

## Multimedia Appendix 1

Cite as:

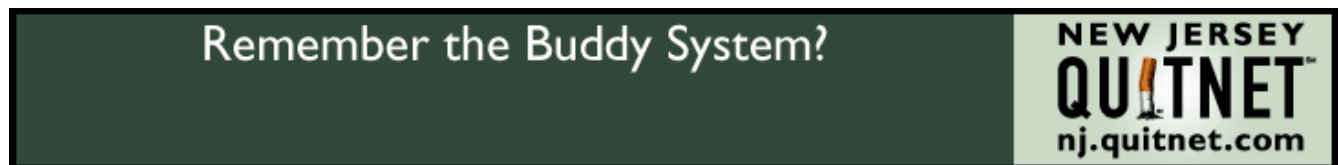
Graham AL, Milner P, Saul JE, Pfaff L

Online Advertising as a Public Health Tool: Comparison of Different Recruitment Campaigns for Smoking Cessation Interventions

J Med Internet Res 2008;10(5):e50

<URL: <http://www.jmir.org/2008/5/e50/>>

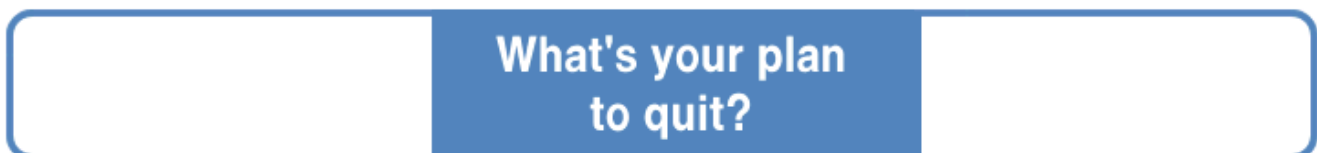
### Examples of online ads focused on support



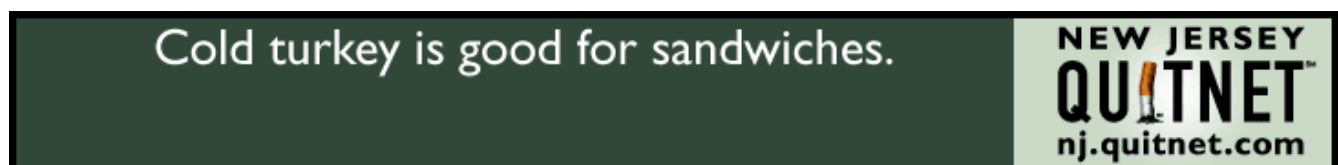
*(animated gif file – animation will not show in the PDF file – please download Appendix 2 for the original gif file)*



### Examples of online ads focused on humor



*(animated gif file – animation will not show in the PDF file – please download Appendix 2 for the original gif file)*



**Examples of online ads using website-specific concepts (e.g. weather.com)**



*(animated gif file – animation will not show in the PDF file – please download Appendix 2 for the original gif file)*



**Examples of paid search (text) ads**

[Quit Smoking Support](#)  
Community, resources, med tips,  
quit buddies, expert advice!  
[nj.quitnet.com](#)

[Get Help to Quit Smoking](#)  
Free stop-smoking help is available  
to Minnesotans by web or phone.  
[quitplan.com](#)