

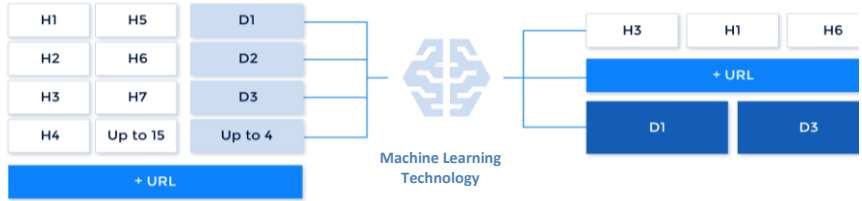
How To Review Ads:

Responsive Search Ads leverage a set of approved headlines and descriptions to generate combinations of ads

Up-to 15 headlines and 4 descriptions can be approved

Based on machine learning, the Search Engine will identify the best combination to show the searcher

Information that will always show in the ad is listed as "PINNED"



Ads can show as follow:

Example:

Headline 1 | Headline 2 | Headline 3

Display URL/path1/path2

Description Line 1

Description Line 2

Character Limits:

Max 30 | Max 30 | Max 30

No limit on URL / Max 15 / Max 15

Max 90

Max 90

Example:

Display URL/path1/path2

Headline 1 | Headline 2 | Headline 3

Description Line 1

Description Line 2

Character Limits:

No limit on URL / Max 15 / Max 15

Max 30 | Max 30 | Max 30

Max 90

Max 90

Job Name: Comirnaty BLA Paid Search (SEM) Recommendation - Consumer Facing

Job Number: PP-CVV-USA-0424

Date: 9/30/2021

Copy note: Search Engines are continually evolving their platforms and may experience technical issues. The format of the ads in this submission are current as of date above

Note: Display URLs cannot change. Please see display URL below:

