



Protect App-Based Drivers and Services
Search Ads
Revised: 06/02/2020

MAIN SEARCH ADS

Search Ad Group: Tier 1 - Protect App-Based Drivers and Services

	Ad 1	Ad 2	Ad 3
<i>Headline 1 (30 Characters)</i>	Support Driver & Delivery Jobs	Protect Drivers & Services	Protect Drivers & Services
<i>Headline 2 (30 Characters)</i>	Protect App-Based Jobs	Support Independent Jobs	Drivers Prefer Independence
<i>***Headline 3 (30 Characters)</i>	Californians Depend On Drivers	Californians Depend On Drivers	Californians Depend On Drivers
<i>Description (80 Characters)</i>	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.
<i>***Description 2 (90 Characters)</i>	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.
<i>Landing Page URL</i>	ProtectDriversAndServices.com	ProtectDriversAndServices.com	ProtectDriversAndServices.com

Search Ad Group: Tier 2 - Freelance Worker

	Ad 1	Ad 2	Ad 3
<i>Headline 1 (30 Characters)</i>	CA Freelance Worker Measure	CA Freelance Worker Measure	CA Freelance Worker Measure
<i>Headline 2 (30 Characters)</i>	Protect App-Based Jobs	Support Independent Jobs	Protect App-Based Jobs
<i>***Headline 3 (30 Characters)</i>	Drivers Prefer Independence	Drivers Prefer Independence	Promote Safety & User Choice
<i>Description (80 Characters)</i>	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.
<i>***Description 2 (90 Characters)</i>	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.
<i>Landing Page URL</i>	ProtectDriversAndServices.com	ProtectDriversAndServices.com	ProtectDriversAndServices.com

Search Ad Group: Tier 2 - Rideshare

	Ad 1	Ad 2	Ad 3
<i>Headline 1 (30 Characters)</i>	CA Rideshare Ballot Measure	CA Rideshare Ballot Measure	CA Rideshare Ballot Measure
<i>Headline 2 (30 Characters)</i>	Protect App-Based Jobs	Drivers Prefer Independence	Support Independent Jobs
<i>***Headline 3 (30 Characters)</i>	Support Driver & Delivery Jobs	Californians Depend On Drivers	Communities Depend On Drivers
<i>Description (80 Characters)</i>	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.
<i>***Description 2 (90 Characters)</i>	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.
<i>Landing Page URL</i>	ProtectDriversAndServices.com	ProtectDriversAndServices.com	ProtectDriversAndServices.com

Search Ad Group: Tier 2 - Independent Contractor

	Ad 1	Ad 2	Ad 3
<i>Headline 1 (30 Characters)</i>	Independent Contractor Measure	Independent Contractor Measure	Independent Contractor Measure
<i>Headline 2 (30 Characters)</i>	Protect App-Based Jobs	Support Independent Jobs	Drivers Prefer Independence
<i>***Headline 3 (30 Characters)</i>	Drivers Prefer Independence	Communities Depend On Drivers	Support Independent Jobs
<i>Description (80 Characters)</i>	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.
<i>***Description 2 (90 Characters)</i>	By A 4-1 Margin California App-Based Drivers Prefer Independence.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	By A 4-1 Margin California App-Based Drivers Prefer Independence.
<i>Landing Page URL</i>	ProtectDriversAndServices.com	ProtectDriversAndServices.com	ProtectDriversAndServices.com

Search Ad Group: Tier 3 - Assembly Bill 5

Example Keywords: California Assembly Bill 5, CA AB5, California AB-5, California AB5

	Ad 1	Ad 2
<i>Headline 1 (30 Characters)</i>	CA Assembly Bill 5	California AB-5
<i>Headline 2 (30 Characters)</i>	Hurts App-Based Drivers	Jeopardizes Driver Jobs
<i>***Headline 3 (30 Characters)</i>	And Takes Away Jobs	Protect Independent Work
<i>Description (80 Characters)</i>	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.
<i>***Description 2 (90 Characters)</i>	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.
<i>Landing Page URL</i>	ProtectDriversAndServices.com	ProtectDriversAndServices.com

Search Ad Group: Tier 4 - Dynamex

Example Keywords: Dynamex ruling, Dynamex proposition, Dynamex ballot measure

	Ad 1	Ad 2
<i>Headline 1 (30 Characters)</i>	California Dynamex Ruling	California Dynamex Ruling
<i>Headline 2 (30 Characters)</i>	Jeopardizes Driver Jobs	Could Hurt App-Based Drivers
<i>***Headline 3 (30 Characters)</i>	Protect Driver Independence	Support Independent Jobs
<i>Description (80 Characters)</i>	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence.
<i>***Description 2 (90 Characters)</i>	By A 4-1 Margin California App-Based Drivers Prefer Independence.	Politicians Are Putting 1 Million Jobs At Risk. Take Action To Protect This Critical Work.
<i>Landing Page URL</i>	ProtectDriversAndServices.com	ProtectDriversAndServices.com

****Headline 3 and Description Line 2 may not always display.*

SITELINK EXTENSIONS

	Sitelink Extension 1	Sitelink Extension 2
<i>Title (25 Characters)</i>	Join The Coalition	Get The Facts
<i>Description 1 (35 Characters)</i>	Of App-Based Drivers & Services	Protect App-Based Jobs
<i>Description 2 (35 Characters)</i>	Join California Drivers	Drivers Prefer Independence
<i>Landing Page URL</i>	ProtectDriversAndServices.com/#Join	ProtectDriversAndServices.com/Get-The-Facts
	Sitelink Extension 3	Sitelink Extension 4
<i>Title (25 Characters)</i>	Questions And Answers	Watch Driver Stories
<i>Description 1 (35 Characters)</i>	Learn About The Protect App-Based	Californians Depend On Drivers
<i>Description 2 (35 Characters)</i>	Drivers & Services Act And Benefits	Delivering Essential Items & Food
<i>Landing Page URL</i>	ProtectDriversAndServices.com/Questions-And-Answers/	ProtectDriversAndServices.com/Driver-Stories