



**Digital banner adverts directed at persons qualified to prescribe or supply**

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A. For full digital banner adverts, where there is insufficient space on the advert for all of the essential information required by Regulation 16(1)

- i. It is acceptable<sup>1</sup> to use a [one click hyperlink to this essential information where the landing page is the SPC or the abbreviated prescribing information](#).

The medicine name must be on the advert together with the statement that indicates that *further information is available on request to the holder of the authorisation or certificate, or in the SPC relating to the product*. The clear direction to take the viewer to the further information should be termed 'Prescribing Information' or similar. The indication may also be on the advert and/or certain promotional statements such as fast, effective relief provided that the advert is balanced.

If the landing page of the hyperlink does not include an element of the essential information required by Regulation 16(1) then this information must be included in the digital banner advert (e.g. if the classification for the sale or supply of the product is not stated in the SPC).

- ii. it is not acceptable if the viewer is required to move through multiple web pages or links to reach the SPC or API (e.g. if the landing page is the efficacy data page for a product on a company website).

B. [For reminder digital banner adverts](#), where there is insufficient space on the advert for all of the essential information required by Regulation 17 it is acceptable for only the medicine name and the aforementioned *further information* statement to be placed on the banner advert and a link to the other information that is required by the legislation.

[NOTE: A banner advert is defined as an advertisement that appears across the top of a page on an internet page, as a skyscraper on the sides of an internet page or typically, as a rectangle or square within the internet page, that takes up no more than 30% of the internet page.](#)

NOTE: all adverts must comply with Regulation 7 of the legislation – i.e. all parts of the advert must comply with the particulars set out in the SPC for the medicine; the advert must encourage the rational use of the medicine by presenting it objectively and without exaggerating its properties; and the advert must not be misleading.

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<sup>1</sup> The HPRA advises that 'while in a medical journal the API was typically placed in small font at the bottom of the advert, this did not translate well to a link in a digital advert. Having the same advert digitally but with the API as a link rather than at the bottom of the hardcopy page was not an issue where only the main indication was mentioned in the digital advert and all other information was in the link. However, in some digital adverts the link was not prominent, the linked API information was often very different in appearance and size etc compared to the statements made in the body of the advert, and there was usually only promotional information in the main digital advert with all the safety information in the link. This was deemed to be unbalanced'. The HPRA was concerned regarding a breach of Regulations 7 and 16 of the Medicinal Products (Control of Advertising) Regulations and lack of balance between the efficacy and safety information.