

# Advertising Recommended Articles and Websites

## Drugs:

Links to "In The News" articles/websites

2020

[What you should know about direct-to-consumer ads](#)

2018

[Study Finds DTC TV Ads Unreliable, Potentially Misleading](#)

2013

[Many TV Drug Ads Feature Misleading Claims](#)

[TV drug ads: Is what you see what you get?](#)

2012

[When Prescription Drugs Go OTC, Ads Talk Less of Harms: Study](#)  
[Drug Ads Often Gloss Over Side Effects, Enlist Doctor Endorsements](#)

2010

[Pharma Online Spending to Hit One Billion](#)

[FDA Deputizes Doctors to Police 'Bad' Rx Drug Ads](#)

[FDA urges docs to report misleading drug ads](#)

[Big Pharma pushes into social media](#)

[Ten Misleading Drug Ads](#)

[Professors Assert That Benefits of DTC Drug Ads Outweigh Criticisms](#)

[Physicians Say No to DTC Ads for Meds that Treat Mental Disorders](#)

[Feds prod drugmakers to cut distractions in ads](#)

[Drug ads take more serious tone](#)

[Less Sex, Rock-n-Roll as Drugmakers React to FDA TV Ad Scrutiny](#)

## Side Effects Include Denial

2009

Drug industry presses FDA to allow more online ads

Bayer sued over cancer ad claims

Pfizer to pay record \$2.3B penalty for drug promos

US warns of TV drug ads' distracting music, images

14 Drug Makers Told to Stop Using Some Internet Ads

User-friendly drug-facts boxes put to the test

Effectiveness of Drug Ads Questioned by Study

2008

Drug Makers, Facing Critics, Will Stop Some Ads

Pfizer resuming ads for Lipitor after controversy

Drug Ads: Big Waste Of Money?

Expensive ads sell few prescription drugs: study

Pharma Oversold?

Drug Ads Losing Recall Effectiveness Among Consumers

Pushing Prescriptions: Center for Public Integrity Study

Congress Reconsiders Curbs on DTC Ads

Merck agrees to pre-approval of TV ads in Vioxx settlement

Do Consumers Understand Drug Ads? (TIME magazine)

Opposing view: Ads benefit patients

Our view on pharma ads: Can you believe what you see on TV?

Ask your doctor

TV drug ads may have to zoom in on side effects

The Truth Behind Drug Ads

Drug companies defend TV ads critics call misleading

Analyzing the side effects of drug ads

As drug ads surge, more get Rx's filled

Drug Pitchmen: Actor, Doctor or Pfizer's Option

Pfizer Yanks Lipitor Ad featuring Jarvik

TV ads oversell drugs, skimp on risks

Prescription drug ads shouldn't target consumers

Schering, Merck halt TV ads for two drugs

Drug Makers Yank Vytorin TV Ads

More reason to curb drug ads

[Drug Ads Raise Legislators' Blood Pressure](#)  
[Study finds most TV prescription drug ads minimize risk information \(PR\)](#)

2007



[FDA to study images' impact in drug ads](#)  
[Los Angeles Times Series Examines Pharmaceutical Industry](#)  
[Drug Ads After a Decade: Are Direct to Consumer Messages Still a Good Idea?](#)  
[Ads for new drugs spark fight](#)  
[Senate Moves Closer to Giving FDA Power to Ban Drug Ads](#)  
[Bill could block some ads for new drugs](#)  
[Whatever's wrong, there's a drug for you, or so TV ads say](#)  
[Celebrex Commercial, Long and Unconventional, Draws Criticism](#)  
[TV drug ads lull a tired nation to buy](#)  
[Don't be taken by drug ads \(Consumer Reports\)](#)  
[Rozerem Ads Violated Rules, FDA Says](#)  
[Drug Gets a Cameo in a Film Backed by Its Maker](#)  
[Pharmaceutical Patient Education Shifts Emphasis From Ads](#)  
[Drug Ads May Skew Health Care in Unhealthy Ways](#)  
[Whatever's wrong, there's a drug for you, or so TV ads say](#)  
[Direct-to-consumer drug ads rarely mention condition risks](#)  
[The Truth about the Drug Ads](#)  
[Pharma Advertisers Decry Misleading Study](#)  
[Study: TV Ads Overstate Benefits of Medication \(NPR\)](#)  
[DTC ads play on \(patients\) emotions](#)  
[Showdown Looms in Congress Over Drug Advertising on TV](#)  
[Rx for drug ads](#)

2006-2001

[FDA Could Require New Fees for DTC Ad Approval](#)  
[FDA needs to watch drugs ads more closely: report](#)  
[AMA asks for restrictions on drug ads](#)  
[A Nation of Pill Takers](#)

[Ten Years Later: Direct to Consumer Drug Advertising](#)  
[Effect of direct-to-consumer drug ads unexpected](#)  
[Drug ads sell a problem, not a solution](#)

[AMA launches war on drug ads](#)

[Drug Maker Calls for Limiting Risk Information in Drug Ads](#)

[AMA Calls for Temporary Ban on DTC Drug Ads](#)

[AMA Gives Up Push to Ban DTC Drug Ads](#)

[AMA mulls backing limits on TV drug ads](#)

[Groups Call for Outlawing Of Prescription Drug Ads](#)

[Researchers Call for Ban on Pharma Ads in Medical Journals](#)

[New pharma ad rules result in...more ads](#)

