

# Advertisement Guidance

## Describe Your Study and Inclusion Criteria

- Describe what your study is about and what participants can expect (e.g., duration, location, inclusion criteria, etc.).
- Detail the risks, benefits, and compensation (if any). Avoid bolding/emphasizing benefits such as gift cards or payment.
- Include your contact information (e.g., email, phone number, website, etc.) and your Institutional Review Board protocol number.
- Make the font large and legible. Ensure your images are not distorted or pixelated.
- Microsoft Word has useful flyer templates.



Include any other pertinent information you think your participants might need to know about your study and their role in the research.

If applicable, include the research timeline so participants know if the study is still active.