<https://www.comirnaty.com>

Line #	Item	Ad Components	Length	Pinned	Landing Page Options	
1	Stack: Priority 1 General					
2	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page	
3	Ad: Headline 2	BioNTech & Pfizer	17	PINNED		
4	Ad: Headline 3	How To Get The Vaccine	22			
5	Ad: Headline 4	Learn About The Vaccine	23			
6	Ad: Headline 5	What About Side Effects?	24			
7	Ad: Headline 6	How To Prepare For The Vaccine	30			
8	Ad: Headline 7	Questions About The Vaccine?	28			
9	Ad: Headline 8	Preservatives In The Vaccine?	29			
10	Ad: Headline 9	Should I Get The Vaccine?	25			
11	Ad: Headline 10	What Are The Risks & Benefits?	30			
12						
13	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED		
14	Ad: Description 2	What to Tell Your Healthcare Provider Before Your Vaccination?	62			
15						
16	Stack: Priority 2 General					
17	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page	
18	Ad: Headline 2	BioNTech & Pfizer	17	PINNED		
19	Ad: Headline 3	How To Get The Vaccine	22			
20	Ad: Headline 4	Learn About The Vaccine	23			
21	Ad: Headline 5	What About Side Effects?	24			
22	Ad: Headline 6	How To Prepare For The Vaccine	30			
23	Ad: Headline 7	Questions About The Vaccine?	28			
24	Ad: Headline 8	Preservatives In The Vaccine?	29			
25	Ad: Headline 9	Should I Get The Vaccine?	25			
26	Ad: Headline 10	What Are The Risks & Benefits?	30			
27						
28	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED		
29	Ad: Description 2	What to Tell Your Healthcare Provider Before Your Vaccination?	62			
30						
31	Stack: Priority 1 Safety & Side Effects					
32	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page	
33	Ad: Headline 2	BioNTech & Pfizer	17	PINNED		
34	Ad: Headline 3	How To Get The Vaccine	22			
35	Ad: Headline 4	Learn About The Vaccine	23			
36	Ad: Headline 5	What About Side Effects?	24			
37	Ad: Headline 6	How To Prepare For The Vaccine	30			
38	Ad: Headline 7	Questions About The Vaccine?	28			
39	Ad: Headline 8	Preservatives In The Vaccine?	29			
40	Ad: Headline 9	Report Vaccine Side Effects	27			
41	Ad: Headline 10	Safety Information	18			
42	Ad: Headline 11	Frequently Asked Questions	26			
43						
44	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED		
45	Ad: Description 2	Read About Common Side Effects After Vaccination.	49			
46	Ad: Description 3	Questions About the Vaccine? Learn More on the Site.	52			
47	Ad: Description 4	Find Important Safety & Side Effect Information for the Vaccine on the Site.	76			
48	Ad: URL Path	/safety	7			
49						
50	Stack: Priority 1 Dosing Schedule					
51	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page	
52	Ad: Headline 2	BioNTech & Pfizer	17	PINNED		
53	Ad: Headline 3	How To Get The Vaccine	22			
54	Ad: Headline 4	Learn About The Vaccine	23			
55	Ad: Headline 5	What About Side Effects?	24			
56	Ad: Headline 6	How To Prepare For The Vaccine	30			
57	Ad: Headline 7	Questions About The Vaccine?	28			
58	Ad: Headline 8	Preservatives In The Vaccine?	29			
59	Ad: Headline 9	Getting Your Vaccine	20			
60						
61	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED		
62	Ad: Description 2	Learn About the Vaccine Dosing Schedule.	40			
63	Ad: Description 3	What to Tell Your Healthcare Provider Before Your Vaccination?	62			
64	Ad: URL Path	/dosing	7			
65						
66	Stack: Priority 1 Fact Sheet					
67	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page	
68	Ad: Headline 2	BioNTech & Pfizer	17	PINNED		
69	Ad: Headline 3	How To Get The Vaccine	22			
70	Ad: Headline 4	Learn About The Vaccine	23			
71	Ad: Headline 5	What About Side Effects?	24			
72	Ad: Headline 6	How To Prepare For The Vaccine	30			
73	Ad: Headline 7	Questions About The Vaccine?	28			
74	Ad: Headline 8	Preservatives In The Vaccine?	29			
75	Ad: Headline 9	View The Vaccine Label	22			
76	Ad: Headline 10	Facts On The Vaccine	20			
77						
78	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED		
79	Ad: Description 2	View the Recipient and Caregiver Fact Sheet.	44			
80	Ad: URL Path	/fact-sheet	11			
81						

82	Stack: Priority 1 Ingredients				
83	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page
84	Ad: Headline 2	BioNTech & Pfizer	17	PINNED	
85	Ad: Headline 3	How To Get The Vaccine	22		
86	Ad: Headline 4	Learn About The Vaccine	23		
87	Ad: Headline 5	What About Side Effects?	24		
88	Ad: Headline 6	How To Prepare For The Vaccine	30		
89	Ad: Headline 7	Questions About The Vaccine?	28		
90	Ad: Headline 8	Preservatives In The Vaccine?	29		
91	Ad: Headline 9	What Is In The Vaccine?	23		
92	Ad: Headline 10	What's The Vaccine Made Of?	27		
93	Ad: Headline 11	List Of Vaccine Ingredients	27		
94					
95	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED	
96	Ad: Description 2	Visit to Review the List of Vaccine Ingredients Online.	55		
97	Ad: Description 3	Learn More About the Vaccine's Ingredients and Its Components.	62		
98	Ad: URL Path	/ingredients	12		
99					
100	Stack: Priority 1 Manufacture				
101	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page
102	Ad: Headline 2	BioNTech & Pfizer	17	PINNED	
103	Ad: Headline 3	How To Get The Vaccine	22		
104	Ad: Headline 4	Learn About The Vaccine	23		
105	Ad: Headline 5	What About Side Effects?	24		
106	Ad: Headline 6	How To Prepare For The Vaccine	30		
107	Ad: Headline 7	Questions About The Vaccine?	28		
108	Ad: Headline 8	Preservatives In The Vaccine?	29		
109	Ad: Headline 9	Where Is The Vaccine Made?	26		
110					
111	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED	
112	Ad: Description 2	What to Tell Your Healthcare Provider Before Your Vaccination?	62		
113					
114	Stack: Priority 1 FAQ				
115	Ad: Headline 1	COVID-19 vaccine	16	PINNED	Home Page, EUA Page
116	Ad: Headline 2	BioNTech & Pfizer	17	PINNED	
117	Ad: Headline 3	How To Get The Vaccine	22		
118	Ad: Headline 4	Learn About The Vaccine	23		
119	Ad: Headline 5	What About Side Effects?	24		
120	Ad: Headline 6	How To Prepare For The Vaccine	30		
121	Ad: Headline 7	Questions About The Vaccine?	28		
122	Ad: Headline 8	Preservatives In The Vaccine?	29		
123	Ad: Headline 9	Frequently Asked Questions	26		
124	Ad: Headline 10	Find Answers To Questions	25		
125					
126	Ad: Description 1	Visit the Comirnaty® (COVID-19 Vaccine, mRNA) Consumer Website.	63	PINNED	
127	Ad: Description 2	Questions About the Vaccine? Learn More on the Site.	52		
128	Ad: Description 3	Visit the Website to Read Frequently Asked Questions About the Vaccine.	71		
129	Ad: URL Path	/faq	4		
130					

