**CCTS Template for Study Flyer**

**See Quick Overview of Ad Development & Approval at  
http://www.research.uky.edu/ori/ORIForms/89-research-advertising-for-web.pdf  
TITLE**(State what the study is about e.g.,: Healthy Volunteers Needed for Asthma Study)

**Add picture with no copy rights, if available, or if you are using pictures of   
people have them sign 2027 UK PR image consent form   
http://www.ccts.uky.edu/ccts/sites/default/files/Photo\_Shoot\_Paperwork.pdf**

**Brief paragraph:**To explain the main points of the study at a 6-8th grade reading level.  
*Refer to the following link for advertising “may’s”,”must’s”, and”don’t’s”:*<http://www.research.uky.edu/ori/ORIForms/89-research-advertising-for-web.pdf>

**You May Be Eligible To Participate:**  
Outline a few of your study’s inclusion/exclusion criteria  
e.g: age, gender, smoking/nonsmoking, health conditions, etc.

**“For more information, contact:”**  
Researcher or Coordinator’s name, phone, email, website (if available)

**Logos:**University of Kentucky logo, or your college logo, or PR approval brand logo   
Required on all ads: *An Equal Opportunity University*  
<http://www.uky.edu/Graphics/>

See current flyer examples: <http://ccts.uky.edu/ukclinicalresearch/UKCurrentStudies.aspx>

**SEND TO UK PUBLIC RELATIONS FOR REVIEW AND APPROVAL SIGNATURE STAMP,   
PRIOR TO IRB SUBMISSION  
  
IRB Guidance -UK Principal Investigator’s Guide to Identification and Recruitment of Human Subjects for Research   
http://www.research.uky.edu/ori/SOPs\_Policies/7-Recruitguidance.pdf**