

* **4.2.** Printed advertisement must include the following items:
  + **4.2.1.** Name and address of the PI and associated institution.
  + **4.2.2.** A clear statement that the activity is research.
  + **4.2.3.** Purpose of the research
  + **4.2.4.** IRB number
* **4.3.** Printed advertisement may include the following information, as appropriate:
  + **4.3.1.** Brief relevant eligibility criteria (e.g., why a person might believe he/she is a potential subject)
  + **4.3.2.** Time or other commitments required from the subject, including number of study visits and duration of the study.
  + **4.3.3.** A brief list of potential benefits to the subject, and possible risks and discomforts, if any. Per FDA Guidance, if potential benefits are stated in recruitment material then the possible risks must also be stated.
  + **4.3.4.** Location of the research, contact person, and phone number for further information.

**TITLE PLACED HERE**

Please call 402.559.xxxx

or email xxxx@unmc.edu

with any questions

IRB*#* xxx-xx-xx