

# Clickmaniac Ads 2018

Context	Headline and Text
Positive Cat Ad (Feline Federation)	<ul style="list-style-type: none"><li>• <b>Help an animal in need today!</b> Approximately 3.2 million companion cats enter U.S. animal shelters nationwide every year. “Like” this ad to donate to ASPCA, and help a cat in need!</li><li>• <b>Cuddly Cats</b> Owning a cat has been proven to reduce stress levels. “Like” this post if you love cats!</li></ul>
Negative Ad (Feline Federation)	<ul style="list-style-type: none"><li>• <b>Prevent Cat Deaths today!</b> Of the 710,000 animals who enter shelters as strays and are returned to their owners, only 90,000 are cats, and the rest are dogs. “Like” this ad to donate to ASPCA and help a cat in need today!</li><li>• <b>Deadly Dogs</b> Dog owners have a higher chance of getting Lyme Disease. “Like” this post if you agree they’re overrated!</li></ul>
Positive Ad (Canine Cooperative)	<ul style="list-style-type: none"><li>• <b>Help an animal in need today!</b> Approximately 3.3 million companion dogs enter U.S. animal shelters nationwide every year. Like this ad to donate to ASPCA, and help a dog in need!</li><li>• <b>Puppy Love</b> “Like” to find ways to help man’s best friend.</li></ul>
Negative Ad (Canine Cooperative)	<ul style="list-style-type: none"><li>• <b>Deadly Cats</b> Cats are one of the deadliest local predators of birds. “Like” this post if you agree they’re overrated!</li><li>• <b>Prevent Dog Deaths today!</b> Cats are much more likely to be adopted from animal shelters than are dogs. If you agree that a shelter cat and shelter dog have equal value, “Like” this post and donate to ASPCA to help a dog in need today!</li></ul>