

“Experimental Study of Format Variations in the Brief Summary of Direct-to-Consumer Print Advertisements”
(OMB NO: 0910-0703)

Change Request 83-C

November 5, 2012

FDA is submitting this nonmaterial/non-substantive change request (83-C) in order to allow the collection of data from five separate panels with incentives ranging from less than a dollar to \$4.50 instead of data collection from one panel with points equaling approximately one dollar, as we had agreed upon with our contractor. This change accounts for an error performed by the contractor, who made this change without notifying FDA.