

Audience	Budget	Run Time	Objective	Creative	Creative Link	Ad Copy	Link Description Copy	Image description copy	CTA Link	Notes				
BIPoC Target Audience (English)	\$250	Jan. 19 - Feb. 19	Link Clicks		https://www.able-in.org/bipocovid19english	Black, Indigenous, and other People of Color with disabilities and at higher risk for getting sick or dying from illnesses like COVID-19.	Vaccine Resources for the BIPoC and disability Community.	Graphic with light blue background and cut-out photo of Shamaica, a young Black woman smiling at the camera from behind a face mask. Quoted speech bubble with text reads, 'I live with my mom and dad. I am around kids a lot, so I got vaccinated last January for my safety and the safety of vulnerable people in my life. I don't want anyone to get sick. There's a lot of pressure with getting vaccinated, but it is important to do it.'	https://www.able-in.org/bipocovid19english					
BIPoC Target Audience (Spanish)	\$250	Jan. 19 - Feb. 19	Link Clicks		https://www.able-in.org/bipocovid19spanish	Muchas personas negras, indigenas y otras personas de color con discapacidades tienen un mayor riesgo de enfermarse de COVID-19 a la gripe.	N/A	Gráfico con fondo azul claro y foto recortada de Shamaica, una joven mujer negra que sonríe a la cámara desde detrás de una máscara facial. Un globo de diálogo con texto dice: 'Vivo con mis abuelos y estoy rodeada de niños, así que me vacuné para ellos, las personas más vulnerables. No quiero que enfermen. Hay mucha presión por vacunarse, pero vale la pena. Me encanta mi mamá. ¡Estoy bien!'	https://www.able-in.org/bipocovid19spanish					
BIPoC Target Audience (English)	\$250	Jan. 19 - Feb. 19	Link Clicks		https://www.able-in.org/bipocovid19english	Many People of Color with disabilities and at higher risk for getting sick or dying from illnesses like COVID-19.	Vaccine Resources for the BIPoC and disability Community.	Graphic with light blue background and cut-out photo of Evan, a young man smiling at the camera from behind a face mask. Quoted speech bubble with text reads, 'I received last January for my safety and the safety of others. I am around people a lot, so I got vaccinated last January for my safety and the safety of vulnerable people in my life. This is our shot.'	https://www.able-in.org/bipocovid19english					
BIPoC Target Audience (Spanish)	\$250	Jan. 19 - Feb. 19	Link Clicks		https://www.able-in.org/bipocovid19spanish	Muchas personas negras, indigenas y otras personas de color con discapacidades tienen un mayor riesgo de enfermarse de COVID-19 a la gripe, debido a su discapacidad o a otros factores.	N/A	Gráfico con fondo azul oscuro y foto recortada de Evan, un joven hombre que sonríe a la cámara desde detrás de una máscara. Un globo de diálogo con texto dice: 'Me encanta mi mamá. Estoy bien. Esta es nuestra vacuna.'	https://www.able-in.org/bipocovid19spanish					