# Advertisement for Research

The IRB must approve all plans for advertisement (including the actual posters, brochures, scripts for in-person recruitment, etc.) before their use. The IRB Management and Function book, components of a recruitment document, and the IRB Member Handbook present the following guidelines for the elements to use in study advertisement:

* Name and address of the investigator and/or research facility/institution
* Condition under study and/or purpose of the research
* Inclusion/exclusion criteria in summary form
* A brief list of procedures involved
* Time or other commitment required (number of visits, total duration including follow-ups visits, etc.)
* Compensation/reimbursement
* Location of research and contact person for further information
* If student lead study, add PI contact information

Additional guidelines include the following:

* Advertisements should not emphasize monetary compensation.
* Advertisements should not use catchy words like *free* or *exciting*.
* Advertisements should be very clear that *research* participation is what is being solicited.
* Advertisements should not be misleading about the purpose of the research.