

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

Summary of Services: Cost includes initial consultation with study team and follow-up, development of recruitment campaign, monthly campaign management on Facebook and Instagram through the [UF Studies Facebook page](#)

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, 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 8-10 message strategies and images for IRB approval. <ul style="list-style-type: none"> (6) ads for the campaign fitted to the social media site(s) (\$375) Launch advertising campaign for study and (1) month of campaign management and monitoring (\$375/month) (1) month of campaign advertising (at \$250/month) 	10	1000
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 March 29, 2022