

Please refer to this page when answering question 49, which asks about television and print ads that you may have seen recently

TV Ad 1



You hear country music playing and the crowd cheering. Friends help a pregnant woman up onto a mechanical bull. She rides the bull and then falls off, while information about feeding your baby shows on the screen.

TV Ad 2



You see a woman having lunch, drinking soda and eating greasy food. An announcer says how poor nutrition today will increase Sarah's chance of illness. When the woman stands up, you see that she is pregnant and "Sarah" is actually the baby she is pregnant with. The announcer says "get proper nutrition before it's too late."

TV Ad 3



You see two pregnant women in a log rolling competition while a sports announcer describes the event. The women fall into the water and are pulled out, while information about feeding your baby shows on the screen.

Print Ad 1



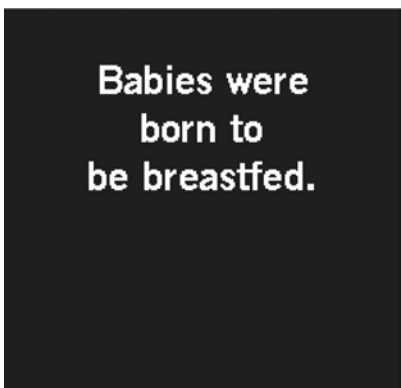
Print Ad 2



Print Ad 3



Print Ad 4



PRINT ADS 1-4: The words have been removed from all four of these print ads. The words include information about feeding babies and provide a website and phone number to call for more information.

Remember to return this ad insert along with your questionnaire.