RESEARCH STUDY
PARTICIPANTS NEEDED

[Insert Study Title]

Receive [insert allowable compensation] for your participation.

You may be eligible to participate if:
[Insert eligibility criteria]

For more information contact: [Insert Contact Information]

Purdue University IRB protocol number
IRB Protocol Expiration date
Principal Investigator

The IRB must review the final copy of printed advertisements. FDA guidance discourages the use of visual effects or font size to incentivize participation (see https://www.fda.gov/RegulatoryInformation/Guidances/ucm126428.htm). Therefore, the visual effects used for compensation should be equivalent or lesser than the font size or visual effects of the rest of the page.

Consider adding your inclusion/exclusion criteria to the recruitment flyer if your study requires a target population based on age, health, socioeconomic status, or other defined criteria. This could assist the potential participants to understand the study earlier.

The IRB approval number and PI name should be displayed on the recruitment flyer. This allows quick tracking for the IRB and for study participants inquiring with questions or concerns.

Describe in the IRB application who receives inquiries and how researchers communicate with people interested in participating in the study. Be certain to address any privacy concerns that may arise from a person’s interest in the study (e.g., topics that may be sensitive or require disclosure of a condition).

Considering the use of tear-away tabs to advertise to potential participants? Be certain to include the title of the study (or a descriptive name) along with the contact information for the research team.