All	All	All
Languages	English (US), English (UK)	English (US), English (UK)	English (US), English (UK)	English (US), English (UK)	English (US), English (UK)
Detailed Targeting^b	None	None	None	None	EXCLUDE people who match at least one of the following ^{c,d} : <ul style="list-style-type: none"> • Associate degree • College grad • Doctorate degree • In college • In grad school • Master's degree • Professional degree • Some college • Some grad school

- a. These are the rural postal code forward sortation areas in Newfoundland & Labrador.
- b. Detailed Targeting is based on Demographics, Interests, Behaviours.
- c. Targeting by Demographics > Education > Education Level.
- d. Education Levels not excluded: High school grad, In high school, Some high school, and Unspecified.

Table 2. Images Used in Advertisements

Advertisement	Images Used	Notes
Generic		<p>Cost Per Link Click: \$0.44</p> <p>Link Clicks: 1,097</p>
Rural Ad (1)		<p>Cost Per Link Click: \$0.87</p> <p>Link Clicks: 311</p>
Rural Ad (2)		<p>Cost Per Link Click: \$0.97</p> <p>Link Clicks: 159</p>
Rural Ad (3)		<p>Cost Per Link Click: \$2.41</p> <p>Link Clicks: 2</p> <p>This advertisement was discontinued after reaching 342 people (total ad spend was \$4.82) due to the considerably higher cost.</p>

Advertisement	Images Used	Notes
Gender Ad (1)		Cost Per Link Click: \$1.30 Link Clicks: 252
Gender Ad (2)		Cost Per Link Click: \$1.90 Link Clicks: 88 This image was used in effort to reach more men, but the higher cost per link click suggests men were less responsive to this ad than Gender Ad (1).
Age Ad		Cost Per Link Click: \$0.73 Link Clicks: 114
Education Ad		Cost Per Link Click: \$0.88 Link Clicks: 293

Note. Various images were trialled in the Rural Ad and Gender Ad earlier in the recruitment period, but due to the better performance of the “are you at risk for cancer?” image, this was the imaged employed in ads later in the recruitment period. We recommend future researchers consider trialling various images in order to optimize their recruitment strategy.