Reviewer's report

Title: Evaluation of Sexual Communication Message Strategies

Version: 1 Date: 1 May 2011

Reviewer: Jose G Cecatti

Reviewer's report:

This is an original and important manuscript evaluating Sexual Communication Message Strategies in specific campaigns in USA. The content of the manuscript covers all aspects concerning the ways and methods of evaluating the communications included in the correspondent ads. It is methodologically well performed and analysed, including possible limitations of the study.

There are no revisions to be recommended.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

'I declare that I have no competing interests'