**Guidance:** ***Advertisements and Recruiting Materials***

All advertisements/recruiting materials for research participants must be in a language and reading level that are understandable to the target audience and must contain the following four elements:

**1. Institution or facility conducting the research**

The identification of the research facility should comply with policies and procedures of the facility. The use of any logos should comply with the policies and procedures associated with the use of the logos.

2. **Purpose of research** **and/or condition under study**

The advertisement must state that subjects are being recruited for a “research study.” The IRB expects the words “research study” to be used to describe the purpose of the participants’ recruitment; no other wording is acceptable.

3. **Contact information**

Include the name, email and/or phone number of the department, office or person to contact for further information regarding the study. The type of contact must be appropriate to the potential participant pool. Use of personal cell phone numbers is discouraged.

4. **IRB study number**

For print materials, include the IRB number in the header, body, or footer of the message. For video, the IRB number should appear in either the opening or the closing frame. For audio, the IRB number should be given at some time during the advertisement.

If the advertisement/recruiting material is presented **online** (e.g., FaceBook, MTurk, study website, email, etc.) and links directly to an informed consent that contains all the required advertisement information, it is not necessary to duplicate the information in the advertisement/recruiting material.

The following items may be included at the investigator’s or IRB’s discretion:

1. **Key inclusion/exclusion criteria**

2. **Compensation**

Advertisements may state that research participants will be paid and the amount they will be paid. However, **the advertisement cannot emphasize the payment or the amount to be paid for participation. For example, using larger or bold type, exclamatory statements, and/or animated illustrations are not permitted.**

3. **Time or other commitment required**

4. **Participation benefits**

Compensation is NOT a research benefit! The advertisement should not state or imply a certainty of favorable outcomes because of participation. Advertisements should not promise “free treatment” when the intent is only to say research subjects will not be charged for taking part in the investigation.