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| CLIENT: DOH | PROJECT NAME: COVID Vaccine 2024-25 |

**Static Ad**

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| **GENERAL COVID** | **FACEBOOK** | **INSTAGRAM** |
| **PROTECT YOURSELF**  **GET THE LATEST COVID VACCINE** | **PRIMARY TEXT (50-150 characters):**  The most updated COVID vaccines are here, and they offer the best protection against the most recent variants. Low-cost vaccines are also available.  **HEADLINE (27 characters):**  Get vaccinated.  **CTA BUTTON:** Learn more. | **PRIMARY TEXT (125 characters):**  The most updated COVID vaccines are here, and they offer the best protection against the most recent variants. Get vaccinated.  **CTA BUTTON:** Learn more |
| **LONG COVID ALT** | **FACEBOOK** | **INSTAGRAM** |
| **HELP PREVENT LONG COVID.**  **GET THE LATEST COVID VACCINE.** | **PRIMARY TEXT (50-150 characters):**  COVID is still around and new variants are making people seriously sick. In some cases, for a very long time. Lower your risk of getting long COVID.  **HEADLINE (27 characters):**  Get vaccinated.  **CTA BUTTON:** Learn more | **PRIMARY TEXT (125 characters):**  COVID is still around causing serious illness In some cases, for a long time. Lower your risk of long COVID, get vaccinated.  **CTA BUTTON:** Learn more |

**Video ad**

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|  | **FACEBOOK** | **INSTAGRAM** |
| **FRAME FROM VIDEO** | **PRIMARY TEXT (50-150 characters):**  The most updated COVID vaccines are here, and they offer the best protection against the most recent variants. Low-cost vaccines are also available.  **HEADLINE (27 characters):**  Get vaccinated.  **CTA BUTTON:** Learn more | **PRIMARY TEXT (125 characters):**  The most updated COVID vaccines are here, and that means your best protection against the most recent variants. Get vaccinated.  **CTA BUTTON:** Learn more |