*Advertisement template*

[The advertisement which will be used to recruit participants should also be attached to the application for ethical approval. This template can be used to develop the advertisement. Please ensure the standard of the written material is of the highest quality, with correct spelling and grammar. You may wish to include an image to increase your advertisement’s appeal.

Please note: The University’s Marketing Services- Te Tari Kiko Pānui encourages researchers to contact the Marketing Advisory teams within the relevant Division regarding advertisements of the research once the application and the draft advertisement are approved by the Human Ethics Committee.

A logo with blue text

Description automatically generated

**[Title of Project]**

[Brief description of project: including the purpose, research aims, questions the research will attempt to answer, etc. Include a statement outlining that it is ‘research for an investigation’ , or include ‘research study’ somewhere in the title]

[Brief summary of criteria that will be used to determine eligibility for the study (inclusion/exclusion criteria)]

[Brief list of benefits to participants (if any) reasonably stated. Outsized fonts emphasising money should not be used]

[The time commitment that will be required]

[Contact Details: Name, address, phone number and email address of principal investigator]

**[This project has been reviewed and approved by the University of Otago Human Ethics Committee -Te Pae Matatika Tangata, Ōtākou Whakaihu Waka . Reference: ##/###]**

Title of research project

Contact details of principal investigator

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