**4. What is the "unique identifier" number for this ad?**

This number comes from the file name of the ad and is the date and time of the posting in military time.

So, for example, you will see a file name 10\_2\_2137.png

The "unique identifier" number for this ad is 10\_2\_2137 (which tell us the ad was posted at 9:37 pm on October 2nd)

For the moment, we do not have unique identifiers for rentboy.com ads, so you can leave this blank.

#### 12. What are the self-identified ethnicities that are appear in the ad? (choose all that apply)

By “self-identified,” we mean the provider explicitly states that they are of this ethnicity or uses a common synonym: Black for African-American, causcasion for white. Etc... But if the provider provides a more specific identify (say, Puerto Rican) do NOT assign a racial or ethnic identify to that person.

We will record those more specific self-identifications in question 13.

**14-15**

When looking for age, look over the entire ad. Sometimes the age will appear at the bottom (e.g. “Poster's age: 21”) . Not all providers will offer an exact age and will instead use an adjective (e.g. “mature”) place that adjective in 15

**18 – 19**

Provider may or may not specify different prices for in and outcall services

**39 – 40 BDSM**

BDSM refers to bondage/sado-masochism

**41-42**

These questions refer to the image the provider is trying to sell. Is that image more masculine or feminine (as those ideas have been traditionally and stereotypically defined). Does, for example, the provider suggest he is a “top” or a “bottom”