

This document describes codes that refer to two different Excel templates:

1. **Messages Template** – Treats each ad/creative as an individual row and includes spend data for that creative alone.
2. **Platform-Tactic Template** – Treats all ads within the same flight (same county, time period, and platform/tactic used) as an individual row. Spend data is for the whole ad flight. For example, if a county ran three Facebook ads from 12/1/21-12/31/21 and spent a total of \$3,000, that would be reflected in one row in this sheet. However, it would be reflected as three separate rows in the messages template sheet, each with a spend of \$1,000.

Notes

- **The archived dataset includes only Ohio data.**
- This data set **reports on paid digital media only**, as these are the most robust, accurate, and comparable measures we have for the HCS campaigns.
- The messages template sheet includes links to and names of the creative files. The links likely won't work, but all of the creatives and the file names references in the spreadsheet have been uploaded in a supplementary folder called "HCS OH Media Buy Data Creatives."
- Please report on all county-level, digital and social paid media campaigns, and exclude outdoor/out-of-home/print and all other media efforts for which "projected impressions" were reported (it may be useful to compile outdoor/OOH data in a separate spreadsheet for other papers, if interested).
- Due to the lack of standardization in data reporting established at the study-level, we expect variance in the paid media data available across research sites (e.g., some media buyers reported cost-per-click, others did not). Please report all data you have available and leave blank any fields you do not have data to match. Do not put "n/a".
- Similarly, we anticipate nuances in data reporting and differences in the way certain metrics are described across media buyer reports. We have included many open text fields for descriptive information that will be qualitatively analyzed to inform potential areas of overlap and further comparison.

1. Codebook for Messages Template (Excel tab “1. Messages Template”)

Sites wanting to participate in a message and image performance comparison study will need to qualitatively code messages in Columns T – X and provide performance metrics for each message in Columns Y – AH) in this template.

Sites not wanting or able to participate in this additional analysis can skip to Excel tab “2. Platform-Tactic Template” use the second codebook below (in green).

State (Excel Column A)	
a. KY b. MA c. NY d. OH	
Wave (B)	
a. 1 b. 2	The dropdown will show the state abbreviation selected in column A with W1 or W2 (e.g., KY_W1)
Communities (C) - County selections will auto-populate based on state and wave selections in Excel template	
<div> <div> Kentucky <i>Wave 1</i> a. Boyd b. Boyle c. Clark d. Fayette e. Floyd f. Franklin g. Kenton h. Madison </div> <div> <i>Wave 2</i> a. Bourbon b. Campbell c. Carter d. Greenup e. Jefferson f. Jessamine g. Knox h. Mason </div> </div> <div> <div> Massachusetts <i>Wave 1</i> a. Bourne & Sandwich b. Brockton c. Gloucester d. Holyoke e. Lowell f. Plymouth g. Salem h. Shirley & Townsend </div> <div> <i>Wave 2</i> a. Athol, Greenfield, Montague, & Orange b. Berkley, Dighton, & Freetown c. Belchertown & Ware d. Lawrence e. North Adams f. Pittsfield g. Springfield h. Weymouth </div> </div> <div> <div> New York <i>Wave 1</i> a. Cayuga b. Columbia c. Erie (Buffalo) d. Greene e. Lewis f. Putnam g. Suffolk (Brookhaven) h. Ulster </div> <div> <i>Wave 2</i> a. Broome b. Chautauqua c. Cortland d. Genesee e. Monroe (Rochester) f. Orange g. Sullivan h. Yates </div> </div> <div> <div> Ohio <i>Wave 1</i> a. Ashtabula b. Athens c. Cuyahoga </div> <div> <i>Wave 2</i> a. Allen b. Brown c. Franklin </div> </div>	

d. Darke	d. Huron
e. Greene	e. Jefferson
f. Guernsey	f. Ross
g. Hamilton	g. Stark
h. Lucas	h. Williams
i. Scioto	i. Wyandot

Urban/Rural Status (D)	
a. Urban b. Rural	Status as designated by HCS at the beginning of the study. Designation should match that of main outcomes paper.

