**Advertisement Model**

Include at least the following information in your advertisement:

* UM logo
* ERCPN-Reference Code
* Topic or required actions and measurements (e.g. attention, filling in questionnaires, TMS)
* Study duration
* Reward
* Any warnings (e.g. about strong emotional stimulation, pain)
* Any exclusion criteria that apply within the included group, as far as possible (e.g. 'history of psychiatric disorder', 'wearing a pacemaker') (**ERCPN maintains the adult age of 16 years and older)**
* Name of the responsible researcher.
* A UM contact email address for questions related to the study.
* If an FPN-student conducts the study, the email address of the responsible researcher needs to be added as well.

*Note that if you do not use an actual Advertisement or a recruitment text, you should still upload this file for the ERCPN with a text that specifies the reason for not using an advertisement.*

Guidelines for advertisements on social media

* If possible, use the flyer approved by ERCPN in the social media advertisement (e.g. Facebook, LinkedIn)
* If this is not possible (e.g. Twitter), the study should be advertised in neutral language (e.g. *We are looking for participants for a research study about visual memory*) and should include a direct link to the complete information about the study (i.e. the advertisement or information letter approved by the ERCPN)