**Advertising Components Form**

|  |
| --- |
| **Instructions for this form**  Any of the following component options and/or pictures (see table below), once approved by the IRB, may be used in written advertising materials (e.g., flyers, online advertising, newspaper ads). You may include multiple versions of any component to accommodate alternate wording options. Written advertisements using only these approved components do not need to be submitted separately to the IRB for review. However, *recruitment materials sent directly to potential participants’ home or email addresses must be reviewed and approved individually by the IRB.*  Component text must be accurate and consistent with the Protocol and Consent Form (i.e., purpose, procedures, inclusion/exclusion criteria, etc.). Any text emphasis (e.g., bolding/underlining/italicizing/relative font size) must be described or illustrated below.  If the font size of the entire document is uniformly increased or reduced, this may be done without IRB approval. However, any changes to font size that are made to specific words or phrases (e.g., to add emphasis) must be submitted for approval. *Any changes to participant compensation—either in the amount of compensation, or in the presentation of compensation in the advertisement (e.g., font size, bolding, color changes)—must be approved by the IRB.*  If you want to change or revise the approved component, revise this form and submit to the IRB via an Amendment. Advertisements that use text or pictures that have not been approved on this form must be submitted separately to the IRB.  Minor changes to punctuation, contact information and spelling or grammatical corrections do not need to be submitted for IRB approval.  Upload this document in your submission in eRA for review and approval. |

|  |  |
| --- | --- |
| **List the type of advertisements that will use this information:** | |
| **COMPONENT** | **TEXT** |
| **Study Identification** (Title of research – can shorten or abbreviate for long titles, name of institution or logo, IRB protocol #) |  |
| **Purpose of the Research Study** (must clearly state it is research) |  |
| **Main Procedures Involved:** |  |
| **Main Inclusion/Exclusion Criteria** (use wording as it will appear in ad) |  |
| **Duration of Participation:** |  |
| **Compensation:** |  |
| **Contact information language:** | *note: it is not necessary to include the specific contact person or phone/e-mail, as these may change over the course of the study. Just include the language to be used with "[name]" and "[phone]" or "[e-mail]” left bracketed.* |
| **Other ad text/features (e.g.: contact tear-off tabs, linked websites)** |  |
|  |  |

**Pictures/Images** (Paste any desired images to use in advertising materials below.)