HCS Campaign Number (E)	
a. 1 b. 2 c. 3 d. 4 e. 5	Indicate the campaign number (Wave 1 – 1, 2, 3, 4 or 5 and Wave 2 – 1, 2 or 3).

Campaign Name (F)	
a. Naloxone b. Naloxone/Fentanyl c. MOUD Stigma d. MOUD Awareness e. MOUD Awareness and Stigma f. MOUD Stay in Tx/Retention	Indicate the name of the campaign for which the media buy was implemented. For W1C5 and W2C3 “Community Choice”, please select the name of the campaign the community chose to implement. If the materials used in the paid media effort included messages from more than one campaign (e.g., “Carry Naloxone” and “MOUD Save Lives”), please include both with a colon separating (e.g., Naloxone/Fentanyl; MOUD Awareness).

Paid Media Flight Dates (G)	
a. Open text field	Insert any information available about the duration of the paid media campaign. Ideally, this will be specific dates marking the beginning and end of the campaign (e.g., 6-1-2020 – 6-30-2020). Given paid media campaigns occurred across three years, be sure to include the year in your date range. Leave blank if no specific dates are available; column H is the most important for comparison.

Paid Media Flight Dates – Days (H)	
a. Numeric field	Provide paid media flight duration in days (e.g., 12 weeks = 84 days; 12 weeks and 3 days = 87 days). Consider using https://www.timeanddate.com/date/duration.html to calculate number of days by inputting start and end dates.

Audience (I)	
a. Community Leader b. Healthcare Provider c. PWUD/POUD d. Loved ones of PWUD/POUD e. PWUD know/seek fentanyl f. PWUD not know/seek fentanyl g. Other: (please describe)	<p>Select the HCS audience that was the target for the paid media effort. We understand that the official audience for HCS campaigns was “PWLE”, which included both individuals who use drugs and loved ones. Given many communities used different platforms to reach these unique audiences, we have split out people who use drugs and loved ones in this list.</p> <p>If more than one audience was targeted by the paid media effort, please include both audiences separated by a semi-colon (e.g., PWUD/POUD; Loved ones of PWUD/POUD). Specific details about audience segments falling under these broad categories will be recorded in Column J. If a broad audience not included in the list here was targeted, enter a descriptor, and highlight in yellow.</p>

Audience Segment Detail (J)	
a. Open text field	Describe any audience segments targeted, including available demographic, social, interest, and/or behavioral information. We recognize that audience segmentation informed materials creation and platforms/tactics for some communities and research sites and materials creation only, for others. Enter available information for qualitative analysis for commonality or leave blank if no information is available. This will be coded/collapsed at a later date.
Platform/Tactic Used – Broad (K)	
a. Display/Banners b. Social Media c. Streaming TV d. Search e. Audio	Indicate the broad category of digital, paid media platform or tactic used. If you are unsure the broad category of the paid media platform/tactic used for a campaign, leave blank, highlight in yellow, and leave a note in the <i>Notes</i> column (AI). Add additional platform/tactic categories, as needed – and include a note in AI. Remember that all data should reflect paid, digital media tactics only – we are unable to analyze tactics/platforms reporting projected impressions, including outdoor and cinema.
Platform/Tactic Used – Narrow (L)	
Digital Display (<i>category in K</i>) a. Cross Platform Display b. Device ID targeting c. Native d. Search retargeting e. In-app video f. Display g. Pre-roll Behavioral h. Pre-roll Contextual Social Media i. Facebook j. Facebook boosted post k. Instagram l. Facebook/Instagram m. Snapchat n. TikTok o. YouTube Streaming TV p. CTV Free q. CTV Premium Search r. SEM (google) Audio s. Spotify	As able, provide additional specificity on the tactic/platform used, as described in media buyer reports. The purpose of this column is to collect information about all the diverse digital media tactics used across HCS and how they were described in different data sets. Sites are expected to add to this list, any digital tactics used during their campaigns. This column will be reviewed by research analysts and may inform additional broad categories (K) or ways to analyze performance. Describe specific types of social media advertising here. Can leave blank and input any available information in Platform/Tactic Used – Detailed (M).
Platform/Tactic Used – Detailed (M)	
a. Open text field	Provide details about the paid media platform/tactic that may provide context for analysis in terms of costs, metrics, and how audience segments were reached via the broad platform/tactics described in Column K. Examples may include geotargeting, specific digital display targeting types (contextual, behavioral, native, device-ID), pay-per-click (PPC)). For geotargeting, please describe the areas reached (e.g.,

