

**“Experimental Study: Effect of Promotional Offers in Direct-to-Consumer Prescription Drug Print Advertisements on Consumer Product Perceptions”  
(OMB Control Number 0910-0713)**

**Change Request (83-C)**

**January 17, 2013**

The Food and Drug Administration is submitting this nonmaterial/non-substantive change request (83-C) for changes to the consumer panels, which has resulted in a change in the recruitment and reminder emails. In addition, some wording changes have been made to the questionnaire based on pretesting.