**Electronic Supplement Appendix**

**Characteristics Analysis of Paid Newsprint Advertisements**

1. Ad size, defined as:
2. ≤ 1/4 page
3. > 1/4 page of the newspaper page
4. Use of color in the ad:
5. Yes
6. No
7. Use of white space (meaning non-image, non-text space), defined as:
   1. High use – over 50% of ad is white space
   2. Medium use – between 25-49% of ad is white space
   3. Low use – between 11-24% of ad is white space
   4. Non-existent use – between 0-10% of ad is white space
8. Rational vs. emotional appeal (Mehta & Purvis, 2006), defined as:
   1. rational (fact-based ad only)
   2. emotional (The presence of a statement or image which provokes thought, emotion, or curiosity, but did not (principally) provide factual information regarding the screening trial.)
   3. combination of rational and emotional
9. Involvement, defined as the degree of involvement provided by the ad in terms of content and ability to engage the reader with relevant information, and graded as:
10. Low
11. low-medium
12. medium
13. medium-high
14. high
15. Relative font. The absolute font could not be determined in all cases (as it varied by overall print ad size), so relative font was used. Relative font was defined as the percentage of the total ad height covered by the Headline and the Call to Action (e.g. “Are you at risk of lung cancer?” and “Call 866-966-Lung”, respectively, in Figures 1 and 2).

**Sensitivity Analyses to Recall of a Media Event**

**eTable 3a. Recruitment per Event by Site and Media Type Using 2 weeks as a recall window**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Media Characteristic** |  | **Number of media events** | **Median (range) Screened** | **p-value** | **Median (range) Recruited** | **p-value** |
| All Events |  | 104 | 27.5 (0, 269) |  | 9.5 (0, 69) |  |
| Centre | 1 (JCC)  2  3  4  5  6  7  8 | 28  22  13  13  13  3  8  4 | 17 (0, 163)  13.5 (0, 62)  40 (0, 73)  19 (2, 118)  93 (72, 121)  5 (0, 29)  48.5 (0, 179)  52 (5, 269) | <0.001\* | 6 (0, 69)  5 (0, 20)  14 (0, 34)  12 (2, 65)  45 (32, 46)  0 (0, 3)  15.5 (0, 65)  20 (1, 57) | <0.001\* |
| Type of Media Event | Newsprint  Poster  Radio  Other | 81  9  8  6 | 24 (0, 269)  2 (0, 20)  34 (0, 69)  11 (0, 30) | 0.036\* | 9 (0, 65)  2 (0, 20)  34 (0, 69)  11 (0, 30) | 0.052\* |
| Type of Event | Paid  Unpaid | 70  34 | 19 (0, 121)  40.5 (0, 269) | 0.023† | 7 (0, 47)  14 (0, 69) | 0.042† |
| Reach of Event | Global  Local | 3  100 | 89 (33, 179)  25.5 (0, 269) | 0.083† | 31 (10, 36)  9 (0, 69) | 0.19† |

\* Kruskal-Wallis test

†Wilcoxon rank sum test

**eTable 3b. Recruitment per Event by Site and Media Type Using 6 weeks as a recall window**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Media Characteristic** |  | **Number of media events** | **Median (range) Screened** | **p-value** | **Median (range) Recruited** | **p-value** |
| All Events |  | 104 | 59 (0, 529) |  | 23 (0, 144) |  |
| Centre | 1 (JCC)  2  3  4  5  6  7  8 | 28  22  13  13  13  3  8  4 | 41.5 (0, 269)  43 (9, 98)  44 (0, 166)  80 (2, 140)  121 (90, 192)  33 (12, 38)  103.5 (0, 338)  137.5 (6, 529) | <0.001\* | 21.5 (0, 108)  11 (3, 32)  17 (0, 69)  39 (2, 80)  51 (42, 80)  4 (1, 5)  42 (0, 144)  53 (1, 100) | 0.035\* |
| Type of Media Event | Newsprint  Poster  Radio  Other | 81  9  8  6 | 58 (2, 529)  42 (0, 162)  153 (38, 269)  88.5 (12, 120) | 0.079\* | 21 (1, 144)  12 (0, 59)  74.5 (5, 108)  43 (1, 49) | 0.033\* |
| Type of Event | Paid  Unpaid | 70  34 | 48.5 (0, 162)  76 (6, 529) | 0.10† | 17.5 (0, 76)  38.5 (1, 144) | 0.065† |
| Reach of Event | Global  Local | 3  100 | 192 (59, 338)  59 (0, 529) | 0.065† | 72 (19, 80)  23 (0, 144) | 0.095† |

\* Kruskal-Wallis test

†Wilcoxon rank sum test