	"geotargeting of opioid overdose hot spots, geotargeting of convenience stores and vape shops known to be frequented by people who use drugs), rather than giving a lists of zip codes or locations. This is an open text field and can be left blank if no detailed targeting information is available.
Paid Media Tactic/Platform Campaign Goal (N)	
a. Clicks/Clickthroughs b. Impressions c. Video views d. Video completions e. Reach f. Engagement (social media) g. Swipe-ups h. No goal specified i. Unknown	Please enter the goal of the paid media. This is not the campaign goal (e.g., "increase naloxone"), but the desired action/metrics resulting from the paid media. Please add additional paid media goals, as needed, and highlight in yellow. If a paid media campaign used more than one goal, please include both with semi-colons separating (e.g., "Video views; video completions".
Total Spend on Paid Media Tactic/Platform (O)	
a. Dollar value with decimals (e.g., \$200.00)	If you have spend data broken down for each message/material, please enter here as a dollar value with decimals. If you have spend data broken down at the tactic level, please leave this column BLANK. You will enter tactic level spend information in Template 2. Platform-Tactic Template.
Language (P)	
a. English b. Spanish c. Cape Verdean Creole d. Haitian Creole e. Brazilian Portuguese f. Somali g. Open text field	Indicate the language of the paid media materials used in the buy. Add additional languages, as needed.
Creative Description (Q)	
a. Open text field	Describe the creative or creatives used for advertising on the paid media tactic/platform (Columns L-M). This field will be used by all sites and should include detailed descriptions of all messages, images, and formats used.
Creative file name/link (R)	
a. Open text field	Provide the file name of the creative. In the next column, include a link to a shared drive where the file is stored. The intent of these fields is to compile all materials qualitatively analyzed by research site staff, such that other researchers can code, and inter-rater reliability can be calculated (as needed).
Link to creative file (S)	
a. Open text field	Insert the URL to a shared drive where the file is stored (file name included in column R).

