**Guidance for Use of Advertising in Research Subject Recruitment**

**Purpose of this Document**

This document provides guidance for resources available to researchers that are interested in using digital and/or print advertising to recruit for human subjects research conducted at NYU Langone Health. It details different types of paid advertising/marketing, non-advertising opportunities, the resources that may be available at different budget levels, and how to apply for non-financial support and guidance from the Department of Communications & Marketing.

**Background**

Digital and/or print advertising requires a financial and staffing investment in order to develop a plan, create assets, buy advertising space, and manage, track, and measure results. There are also challenges and limitations specific to digital marketing for clinical trial recruitment that may make these specific efforts difficult. Additionally, some studies or topics may not be suited to digital advertising.

**Key Elements for Success**

It is important to ensure that external advertising is an additive element to your clinical trial recruitment strategy, and not the primary tactic. Below are the key components necessary to be considered for digital and/or print advertising.

* **A clearly defined and reachable target audience**
  + Audiences are identified and targeted online using key characteristics, demographics, and behaviors. It is necessary to clearly define a very specific target audience.
* **A destination webpage where people who respond to your ad can learn more and enroll**
  + Digital advertising (including social media) requires a destination webpage where people who click on the ad are driven to. Print advertising can rely on a phone number, but a webpage is highly recommended.

* **Dedicated staff on your team**
  + It is necessary to designate a lead on your team to own the advertising, facilitate approvals, and keep track of success with enrollments.
* **A dedicated budget**
  + Advertising requires some minimum investment for asset development and trafficking to media outlets.

**Types of Paid Advertising/Marketing**

Depending on your goals, and answers to the questions above, there are a number of advertising options that may be well-suited to your recruitment goals.

* **Flyer Development/Newspaper Advertising:** Paid insertions in local papers can be a useful way to target a specific audience.
* **Search Engine Marketing:** Paid text ads that appear on Google or Bing based on what words or terms someone is searching for.
* **Paid Social Media:** Paid posts on Facebook can be targeted to a specific demographic. Depending on your study, privacy issues and targeting limitations on social media may impact viability of advertising.

**Non-Advertising Opportunities**

Depending on your goals, there are other options for outreach utilizing resources internal to NYU Langone that may be appropriate for your study.

* **Clinical Relationships/Word of Mouth:** Leveraging internal clinical relationships/networking across departments and programs may be helpful for highly targeted recruitment efforts.
* **MyChart Messaging:** It may be possible to partner with MCIT to send targeted MyChart messages for recruitment purposes.
* **Organic Social Media:** The NYU Langone social media team ***does not***post about clinical trials for the purposes of recruitment on institutional channels. Some departments/divisions have social media accounts that are geared towards specific audiences—these channels may be more targeted and more appropriate for recruitment posts.   
    
  The institutional social media team may post about certain trials for **general awareness and reputation**, where the post focuses on our involvement in the trial and value to clinical care. These requests are evaluated on a case-by-case basis.

**Approvals Required Before Proceeding with Advertising/Marketing**

As with all materials directed at potential participants of human subjects research, advertising will require review and approval by NYU Langone Health’s Institutional Review Boards. Submit to the IRB through Research Navigator (RNAV). For more, visit the guidance document on Advertisements for Recruiting Subjects available on the Human Research Protections website. Questions pertaining to review of advertising materials for human subjects research can be directed to [IRB-info@Nyulangone.org](mailto:IRB-info@Nyulangone.org).

**Guidance Levels and Available Resources**

* **Self-Guidance:** Researchers use resources outside of Communications & Marketing to achieve recruitment goals.
* **Limited Guidance:** Communications & Marketing provides a consult and review.
* **Comprehensive Guidance:** Communications & Marketing provides comprehensive, guided support with the assistance of other agencies.

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| Guidance Levels | Self-Guidance | Limited Guidance | Comprehensive Guidance |
| Budget | **< $10,000** | **$10,001—$49,999** | **$50,000+** |
| Consult with CTSI’s Recruitment & Retention Core  (Including referrals to ResearchMatch, MCIT, EPIC, and MyChart) | Optional | Strongly  Recommended | Strongly  Recommended |
| Marketing consultation with a member of Communications & Marketing | N/A | Basic consult &  review | Comprehensive consult and guided support |
| Flyer and/or Newspaper Print Ad | NYU Langone Print Shop Designers  (Hourly rate, IOI required) | NYU Langone Print Shop Designers  (Hourly rate, IOI required) | NYU Langone Print Shop Designers  (Hourly rate, IOI required) |
| Organic Social Media (Social posts that are not paid) | If department/division has an approved social media channel, the trial team can post IRB-approved materials on those channels. | If department/division has an approved social media channel, the trial team can post IRB-approved materials on those channels. | If department/division has an approved social media channel, the trial team can post IRB-approved materials on those channels. |
| Paid social media and/or other digital advertising | Use a 3rd party clinical trial recruitment agency  Creative must follow established brand guidelines and be approved by Communications & Marketing | Use a 3rd party clinical trial recruitment agency  Creative must follow established brand guidelines and be approved by Communications & Marketing | Managed by Communications & Marketing in collaboration with lead contact from trial team |
| Newspaper Ads (Planning, estimates, and buying) | Vendor: NY Press Services Contact: Dave Worden  <https://nynewspapers.com> | Vendor: NY Press Services Contact: Dave Worden  <https://nynewspapers.com> | Managed by Communications & Marketing in collaboration with lead contact from trial team |
| Measurement Plan (How success will be measured) | Recommended | Recommended | Recommended |

**Frequently Asked Questions**

* **What is the typical cost for clinical trial advertising?** Costs vary greatly depending on a number of factors such as target audience, recruitment goals, length of time, and chosen platform(s).
* **Are there 3rd party clinical trial recruitment agencies that I able to use?** There are vendors that NYU Langone has certain already approved and may be found in PeopleSoft Financials. These vendors aren’t endorsed or managed by Communications & Marketing or OSR, but are already in the supplier system and may have recruitment solutions, for a cost.
* **Are there guidelines for creative assets?** Yes. If you are creating your own materials, you are required to follow brand guidelines as outlined on the [NYU Langone Health Brand Center](https://brandcenter.med.nyu.edu/).
* **How do I begin the consideration process?** Please fill out the [clinical trials advertising request form](https://nyu-amc.ivanticloud.com/?Scope=SelfService&CommandId=NewServiceRequestByOfferingId&Tab=ServiceCatalog&Template=50B2FCE2B10146B5889651783414992A), located in the MCIT End User Service Catalog, and your request will be routed accordingly.