Voice Platform Ad Template

March 2023

You can view a sample ad for reference [here.](https://macdrive.mcmaster.ca/f/d302f052af2e4ea6b0bf/)

| Question | Answer |
| --- | --- |
| Type of opportunity | * Survey * Online Workshop * In-Person Workshop * Study Participant * Public Representative * Event   **NOTE**: you only need to submit ads to ethics related to your research, not other opportunities you may host that don’t involve research participants (like public talks, social programming, program development surveys, etc.) |
| Select a category | * Research * Policy (can include opportunities that contribute to the development of a university or public policy) |
| Title | Create a short and snappy title for your opportunity (80 characters):  **NOTE:** for studies being reviewed by HiREB and MREB, this should be the title you gave in your application |
| Summary | Create a short and snappy summary for your opportunity (500 characters):  **NOTE**: This summary must indicate that this is a “research study” and include your HIREB or MREB Application Number in this section. If character limits did not allow you to use the full MREB/ HiREB title, include it along with your application number. |
| Description | Tell us what your opportunity is about and the things participants can expect (500 words) |
| Topics | * Arts and Culture * Care and Caregiving * Community and Relationships * Entertainment and Leisure * Finance * Health and Well-being * Housing * Mobility and Transport * Technology * Work and Study |
| Opportunity Dates and Times | Opening date and time for opportunity (when would you like your opportunity to go live?):  Closing date and time for opportunity (when would you like us to take your opportunity down?):  Opportunity Date and Time (if there is a specific date for participating in an opportunity):  Expected time commitment (if it is ongoing, how much time will people have to spend doing your study):  Feedback date (when do you anticipate being able to share early results with participants in your opportunity): |
| Opportunity Location | Provide Address, if in-person, and platform link or information, if virtual.  Additional information box (300 characters) |
| Opportunity Image | Upload an image to accompany your opportunity, or select one from the built-in image library (users must confirm they have the rights to use the image) |
| Are refreshments provided? | Yes/ No  Applicants are prompted to provide dietary requirements if yes |
| Demographic Eligibility Criteria | Do you have any eligibility criteria? Yes/ No  If yes, options include:   * Age range * Gender * Ethnicity * Sexual Orientation * Employment status   Provide an explanation for why you need to set each of these eligibility criteria (500 character box available for each criteria)  **Note:** If you select eligibility criteria, you will receive this information from the platform for users who apply. Include how you will save, store, and dispose of (as applicable) this data. We do not verify user information, and you will be expected to carry out your own screening additionally to ensure users meet your criteria. |
| OPTIONAL – Participant Experience | What experience would you like your participants to have? If you don’t want your participants to have any specific lived or professional experience, please leave this section blank. |
| OPTIONAL – Questions for participants | Would you like participants to prepare any answers or additional information if they are selected to take part in your opportunity? If no, leave blank. – Maximum 3 questions |
| Reward Type | * Gift Cards * Cash * Prize Draw * Heartfelt Thanks! * Expenses Reimbursed * Other   Provide details such as value and description |
| OPTIONAL – Funding | Do you have funding for this project? Yes/ No  If yes, name of funder |
| OPTIONAL – Supporting Documents | Upload supporting documents with extra information about your opportunity (maximum 2 MB per file, PDFs only) |