HCS Message (T)		
<p>Naloxone</p> <ul style="list-style-type: none"> a. "I'm a first responder" – Carry naloxone. b. "I'm a first responder" – Ask your doctor. c. "We are first responders" – Carry naloxone. d. Open text field <p>MOUD Stigma</p> <ul style="list-style-type: none"> a. I am a ... and take MOUD – Learn how medicines can be part of the solution. b. I am a ... and take MOUD – Learn how to provide best care for your patients. c. I've never been more proud – Support your loved one's recovery. d. Unique spokesperson quote – Learn how medicines can be part of the solution. e. Unique spokesperson quote – Learn how to provide best care for your patients. f. Unique spokesperson quote – Support your loved one's recovery. g. Open text field 	<p>MOUD Tx</p> <ul style="list-style-type: none"> a. MOUD are a path to recovery – Learn more about MOUD in your community. b. MOUD save lives - Learn more about MOUD in your community. c. MOUD save lives (provider) – Buprenorphine and methadone decrease mortality – Learn more. d. Open text field <p>MOUD Stay in Tx/Retention</p> <ul style="list-style-type: none"> a. Spokesperson PSA – Staying on Medication is Your Path to Recovery – Learn more. b. Open text field <p>Naloxone/Fentanyl</p> <ul style="list-style-type: none"> a. Penny – This is a Life b. Pencil – This is the lethal dose of fentanyl. c. "I'm a first responder" – Carry naloxone. d. Open text field 	<p>Describe the main HCS message included in the paid media campaign. Select one of the primary HCS campaign messages below or - if a message from a toolkit was used – highlight in yellow and provide a brief description or enough words from the message for researchers to identify common messages (e.g., "Most opioid overdoses happen at home"). Provide messages in English, if possible (language/translation is accounted for in Column P).</p>
Static vs video (U)		
<ul style="list-style-type: none"> a. Static ad b. Motion graphic/gif c. Video d. Open text field 	<p>Qualitatively code the material to describe the type. Social media "stories" and "reels" should be coded as "video." Digital display and other ads that include some motion (e.g., gifs) should be coded as "motion graphic." If you do not see a descriptor below that accurately describes the material used in the paid media buy, please include a brief descriptor, and highlight in yellow.</p>	
Information vs Story (V)		
<ul style="list-style-type: none"> a. Information-only b. Story c. Open text field 	<p>Qualitatively code the material to describe if the message content included information-only or a story in addition to information. All quotes (e.g., "I am a first responder", "I saved my best friends life", "I am a ... and use MOUD") should be coded as story. All local spokesperson quotes or videos should be coded as story.</p> <p>We know that digital display tactics utilize many different sizes of ads and that the smaller sizes contain fewer words/images (such that you may have "story" in larger sizes and "information-only" in smaller sizes). If you have detailed media buy data and can provide metrics by ad, please code each ad individually and provide the associated media buy metrics. If you have information on the digital display ad size that generated the most impressions in your buy, please code information vs story based on this size. If you have no information about which digital display ads were used, please code size 300x250 (the most popular ad size nationally in 2023).</p> <p>If you are unsure how to code your material, highlight in yellow and make a note in the notes column (AI).</p>	

Main Image – Stock versus Local (W)	
a. Stock photo – person b. Stock photo – other image c. Local spokesperson d. Local background photo e. No image f. Open text field	<p>Qualitatively code the main image or images (i.e., the primary focal point) used in the material. For example, the “Naloxone - First responder” advertisements often included images of people and a smaller image of a naloxone box at the bottom of the ad. In this case, the “main image” would be the people images (so would be coded as stock photo – person or local spokesperson). If the image only included a naloxone box, it would be coded as “stock photo – other image”).</p> <p>If your paid media buy used an image not adequately described by the selections to the right, please include a brief description, and highlight in yellow.</p>
If local spokesperson – from community? (X)	
a. Yes b. No	<p>Select “no” if the material did not include a person image or if the persons depicted were stock photos. If a local spokesperson image was used, qualitatively code the material to describe if the local spokesperson depicted was from the community where the paid media campaign was running. For example, if the ad ran in Fayette County, KY and the spokesperson in the image was from Fayette County, KY, select “yes”. If the ad ran in Fayette County, KY and the spokesperson was from KY (but not Fayette County, KY specifically), select “no.”</p>
<p><i>For columns Y – AH, please provide all data available for your paid media. If your media buy did not include or report a metric (e.g., video views because you used only static ads), please leave blank.</i></p>	
Total Impressions (Y)	
a. Numerical value	
Total Clicks (Z)	
a. Numerical value	<p>For Facebook data, this metric includes all clicks on the advertisement. Link clicks should be inputted in Column AE (Other metrics). In Snapchat, a swipe-up will be considered a click in this column.</p>
Click-through rate – CTR (AA)	
a. Input as percentage in decimal format	<p>Enter as a percentage in decimal format, rounding to two digits after the decimal point (e.g., 0.01). If your media buy data does not include CTR (or has CTR reported not at the county/tactic/image level), please leave this field blank. Research analysts may calculate CTR based on total impressions (X) and total clicks (Y) - PLEASE DO NOT CALCULATE ON YOUR OWN.</p>
Cost-per-click (CPC) (AB)	
a. Dollar value with decimals	<p>Enter as a dollar amount using decimals (e.g., \$1.05). If your media buy data does not include CPC (or has CPC reported not at the county/tactic/image level), please leave this field blank. Research analysts may calculate CPC based on total spend (O) and total clicks (Y) – PLEASE DO NOT CALCULATE ON YOUR OWN.</p>
Video views (AC)	
a. Numerical value	
Video completions (AD)	

