



Yes on Proposition 22
Search Ads
Revised: 08/27/2020

MAIN SEARCH ADS

Search Ad Group: Tier 1 - Save App-Based Jobs and Services

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Save Driver & Delivery Jobs	Save App-Based Jobs & Services	Save Rideshare & Delivery Jobs
Headline 2 (30 Characters)	Vote Yes On Prop 22	New Law Threatens Shutdown	Vote Yes On Prop 22
***Headline 3 (30 Characters)	Californians Depend On Drivers	Californians Depend On Drivers	Californians Depend On Drivers
Description (80 Characters)	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.	Support Prop 22: Saves Hundreds Of Thousands Of App-Based Jobs At Risk.	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More
***Description 2 (90 Characters)	Prop 22 Would Ensure Historic New Wage Guarantees & Benefits For App-Based Drivers.	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA. Read More.	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA.
Landing Page URL	yeson22.com	yeson22.com	yeson22.com

Search Ad Group: Tier 1 - Proposition 22

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Vote Yes On Proposition 22	Support Prop 22	Vote Yes On Prop 22 Nov. 2020
Headline 2 (30 Characters)	Save Independent Jobs	Save Driver & Delivery Jobs	Save App-Based Jobs
***Headline 3 (30 Characters)	Californians Depend On Drivers	Californians Depend On Drivers	New Law Threatens Shutdown
Description (80 Characters)	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More
***Description 2 (90 Characters)	Prop 22 Saves Hundreds Of Thousands Of Jobs At Risk. Vote Yes To Save Independent Work.	Prop 22 Saves Hundreds Of Thousands Of Jobs At Risk. Vote Yes To Save Independent Work.	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA.
Landing Page URL	yeson22.com	yeson22.com	yeson22.com

Search Ad Group: Tier 1 - Rideshare November 2020

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Rideshare Proposition 2020	CA Rideshare Proposition	Prop 22: Support Rideshare
Headline 2 (30 Characters)	Vote Yes On Proposition 22	Vote Yes On Prop 22 Nov. 2020	New Law Threatens Shutdown
***Headline 3 (30 Characters)	Californians Depend On Drivers	New Law Threatens Shutdown	Californians Depend On Drivers
Description (80 Characters)	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More	Support Prop 22: Saves Hundreds Of Thousands Of App-Based Jobs At Risk.	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.
***Description 2 (90 Characters)	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA. Read More.	Prop 22 Would Ensure Historic New Wage Guarantees & Benefits For App-Based Drivers.	By A 4-1 Margin California App-Based Drivers Prefer Independence. Read More.
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Search Ad Group: Tier 1 - Independent Contractor Proposition

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Independent Contractor Prop	Save Independent Contractors	Save Independent Contractors
Headline 2 (30 Characters)	Vote Yes On Proposition 22	Vote Yes On Prop 22	Vote Yes On Prop 22
***Headline 3 (30 Characters)	Protect App-Based Jobs	Support Independent Jobs	Drivers Prefer Independence
Description (80 Characters)	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.	Support Prop 22: Saves Hundreds Of Thousands Of App-Based Jobs At Risk.
***Description 2 (90 Characters)	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA. Read More.	By A 4-1 Margin California App-Based Drivers Prefer Independence. Read More.	Prop 22 Would Ensure Historic New Wage Guarantees & Benefits For App-Based Drivers.
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Search Ad Group: Tier 2 - Freelance Worker

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	CA Freelance Worker Prop	CA Freelance Worker Prop	CA Freelance Worker Prop
Headline 2 (30 Characters)	Vote Yes On Proposition 22	Vote Yes On Prop 22	Protect App-Based Jobs
***Headline 3 (30 Characters)	Protect App-Based Jobs	Support Independent Jobs	Vote Yes On Prop 22
Description (80 Characters)	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.	Support Prop 22: By A 4-1 Margin California App-Based Drivers Prefer Independence.
***Description 2 (90 Characters)	Prop 22 Saves Hundreds Of Thousands Of Jobs At Risk. Vote Yes To Save Independent Work.	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA. Read More.	Prop 22 Saves Hundreds Of Thousands Of Jobs At Risk. Vote Yes To Save Independent Work.
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Search Ad Group: Tier 2 - Rideshare

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Rideshare Jobs & Services	Save Rideshare Services	Rideshare Jobs & Services
Headline 2 (30 Characters)	Vote Yes On Proposition 22	New Law Threatens Shutdown	Vote Yes On Prop 22
***Headline 3 (30 Characters)	Communities Depend On Drivers	Support Independent Jobs	Communities Depend On Drivers
Description (80 Characters)	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More
***Description 2 (90 Characters)	Prop 22 Saves Hundreds of Thousands of Jobs At Risk. Vote Yes To Save Independent Work.	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA. Read More.	Prop 22 Saves Hundreds of Thousands of Jobs At Risk. Vote Yes To Save Independent Work.
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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
Headline 1 (30 Characters)	CA Assembly Bill 5	California AB-5
Headline 2 (30 Characters)	Hurts App-Based Drivers	Jeopardizes Driver Jobs
***Headline 3 (30 Characters)	And Takes Away Jobs	Protect Independent Work
Description (80 Characters)	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.
***Description 2 (90 Characters)	By A 4-1 Margin California App-Based Drivers Prefer Independence. Read More.	Proposition 22 Will Implement New Protections For Drivers, Passengers & All CA. Read More.
Landing Page URL	yeson22.com	yeson22.com

Search Ad Group: Tier 4 - Dynamex**Example Keywords:** Dynamex ruling, Dynamex proposition, Dynamex ballot measure

	Ad 1	Ad 2
Headline 1 (30 Characters)	California Dynamex Ruling	California Dynamex Ruling
Headline 2 (30 Characters)	Jeopardizes Driver Jobs	Could Hurt App-Based Drivers
***Headline 3 (30 Characters)	Save Driver Independence	Support Independent Jobs
Description (80 Characters)	Drastic New Legislation Will Eliminate Hundreds of Thousands of App-Based Jobs. Learn More	CA Unemployment Is Rising: New Law Threatens To Shut Down App-Based Rideshare & Delivery.
***Description 2 (90 Characters)	Prop 22 Saves Hundreds of Thousands of Jobs At Risk. Vote Yes To Save Independent Work.	By A 4-1 Margin California App-Based Drivers Prefer Independence. Read More.
Landing Page URL	yeson22.com	yeson22.com

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

SITELINK EXTENSIONS

	Sitelink Extension 1	Sitelink Extension 2
Title (25 Characters)	Join The Coalition	Get The Facts
Description 1 (35 Characters)	To Stay Updated On Prop 22	About Prop 22
Description 2 (35 Characters)	Save App-Based Jobs & Services	Saves Rideshare & Delivery
Landing Page URL	yeson22.com/#join	yeson22.com/get-the-facts/
	Sitelink Extension 3	Sitelink Extension 4
Title (25 Characters)	Are You A Driver?	Watch Driver Stories
Description 1 (35 Characters)	Learn How Prop 22 Benefits You	Learn Why Drivers Need Flexibility
Description 2 (35 Characters)	Vote Yes On Prop 22	Prop 22 Protects App-Based Jobs
Landing Page URL	drivers.yeson22.com/?ref=main	drivers.yeson22.com/driver-stories/?ref=main