

**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
<b>Consultation</b>	<ul style="list-style-type: none"> <li>1-hour consultation</li> <li>1-hour follow-up, including recruitment planning and budget development</li> </ul>	2	Free
<b>Recruitment campaign development</b>	<ul style="list-style-type: none"> <li>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</li> </ul>	5	\$375
<b>Monthly campaign management</b>	<ul style="list-style-type: none"> <li>Daily monitoring of campaign progress</li> <li>Moderate and respond to user comments and questions on study ads</li> <li>Ongoing evaluation of campaign data</li> <li>Correspondence with study team* (<i>excludes in-person or zoom meetings</i>)</li> <li>Monthly email summary of campaign metrics and progress</li> </ul> <p><i>Costs are the same regardless of monthly advertising budget</i></p>	5	\$375
<b>Monthly advertising budget</b>	<ul style="list-style-type: none"> <li>Recommendation of \$250/month for advertising*, with adjustments made based on campaign progress.</li> </ul> <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
<b>Revision to recruitment materials for UF Studies campaign</b>	<ul style="list-style-type: none"> <li>Develop additional message strategies, identify additional photos for inclusion in IRB revision</li> <li>Launch advertising campaign for study</li> </ul> <p><i>*Excludes cost for campaign advertising</i></p>	3	\$225

Pricing current as of 10/16/2022