a. Numerical value	
Video completion rate – VCR (AE)	
a. Percentage	Enter as a percentage in decimal format with two place values after the decimal (e.g., 99.13%). If your media buy data does not include VCR (or has VCR reported not at the county/tactic/image level), please leave this field blank. Research analysts may calculate VCR based on video views (AB) and video completions (AC) – PLEASE DO NOT CALCULATE ON YOUR OWN.
Other metrics (AF, AG, AH)	
a. Open text field	Enter any other metrics available from your media buy data. This may include reach and engagement (Facebook boost). Input link clicks here, if available. Label the column header with the metric name and highlight the new column header in yellow .
Notes (AI)	
a. Open text field	
Calculated Fields (AJ, AK, AL)	
	These columns provide calculations of data entered in previous columns. Please do not enter any data in these columns.

2. Codebook for Platform/Tactics Template (Excel tab “2. Platform-Tactic Template”)

All sites should complete this template, including those not participating in the message and image performance comparison study. This template captures spend and performance data at the platform/tactic level.

State (Excel Column A)	
a. KY b. MA c. NY d. OH	
Wave (B)	
a. 1 b. 2	The dropdown will show the state abbreviation selected in column A with W1 or W2 (e.g., KY_W1)
Communities (C) - County selections will auto-populate based on state and wave selections in Excel template	
Kentucky Wave 1 a. Boyd	Wave 2 a. Bourbon

b. Boyle c. Clark d. Fayette e. Floyd f. Franklin g. Kenton h. Madison	b. Campbell c. Carter d. Greenup e. Jefferson f. Jessamine g. Knox h. Mason
Massachusetts <i>Wave 1</i> a. Bourne & Sandwich b. Brockton c. Gloucester d. Holyoke e. Lowell f. Plymouth g. Salem h. Shirley & Townsend	<i>Wave 2</i> a. Athol, Greenfield, Montague, & Orange b. Berkley, Dighton, & Freetown c. Belchertown & Ware d. Lawrence e. North Adams f. Pittsfield g. Springfield h. Weymouth
New York <i>Wave 1</i> a. Cayuga b. Columbia c. Erie (Buffalo) d. Greene e. Lewis f. Putnam g. Suffolk (Brookhaven) h. Ulster	<i>Wave 2</i> a. Broome b. Chautauqua c. Cortland d. Genesee e. Monroe (Rochester) f. Orange g. Sullivan h. Yates
Ohio <i>Wave 1</i> a. Ashtabula b. Athens c. Cuyahoga d. Darke e. Greene f. Guernsey g. Hamilton h. Lucas i. Scioto	<i>Wave 2</i> a. Allen b. Brown c. Franklin d. Huron e. Jefferson f. Ross g. Stark h. Williams i. Wyandot
Urban/Rural Status (D)	
a. Urban b. Rural	Status as designated by HCS at the beginning of the study. Designation should match that of main outcomes paper.
HCS Campaign Number (E)	
a. 1 b. 2 c. 3 d. 4 e. 5	Indicate the campaign number (Wave 1 – 1, 2, 3, 4 or 5 and Wave 2 – 1, 2 or 3).
Campaign Name (F)	
a. Naloxone b. Naloxone/Fentanyl c. MOUD Stigma	Indicate the name of the campaign for which the media buy was implemented. For W1C5 and W2C3 “Community Choice”, please select the name of the campaign the community chose to implement. If the materials used in the paid media effort included messages from