Sample Ad with Enhanced Site Links:

	Variation 1	Variation 2	
Ad Variations -->	[Headline 1] - [Headline 2] - [Headline 3] Display URL [Description Line 1] [Description Line 2]	Display URL [Headline 1] - [Headline 2] - [Headline 3] [Description Line 1] [Description Line 2]	
Extensions -->	Important Safety Info Info For Comirnaty® (COVID-19 Vaccine, mRNA)	Prescribing Information See Full Prescribing Info For Comirnaty® (COVID-19 Vaccine, mRNA)	Max 25 characters Max 35 characters Max 35 characters

Enhanced Site Link Landing Pages

Enhanced Site Link	Primary Landing Page:	Secondary Landing Page:
Important Safety Info	Home Page	Home Page
Prescribing Information	Prescribing Info	Home Page

Sample Ad with Call Out Extensions:

	Variation 1	Variation 2	
Ad Variations -->	[Headline 1] - [Headline 2] - [Headline 3] Display URL [Description Line 1] [Description Line 2]	Display URL [Headline 1] - [Headline 2] - [Headline 3] [Description Line 1] [Description Line 2]	
Extension -->	Important Safety Info - Vaccine Ingredients - Dosing Schedule - Report Side Effects		Max 25 characters per call out

Call Out Extensions:

Important Safety Info
Vaccine Ingredients
Dosing Schedule
Report Side Effects

Sample Ad with Structured Extensions:

	Variation 1	Variation 2	
Ad Variations -->	[Headline 1] - [Headline 2] - [Headline 3] Display URL [Description Line 1] [Description Line 2]	Display URL [Headline 1] - [Headline 2] - [Headline 3] [Description Line 1] [Description Line 2]	
Extension -->	Types Report Adverse Events, Now FDA Approved, Dosing Schedule, Important Vaccine Info		Max 25 characters per snippet

Structured Snippets ["Types" Category]:

Report Adverse Events
Now FDA Approved
Dosing Schedule
Important Vaccine Info

These links may be shown in conjunction with any approved ad in this job. The additional descriptions below the sitelink may or may not show. The sitelinks may appear beneath one of the two ad variations above

Call out extensions may be shown in conjunction with any approved ad in this job. As many as 4 and as few as 1 approved call out extensions may appear with the ad unit. The call out extensions are not clickable. The call out extensions may appear beneath one of the two ad variations above

The structured snippet may be shown in conjunction with any approved ad in this job. As many as 10 snippets may appear at a time