

### **Appendix 3: Example of promotional banner**

The following one line messages were rotated on the Gaydar website home page during one of the DS@H campaigns:

? HAVE YOU HAD YOUR ANNUAL HIV TEST?

 WHY NOT GET A FREE HIV TEST BY POST?

3 EASY STEPS

- DO AN ONLINE QUESTIONNAIRE
- ORDER THE TESTING KIT FOR FREE
- GET THE RESULTS BY TEXT

COMPLIMENTS OF  THE AWARD-WINNING SEXUAL HEALTH CLINIC +  GAYDAR.CO.UK

IT'S THAT EASY! SIMPLY CLICK HERE 