

Advertisement Criteria

Be sure to include the following information in the advertisement(s) for your study:

- The purpose of the study and basic eligibility criteria
- A straightforward and truthful description of any benefits for participating in the study (i.e., payments or free treatment)
- No claims should be made either explicitly or implicitly that the drug, device, or therapy is safe or effective for the purpose under investigation; or superior to any other drug, device or therapy.
- The location of the study visits
- The person to contact for further information
- Study title, IRB number, approval date and the name of the principal investigator (this information is often included in a footer).