



Protect App-Based Drivers and Services
Search Ads
Revised: 12/11/2019

MAIN SEARCH ADS

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

Example Keywords: Protect App-Based Drivers and Services, App-Based Drivers and Services Act, California app-based drivers, California App-Based Services, Protect CA Drivers and Services, Uber ballot measure, Uber initiative, Uber proposition, Uber legislation, Uber legislature, Uber legislative, Uber lawsuit, Uber court case, Lyft ballot measure, Lyft initiative, Lyft proposition, Lyft legislation, Lyft legislature, Lyft legislative, Lyft lawsuit, Lyft court case, Postmates ballot measure, Postmates initiative, Postmates proposition, Postmates legislation, Postmates legislature, Postmates legislative, DoorDash ballot measure, DoorDash initiative, DoorDash proposition, DoorDash legislation, DoorDash legislature, DoorDash legislative, Instacart ballot measure, Instacart initiative, Instacart proposition, Instacart legislation, Instacart legislature, Instacart legislative

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Protect App-Based Drivers	App-Based Drivers & Services	Protect App Drivers & Services
Headline 2 (30 Characters)	Support Driver Flexibility	Protect Driver Flexibility	Promote Safety & User Choice
***Headline 3 (30 Characters)	Support Driver Independence	Californians Depend On Drivers	Californians Depend On Drivers
Description (80 Characters)	Protect The Freedom Of Californians Who Work As Independent Contractors. Learn More.	Rideshare & Delivery Drivers Need Flexibility, New Wage, & Benefit Guarantees. Read More.	Protect Access To Affordable & Convenient Rideshare & Delivery Services In CA. Learn More.
***Description 2 (90 Characters)	Protect The Flexibility Of Independent Contractors In California. Learn More.	Protect Access To Affordable & Convenient Rideshare & Delivery Services In CA. Learn More.	This Measure Will Improve The Quality & Protect The Availability Of On-Demand Services.
Landing Page URL	ProtectDriversAndServices.com	ProtectDriversAndServices.com	ProtectDriversAndServices.com

Search Ad Group: Tier 2 - Freelance Worker

Example Keywords: freelance worker bill, freelance worker act, freelance worker ballot initiative, freelance worker measure, freelance worker proposition, freelance worker economy, freelance worker legislative, freelance worker legislature, freelance worker legislation, gig worker bill, gig worker act, gig worker ballot initiative, gig worker measure, gig worker proposition, gig worker economy, gig worker legislative, gig worker legislature, gig worker legislation

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	CA Freelance Worker Measure	CA Freelance Worker Measure	CA Freelance Worker Measure
Headline 2 (30 Characters)	Protect App-Based Drivers	App-Based Drivers & Services	Protect App Drivers & Services
***Headline 3 (30 Characters)	Support Driver Flexibility	Protect Driver Flexibility	Promote Safety & User Choice
Description (80 Characters)	Support Driver Independence	Rideshare & Delivery Drivers Need Flexibility, New Wage, & Benefit Guarantees. Read More.	Protect Access To Affordable & Convenient Rideshare & Delivery Services In CA. Learn More.
***Description 2 (90 Characters)	Protect The Freedom Of Californians Who Work As Independent Contractors. Learn More.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	This Measure Will Improve The Quality & Protect The Availability Of On-Demand Services.
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Search Ad Group: Tier 2 - Rideshare

Example Keywords: rideshare bill, rideshare act, rideshare ballot initiative, rideshare measure, rideshare proposition, rideshare economy, rideshare legislative, rideshare legislature, rideshare legislation, rideshare driver, rideshare worker

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	CA Rideshare Ballot Measure	CA Rideshare Ballot Measure	CA Rideshare Ballot Measure
Headline 2 (30 Characters)	Protect App-Based Drivers	App-Based Drivers & Services	Protect App Drivers & Services
***Headline 3 (30 Characters)	Support Driver Flexibility	Protect Driver Flexibility	Promote Safety & User Choice
Description (80 Characters)	Support Driver Independence	Rideshare & Delivery Drivers Need Flexibility, New Wage, & Benefit Guarantees. Read More.	Protect Access To Affordable & Convenient Rideshare & Delivery Services In CA. Learn More.
***Description 2 (90 Characters)	Protect The Freedom Of Californians Who Work As Independent Contractors. Learn More.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	This Measure Will Improve The Quality & Protect The Availability Of On-Demand Services.
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Search Ad Group: Tier 2 - Independent Contractor

Example Keywords: independent contractor bill, independent contractor act, independent contractor ballot initiative, independent contractor proposition, independent contractor economy, independent contractor legislature, independent contractor legislative, independent contractor legislation, IC bill, IC act, IC ballot initiative, IC prop, IC economy, IC legislature, IC legislative, IC legislation

	Ad 1	Ad 2	Ad 3
Headline 1 (30 Characters)	Independent Contractor Measure	Independent Contractor Measure	Independent Contractor Measure
Headline 2 (30 Characters)	Protect App-Based Drivers	App-Based Drivers & Services	Protect App Drivers & Services
***Headline 3 (30 Characters)	Support Driver Flexibility	Protect Driver Flexibility	Promote Safety & User Choice
Description (80 Characters)	Support Driver Independence	Rideshare & Delivery Drivers Need Flexibility, New Wage, & Benefit Guarantees. Read More.	Protect Access To Affordable & Convenient Rideshare & Delivery Services In CA. Learn More.
***Description 2 (90 Characters)	Protect The Freedom Of Californians Who Work As Independent Contractors. Learn More.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.	This Measure Will Improve The Quality & Protect The Availability Of On-Demand Services.
Landing Page URL	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
Headline 1 (30 Characters)	CA Assembly Bill 5	California AB-5
Headline 2 (30 Characters)	Hurts App-Based Drivers	Jeopardizes Driver Flexibility
***Headline 3 (30 Characters)	And Takes Away Flexibility	Protect Driver Independence
Description (80 Characters)	Learn About The New Measure That Protects The Rights Of App-Based Drivers.	A New Measure Will Provide Flexibility, New Wage, & Benefit Guarantees. Learn More.
***Description 2 (90 Characters)	Rideshare & Delivery Drivers Need Flexibility, New Wage, & Benefit Guarantees. Read More.	It Will Implement New Protections For Drivers, Passengers & All CA.
Landing Page URL	ProtectDriversAndServices.com	ProtectDriversAndServices.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 Flexibility	Could Hurt App-Based Drivers
***Headline 3 (30 Characters)	Protect Driver Independence	Support Driver Flexibility
Description (80 Characters)	A New Measure Will Provide Flexibility, New Wage, & Benefit Guarantees. Learn More.	Protect The Freedom Of Californians Who Work As Independent Contractors. Learn More.
***Description 2 (90 Characters)	It Will Implement New Protections For Drivers, Passengers & All CA.	This Measure Will Implement New Protections For Drivers, Passengers & All CA.
Landing Page URL	ProtectDriversAndServices.com	ProtectDriversAndServices.com

SITELINK EXTENSIONS

	Sitelink Extension 1	Sitelink Extension 2	Sitelink Extension 3
Title (25 Characters)	Join The Coalition	Get The Facts	Latest News
Description 1 (35 Characters)	Of App-Based Drivers & Services	Jeopardizes Driver Flexibility	App-Based Drivers & Services Act
Description 2 (35 Characters)	Join California Drivers	Protect Driver Independence	Californians Depend On Drivers
Landing Page URL	ProtectDriversAndServices.com/#Join	ProtectDriversAndServices.com/Get-The-Facts	ProtectDriversAndServices.com/Newsroom

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