# Advertising Drugs: Ad Rules

Ad rules from the FDA website

Q. What must a prescription drug advertisement include? Under section 502(n) of the FD&C Act, advertisements must include: the established name, the brand name (if any), the formula showing quantitatively each ingredient, and information in brief summary which discusses side effects, contraindications, and effectiveness. The brief summary is further discussed in 21 CFR 202.1(e)(1).
Q. Are there exceptions to the advertising regulations? Reminder advertisements – advertisements which call attention to the name of the drug product but do not include indications or dosage recommendations for use of the product, or any other representation. Reminder ads contain the proprietary name of the drug and the established name of each active ingredient. They may also contain additional limited information, such as the name of the company, price, or dosage form.

What you should know: Prescription Drug Ads