[An industry in flux](#)

['Lifestyle' drugs touted on TV send many rushing to doctors](#)

[Marketing Group Wants To Loosen Drug Advertising](#)

[Drug ads take on more serious tone](#)

[A New Style of Drug Ads Puts Side Effects Up Front](#)

[Drug ads come under govnt scrutiny](#)

[Commercial Alert launches anti drug ads website](#)

[Ads for erectile drug Levitra less racy now](#)

[Big Drug Makers See Sales Drop with image](#)

[Study says public misled by depression drug ads](#)

[Rise of celebrity testimonials spurs FDA scrutiny](#)

[Generation RX: How Prescription Drugs Are Altering American Lives,](#)

[Minds and Bodies](#)

[US FDA steps up action on misleading drug ads](#)

[Drug makers set curbs on TV ads](#)

[Drug Industry Adopts New Ad Guidelines](#)

[With advertising under siege, drug makers rethink their marketing ...](#)

[Drug industry proposes limits on advertising](#)

[Consumer advocates skeptical of drug-ad guidelines](#)

[Drug companies spend billions to market directly to consumers](#)

[Celebs flock to drug ads](#)

[Senate leader seeks drug ad moratorium](#)

[AMA Passes New Policy on Direct-to-Consumer Drug Advertising](#)

[Drug Ads: pro and con](#)

[A Self-Imposed Ban on Drug Ads](#)

[A Drug Maker's Ads, Hold the Disclaimer](#)

[Ads transform drug industry, and our lives](#)

[Medication Nation](#)

[Makers of drugs slow TV spending](#)

[Drug Industry Takes Its Pulse](#)

[Some drug makers are curtailing TV ad spending](#)

[Drug makers working on US advertising guidelines](#)

[How Marketing Drives the Pharmaceutical Industry](#)

[Study: Drug ads drive consumer demand; LA Times story](#)

[FDA ORDERS LEVITRA AND ZYRTEC ADS PULLED](#)

[FDA Sends Pfizer Warning Letter Over Zyrtec Ads](#)

[Consumers Are Looking Past Commercials to Study Prescription Drugs](#)

[FDA ORDERS ASTRAZENECA CRESTOR ADS PULLED](#)

[FDA To Get Tougher On Consumer Drug Ads](#)

[DTC Spend Soars, as Consumers Find Ads Increasingly Believable and Likeable, According to New NOP World Health Research](#)

[US: J&J Arthritis Drug Ads Misleading](#)

[PLUGGED INTO prescription drugs](#)

[Study: drug ads led to unnecessary purchases](#)

[Drugmakers hit by claims of 'misleading' ads](#)

[Celebrex Ads were misleading, says FDA](#)

[An Overdose of Ads](#)

[What do you believe when drug messages conflict?](#)

[Drug risks raise doubt about ads](#)

[FDA Reprimands AstraZeneca for Crestor Ad](#)

[Madison Ave. Sharing Drug Makers' Pain](#)

[Pfizer to pull Celebrex ads](#)

[Gender bias found in drug ads](#)

[Crestor ads draw fire; FDA could act](#)

[With or Without Vioxx, Drug Ads Proliferate](#)

[TV ads key front in drug price war](#)

[JAMA agrees that drug-monitoring system often fails](#)

[The selling of Cialis](#)

[The fake heaven of claritin](#)

[Conflicting Ads Drive Arthritis-Drug Users into Doctors' Offices for Advice](#)

[Drug Ads – Without Harmful Side Effects](#)

[FDA says Abbott HIV drug ads misleading](#)

[Marketing, medicine](#) (10/17)

[Billions of dollars spent on drug ads](#) (10/12)

[Truth in Advertising: Rx Drug Ads Come of Age](#)

Women over-represented in psychiatric-drug ads, [study](#) says (7/6)

[Edwards Proposes Curbs on Drug Ads](#) (5/19)

[FTC Calls for Drug Ad Research](#) (5/12)

[Drug ads prone to lead patients astray \(study\)](#) 5/4

[Physicians Have Mixed Opinions about consumer targeted ads](#) (4/26)

(4/25)

[Costly Dose of Drug Ads](#) (4/11)

[My Drug Study Sounds Catchier Than Yours](#) (3/7)

[Pop That Pill](#)

[FDA Proposes Overhaul of DTC Drug Ads](#) (2/5)

[Healthy Skepticism AdWatch](#) Illuminating techniques used in drug ads

[Trying to Police Misleading Drug Ads](#) (NYT, 1/30)

[FDA: Prescription drug print ads need to be simplified/Review Process Could Take Months](#)(1/28)

[FDA Struggles to Police Drug Print Ads](#) (1/28)

[Why We Pay So Much For Drugs](#) (Time, Jan. 2004)

[FTC Suggests FDA Soften DTC Drug Ad Regulations](#) (12/2)

[FDA Reviews Ads for Drugs](#) (NYT)

[FDA Kicks off DTC Drug Ad Hearing](#) (Sept.2003, Adage.com)

[Those Omnipresent Prescription Drug Ads.](#)

(things to watch for when evaluating medication advertising)

[Prescriptions Pitched to the Public: Are Direct-to-Consumer Pharmaceutical Advertisements Confusing to Patients?](#) (August 2001)

[Is TV Advertising Of Prescription Medicine](#)

[Hooking Americans On Expensive And Unneeded Drugs?](#)

(Mother Jones magazine, April 2001)