**Generally, any advertisement to recruit subjects should be limited to the information the prospective subjects need to determine their eligibility and interest.**

**Recruitment advertisements *should* include the following information, as appropriate:**

* A statement that the study is research (clinical studies should not say “treatment,” but they may describe a goal as determining if the product or procedure is an effective treatment for a disease or condition. “We are investigating if drug XX is safe and effective for the treatment of liver cirrhosis.")
* A brief description of the study (purpose, etc).
* General criteria for who may be eligible to take part (age restrictions, etc).
* Simple lay language without acronyms or abbreviations unless these are well known to the public or to the specific patient group being targeted (patients with ADHD or PMS will understand these abbreviations.
* Provide simple symptom descriptions if seeking subjects who do not already have the diagnosis
* Time commitment
* Name and address of the investigator or center doing the research
* Specific contact information for how to find out more (this should be someone who is knowledgeable about the study, not a general telephone operator)
* Statement that participants may be compensated for their time and travel (if applicable)

**Recruitment advertisements *should NOT* include the following:**

* References to investigational drugs, devices, or procedures as being "new," "safe," "effective," "a cure," "treatment" or "therapy."
* Calling investigational medication simply "medication" or "drug"-- each use should clarify that the product is in "investigational medication" or "study medication."
* Emphasis on compensation to subjects (including bold/large fonts, exclamations or inappropriate punctuations, text effects , dollar signs $$!).
* Use of the word “free,” instead state "at no cost"
* Use of terms such as "confidential" or "completely private."
* Coercive phrases like, "Enrollment Limited," "Study ends soon," or "Call today!"
* Statements such as, "You deserve to feel better," "Join this study and take charge of your life"
* Catchy words like “cutting-edge,” “exciting study”
* Inaccurate portrayal of information contained in the protocol
* Exculpatory language (language through which the subject is made to waive or appears to waive any of the subject's legal rights / release or appears to release anyone from liability for negligence)
* Statements of implied safety and/or efficacy.
* Any promises, implications, or exaggerations of benefits beyond what is outlined in the protocol.
* Misleading content.
* Coercive or reassuring graphics, pictures, fonts or symbols.
* Claims, either explicitly or implicitly, about the investigational product that are inconsistent with FDA labeling (if it is an approved product)
* Stating there will be “free treatment” when the intent is only to say participants will not be charged for taking part in the investigation