

Appendix 1. Approximate costs of VBTS and Facebook recruitment, InvolveMENT, Atlanta, GA

Recruitment characteristics	VBTS		Facebook	
	n	Cost(\$)/n	n	Cost(\$)/n
Total cost (\$US) <sup>a</sup>	63,173		7,550	
Total number of approaches/impressions	19,931	3.2	19,580,845	0.0004
Completed screenings	8,983	7.0	1,360	5.6
Final enrollees <sup>b</sup>	693	91.2	110	68.6

<sup>a</sup> Approximate cost: VBTS - includes salary of recruiters stationed at Atlanta venues, survey instruments, survey programs, and logistics coordinator salary, Facebook - includes advertisement costs only

<sup>b</sup> Constitute the final sample for analysis in our cohort