d. MOUD Awareness e. MOUD Awareness and Stigma f. MOUD Stay in Tx/Retention	more than one campaign (e.g., “Carry Naloxone” and “MOUD Save Lives”), please include both with a colon separating (e.g., Naloxone/Fentanyl; MOUD Awareness).
Paid Media Flight Dates (G)	
a. Open text field	Insert any information available about the duration of the paid media campaign. Ideally, this will be specific dates marking the beginning and end of the campaign (e.g., 6-1-2020 – 6-30-2020). Given paid media campaigns occurred across three years, be sure to include the year in your date range. Leave blank if no specific dates are available; column H is the most important for comparison.
Paid Media Flight Dates – Days (H)	
a. Numeric field	Provide paid media flight duration in days (e.g., 12 weeks = 84 days; 12 weeks and 3 days = 87 days). Consider using https://www.timeanddate.com/date/duration.html to calculate number of days by inputting start and end dates.
Audience (I)	
a. Community Leader b. Healthcare Provider c. PWUD/POUD d. Loved ones of PWUD/POUD e. PWUD know/seek fentanyl f. PWUD not know/seek fentanyl g. Other: (please describe)	Select the HCS audience that was the target for the paid media effort. We understand that the official audience for HCS campaigns was “PWLE”, which included both individuals who use drugs and loved ones. Given many communities used different platforms to reach these unique audiences, we have split out people who use drugs and loved ones in this list. If more than one audience was targeted by the paid media effort, please include both audiences separated by a semi-colon (e.g., PWUD/POUD; Loved ones of PWUD/POUD). Specific details about audience segments falling under these broad categories will be recorded in Column J. If a broad audience not included in the list here was targeted, enter a descriptor, and highlight in yellow .
Audience Segment Detail (J)	
a. Open text field	Describe any audience segments targeted, including available demographic, social, interest, and/or behavioral information. We recognize that audience segmentation informed materials creation and platforms/tactics for some communities and research sites and materials creation only, for others. Enter available information for qualitative analysis for commonality or leave blank if no information is available. This will be coded/collapsed at a later date.
Platform/Tactic Used – Broad (K)	
a. Display/Banners b. Social Media c. Streaming TV d. Search e. Audio	Indicate the broad category of digital, paid media platform or tactic used. If you are unsure the broad category of the paid media platform/tactic used for a campaign, leave blank, highlight in yellow , and leave a note in the <i>Notes</i> column (AD). Add additional platform/tactic categories, as needed – and include a note in AF. Remember that all data should reflect paid, digital media tactics only – we are unable to analyze tactics/platforms reporting projected impressions, including outdoor and cinema.
Platform/Tactic Used – Narrow (L)	
Digital Display (category in K) a. Cross Platform Display b. Device ID targeting c. Native d. Search retargeting	As able, provide additional specificity on the tactic/platform used, as described in media buyer reports. The purpose of this column is to collect information about all the diverse digital media tactics used across HCS and how they were described in different data sets. Sites are expected to add to this list, any digital tactics used during their campaigns.

<ul style="list-style-type: none"> e. In-app video f. Display g. Pre-roll Behavioral h. Pre-roll Contextual <p>Social Media</p> <ul style="list-style-type: none"> i. Facebook j. Facebook boosted post k. Instagram l. Facebook/Instagram m. Snapchat n. TikTok o. YouTube <p>Streaming TV</p> <ul style="list-style-type: none"> p. CTV Free q. CTV Premium <p>Search</p> <ul style="list-style-type: none"> r. SEM (google) <p>Audio</p> <ul style="list-style-type: none"> s. Spotify 	<p>This column will be reviewed by research analysts and may inform additional broad categories (K) or ways to analyze performance. Describe specific types of social media advertising here.</p> <p>Can leave blank and input any available information in Platform/Tactic Used – Detailed (M).</p>
Platform/Tactic Used – Detailed (M)	
<ul style="list-style-type: none"> a. Open text field 	<p>Provide details about the paid media platform/tactic that may provide context for analysis in terms of costs, metrics, and how audience segments were reached via the broad platform/tactics described in Column K. Examples may include geotargeting, specific digital display targeting types (contextual, behavioral, native, device-ID), pay-per-click (PPC)). For geotargeting, please describe the areas reached (e.g., “geotargeting of opioid overdose hot spots, geotargeting of convenience stores and vape shops known to be frequented by people who use drugs), rather than giving a lists of zip codes or locations. This is an open text field and can be left blank if no detailed targeting information is available.</p>
Paid Media Tactic/Platform Campaign Goal (N)	
<ul style="list-style-type: none"> a. Clicks/Clickthroughs b. Impressions c. Video views d. Video completions e. Reach f. Engagement (social media) g. Swipe-ups h. No goal specified i. Unknown 	<p>Please enter the goal of the paid media. This is not the campaign goal (e.g., “increase naloxone”), but the desired action/metrics resulting from the paid media. Please add additional paid media goals, as needed, and highlight in yellow. If a paid media campaign used more than one goal, please include both with semi-colons separating (e.g., “Video views; video completions”).</p>
Total Spend on Paid Media Tactic/Platform (O)	
<ul style="list-style-type: none"> a. Dollar value with decimals (e.g., \$200.00) 	<p>If you have spend broken down at the paid media tactic or platform level, please enter here as a dollar value with decimals.</p> <p>If you do not have spend data available at the tactic/platform level, please leave this column BLANK and add a note in the notes column (AD) or attach a separate page with the spend data you have available for each county and campaign.</p>

