

**CTSI Recruitment Center
 Social Media Recruitment Services
 Pricing for Advertising through UF Studies Facebook Page**

Summary of Services: Cost includes initial consultation and follow-up, development and implementation of recruitment campaign, monthly campaign management on Facebook and Instagram through the [UF Studies Facebook page](#), recommended budget, and revisions to advertising content.

Breakdown of Services, Costs, Fees:

Service	Description of Services	Hours	Cost
Consultation	<ul style="list-style-type: none"> ○ 1-hour consultation ○ 1-hour follow-up, including recruitment planning and budget development 	2	Free
Recruitment campaign development	<ul style="list-style-type: none"> ○ Creation of study recruitment materials fitted to social media site for advertising campaign, including targeting criteria, 8-10 message strategies and images for IRB approval. Content will be translated into 6 campaign ads fitted to social media site for dissemination 	5	\$375
Monthly campaign management	<ul style="list-style-type: none"> ○ Daily monitoring of campaign progress ○ Moderate and respond to user comments and questions on study ads ○ Ongoing evaluation of campaign data ○ Correspondence with study team* (<i>excludes in-person or zoom meetings</i>) ○ Monthly email summary of campaign metrics and progress <p><i>Costs are the same regardless of monthly advertising budget</i></p>	5	\$375
Monthly advertising budget	<ul style="list-style-type: none"> ○ Recommendation of \$250/month for advertising*, with adjustments made based on campaign progress. <p><i>There is a 4% (\$11) service fee associated with the online credit card payment. Thus, the \$250 translates into a charge of \$239 per month, per campaign for advertising.</i></p>	--	\$250
Revision to recruitment materials for UF Studies campaign	<ul style="list-style-type: none"> ○ Develop additional message strategies, identify additional photos for inclusion in IRB revision ○ Launch advertising campaign for study <p><i>*Excludes cost for campaign advertising</i></p>	3	\$225

Pricing current as of 10/16/2022