

**Appendix A. Example Ad Content**

<b>Pre-MRTP</b>	
<b>Still Images</b>	<b>Online Videos</b>
<p>ZZ23FB-0003 Light blue background with <u>text</u>: “The future of tobacco is here” and <u>image</u> of white holder and device. <u>Warnings included</u>: Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.” Bottom of ad: “SURGEON GENERAL’S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.”</p>	<p>ZZ23FB-0009 Online video. Opens with “Get IQOS” cuts to one girl holding IQOS with words “Real Tobacco” then cuts to a different girl with words “Less odor.”</p>
<p>ZZ23FB-0004 Light rose-colored background with <u>text</u>: “The future of tobacco is here” and <u>image</u> of white holder and device. <u>Warnings included</u>: Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.” Bottom of ad: “SURGEON GENERAL’S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.”</p>	<p>ZZ23FB-0011 Online video. Opens with “Meet IQOS. The future of real tobacco has arrived” with IQOS imaging, cuts to woman holding IQOS then man sitting on couch together with words “Real tobacco, Less odor, No ash”</p>
<b>Post-MRTP</b>	
<b>Still Images</b>	<b>Online Videos</b>
<p>ZZ23FB-0025 Light blue background with <u>text</u>: “Half off! Use promo code DEVICE50 at GETIQOS.COM. Site &amp; offer limited to smokers 21+ through 10/31. HeatSticks® sold separately.” <u>Warnings included</u>: Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.” Bottom of ad: “SURGEON GENERAL’S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”</p>	<p>ZZ23FB-0015 Online video. Opens with “Get IQOS” cuts to image of IQOS with words “Real, heated tobacco is here” cuts to woman holding IQOS with words “With less odor to worry about” cuts to two women (one holding IQOS) with “There’s no need to step away”</p>
<p>ZZ23FB-0027 Light white/grey background with <u>text</u>: “Order an IQOS® bundle with same-day delivery in select cities. Experience less lingering odor from the comfort of your couch. ORDER NOW” and <u>image</u> of male person’s torso and hand holding black device, standing beside a couch. <u>Warnings included</u>: Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.” Small white box under aforementioned warning: “SURGEON GENERAL’S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”</p>	<p>ZZ23FB-0017 Various IQOS pictures throughout ad with the following words “With heat control technology; Real tobacco is heated, never burned; IQOS be one of the first to switch”</p>
<p>ZZ23FB-0028 Light white/grey background with <u>text</u>: “Experience heated tobacco sooner than ever. Purchase an IQOS® bundle with same-day delivery in select cities. ORDER NOW” and <u>image</u> of white holder and device. <u>Warnings included</u>: Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.” Small white box under aforementioned warning: “SURGEON GENERAL’S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”</p>	<p>ZZ23FB-0020 Opens with IQOS picture and words “We built a new way to enjoy tobacco; With heat control technology; Real tobacco is heated, never burned; IQOS Be one of the first to switch”</p>

ZZ23FB-0029	<p>Dark grey background with <u>text</u>: “Too busy to make an appointment? Experience IQOS® at home. Order an IQOS® bundle with same-day delivery in select cities. ORDER NOW” and <u>image</u> of white holder and device and turquoise box.</p> <p><u>Warnings included:</u></p> <p>Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.”</p> <p>Small white box under aforementioned warning: “SURGEON GENERAL’S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”</p>	ZZ23FB-0021	<p>Opens with IQOS image then switched to picture of 2 girls holding IQOS. Has following words “Real, heated tobacco is here; With less odor to worry about; There’s no need to step away; Real tobacco No interruptions”</p>
ZZ23FB-0031	<p>Ivory background with <u>text</u>: “Purchase an IQOS® bundle with same-day delivery in select cities. LEARN MORE” and <u>image</u> of young White women with dark hair sitting with black device being held up to her mouth by her hand.</p> <p><u>Warnings included:</u></p> <p>Top of ad: “WARNING: This product contains nicotine. Nicotine is an addictive chemical.”</p> <p>Small white box at bottom: “SURGEON GENERAL’S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”</p>	ZZ23FB-0035	<p>Opens with IQOS picture then to woman smoking IQOS then to product with words “IQOS is the only tobacco product of its kind that can say this. The IQOS System heats tobacco but does not burn it. Scientific studies have shown that switching completely from cigarettes to IQOS significantly reduces your body’s exposure to harmful chemicals”</p>

*Note:* Contact corresponding author for additional ad content.

**Appendix B. Media Channels Included in Each Media Channel Theme**

<b>Media Channel Theme</b>	<b>Media Channel</b>
Sports	247Sports CBS Sports Sports Illustrated VegasInsider Yahoo! Sports Yardbarker
Home	Allrecipes.com Bon Appetit Magazine Epicurious.com The Family Handyman House Beautiful Real Simple The Spruce
Women's fashion	Allure Glamour Marie Claire OK! Self Teen Vogue Vanity Fair Vogue
Technology	Architectural Digest Ars Technica CNET Lifehacker Popular Mechanics Popular Science Wired
Weather/news	CNN Dailymotion NBCNews.com New Yorker USA Today Variety Wall Street Journal Weather Underground Weather.com
Travel	Conde Nast Traveler
Men's fashion	Esquire Gentlemen's Quarterly Men's Journal
Finance/business	Entrepreneur Forbes Investopedia MySavings Slickdeals Yahoo! Finance
Yahoo!	Yahoo!
Entertainment/pop culture/gaming	Entertainment Weekly FANDOM Funny or Die IGN.com In Touch Weekly

	Ranker Shockwave.com SPIN Star Wowhead
Other	Drugs.com Mail.com Other Sites Thesaurus.com Trulia YourDictionary Zillow
<b>Publication Company</b>	<b>Media Channel</b>
Conde Nast Publications	Allure Architectural Digest Bon Appetit Conde Nast Traveler Glamour The New Yorker Self Teen Vogue Vanity Fair Wired
Hearst Magazines	Cosmopolitan Country Living Esquire House Beautiful Marie Claire Men's Health Popular Mechanics
Time Inc Magazines/ Meredith Magazines	Allrecipes Entertainment Weekly Real Simple
Yahoo!	Yahoo! Yahoo! Finance Yahoo! Sports