Language (P)	
a. English b. Spanish c. Cape Verdean Creole d. Haitian Creole e. Brazilian Portuguese f. Somali g. Open text field	Indicate the language of the paid media materials used in the buy. Add additional languages, as needed.
Creative Description (Q)	
a. Open text field	Describe the creative or creatives used for advertising on the paid media tactic/platform (Columns L-M). This field will be used by all sites and should include detailed descriptions of all messages, images, and formats used.
Creative file name/link (R)	
a. Open text field	Provide the file name of the creative. In the next column, include a link to a shared drive where the file is stored. The intent of these fields is to compile all materials qualitatively analyzed by research site staff, such that other researchers can code, and inter-rater reliability can be calculated (as needed).
Link to creative file (S)	
a. Open text field	Insert the URL to a shared drive where the file is stored (file name included in column R).
<i>For columns T – AC, please provide all data available for your paid media. If your media buy did not include or report a metric (e.g., video views because you used only static ads), please leave blank.</i>	
Total Impressions (T)	
a. Numerical value	
Total Clicks (U)	
a. Numerical value	For Facebook data, this metric includes all clicks on the advertisement. Link clicks should be inputted in Column AE (Other metrics). In Snapchat, a swipe-up will be considered a click in this column.
Click-through rate – CTR (V)	
a. Input as percentage in decimal format	Enter as a percentage in decimal format, rounding to two digits after the decimal point (e.g., 0.01). If your media buy data does not include CTR (or has CTR reported not at the county/tactic/image level), please leave this field blank. Research analysts may calculate CTR based on total impressions (X) and total clicks (Y) - PLEASE DO NOT CALCULATE ON YOUR OWN.
Cost-per-click (CPC) (W)	
a. Dollar value with decimals	Enter as a dollar amount using decimals (e.g., \$1.05). If your media buy data does not include CPC (or has CPC reported not at the county/tactic/image level), please leave this field blank. Research analysts may calculate CPC based on total spend (O) and total clicks (Y) – PLEASE DO NOT CALCULATE ON YOUR OWN.

Video views (X)	
a. Numerical value	
Video completions (Y)	
a. Numerical value	
Video completion rate – VCR (Z)	
a. Percentage	Enter as a percentage in decimal format with two place values after the decimal (e.g., 99.13%). If your media buy data does not include VCR (or has VCR reported not at the county/tactic/image level), please leave this field blank. Research analysts may calculate VCR based on video views (AB) and video completions (AC) – PLEASE DO NOT CALCULATE ON YOUR OWN.
Other metrics (AA, AB, AC)	
a. Open text field	Enter any other metrics available from your media buy data. This may include reach and engagement (Facebook boost). Input link clicks here, if available. Label the column header with the metric name and highlight the new column header in yellow .
Notes (AD)	
a. Open text field	
Calculated Fields (AE, AF, AG)	
	These columns provide calculations of data entered in previous columns. Please do not enter any data in these columns.