

Method	Tips and Pricing	Contact
All methods	<ul style="list-style-type: none"> <li>- Must be IRB approved.</li> <li>-There is no guarantee that all recruitment avenues will work for your specific audiences. We suggest that you call the SUCCESS Center to talk to our recruitment specialists (free of charge) about strategies that will work for your target population.</li> <li>- Not all recruitment avenues are listed on this document. These are general and generic. Please feel free to call the SUCCESS Center for more specific ideas and strategies. Be Creative! Think about where your target population lives, hangs out, eats, etc and then recruit from there.</li> <li>-Pricing is subject to change. Prices are based on August 2008 pricing information.</li> <li>-Make sure to include the new MUSC logo (Ashley-Rutledge Tower).</li> <li>-Try to find a simple logo that can be used throughout all of recruitment materials. It can be a clip art picture, but shouldn't be a cartoon.</li> <li>- Do not include too much wording- less is usually more.</li> <li>- Stay away from clip art pictures of people- if you are going to use pictures of people, make sure they are real.</li> <li>-Make sure the reading level is no higher than 5<sup>th</sup> grade if the audience is the general community (see steps below to test readability on Microsoft 2003).</li> </ul> <ol style="list-style-type: none"> <li>1. On the <b>Tools</b> menu, click <b>Options</b>, and then click the <b>Spelling &amp; Grammar</b> tab.</li> <li>2. Select the <b>Check grammar with spelling</b> check box.</li> <li>3. Select the <b>Show readability statistics</b> check box, and then click <b>OK</b>.</li> </ol> <p style="padding-left: 40px;">When Microsoft Word finishes checking spelling and grammar, it displays information about the reading level of the document.</p> <p>-If using Microsoft 2007 and you need to check readability, use the help box and type in readability for directions.</p>	See below
Brochure (content must be IRB approved)	<ul style="list-style-type: none"> <li>-Use the attached template, a template from publisher, or create your own from scratch.</li> <li>-If all of your information fits on a two fold brochure, there is no reason to use a trifold.</li> </ul>	University Printing Services 792-2592 165 Cannon Street. Access its Web site at <a href="http://www.musc.edu/printingservices">http://www.musc.edu/printingservices</a>
Catalyst (content must be IRB approved)	<ul style="list-style-type: none"> <li>-This will be placed in the "Research Studies" Section</li> <li>-If there is a good story that goes along with your study, you may try calling the Catalyst and seeing if they would be interested in covering the story; just make sure that you have someone speak who is good at interviews.</li> </ul>	catalyst@musc.edu
Flyers on campus (content must be IRB approved)	<ul style="list-style-type: none"> <li>- See tips from the Brochure method above.</li> <li>- Flyers in the elevators have worked very well for people in the past</li> <li>-They are taken down after two weeks so make sure that you resubmit if you would like them up for longer.</li> </ul>	On-Campus: Katy Kuder at (843) 792-0858 or via e-mail at <a href="mailto:kuderk@musc.edu">kuderk@musc.edu</a> . Off-Campus: See tips for recruitment
Comcast Cable (content must be IRB approved)	<ul style="list-style-type: none"> <li>-The advertisement still needs to go through IRB.</li> </ul>	Veronica Fuller at 266-3233

<p>Post and Courier (content must be IRB approved)</p>	<p>-Only use the classifieds if you know that your target population will be looking through this section. For example, if your population is sick, and probably at home all day, you would want to run an ad in the classifieds of the newspaper because they are a population that is likely to read through the entire paper.</p> <p>-Decide whether you want to run an ad with just words in the classifieds (line ad) OR an ad with graphics (display ad).</p> <p>-Send in the advertisement by email to Heidi, with the dates of when you want to run it, and she will send you the price quote.</p> <p>-Pay with credit card.</p> <p><b>-Pricing</b> (subject to change):  <u>Line ads</u> (about 4 words per line):  Sunday: \$2.49 per line (turn in Friday by 3pm)  Monday-Saturday: \$2.24 per line (turn in the day prior by noon)  <u>Display ads</u> (normal is 2x4 or 2x5) (approximately 14 lines worth)  Sunday: \$34.00 per square inch is \$277.52 (deadline is Wednesday at 5pm)  Monday-Saturday: \$200.64 the first day with a 10-20% of each day after that for same ad</p>	<p>Heidi Wooten- 937-5410 (hwooten@postandcourier.com)</p>
<p>Broadcast (content must be IRB approved)</p>	<p>-This is not the preferred method, but if you can strategically plan 1 or 2 times to put it on broadcast with a catchy title, you may reach a couple of people.</p> <p>-People can become easily desensitized to this type of method.</p>	<p><a href="http://www.musc.edu/broadcast/ad">http://www.musc.edu/broadcast/ad</a> <a href="#">d</a></p>
<p>Support Groups and Non-profits</p>	<p>-Look up (Google search) any support groups in town that may be related to the population of participants that you are trying to recruit and see if they would be willing to let you go to their meetings to talk to them about your study.</p>	<p>List of non-profits in Charleston: <a href="http://www.sciway.net/org/community/charleston.html">http://www.sciway.net/org/community/charleston.html</a></p>
<p>Doctor's office (material content must be IRB approved)</p>	<p>-Partner with doctors at MUSC who see patients that are your target participants.</p> <p>-An incentive for the doctor would be good since you can't pay them in cash. You may want to offer them an opportunity to be co-investigator on the study.</p>	<p>-If you need help finding a doctor to partner with, contact the SUCCESS center and we will be happy to assist you with ideas.</p>
<p>Charleston City Paper (content must be IRB approved)</p>	<p>-Only use the classifieds if you know that your target population will be looking through this section. For example, if your population is sick, and probably at home all day, you would want to run an ad in the classifieds of the newspaper because they are a population that is likely to read through the entire paper.</p> <p>-1/8 page ad for 2 weeks: \$300  -1/4 page ad for 2 weeks: \$500</p>	<p>Shelby Tamres (843)577-5304 x100 shelby@charlestoncitypaper.com www.charlestoncitypaper.com</p>
<p>Commercial Establishments (material content must be IRB approved)</p>	<p>-Beauty Salons, Barber Shops, Grocery Stores, Restaurants, Ice Cream Shops, etc.</p> <p>-Keep in mind that you want to place these ads in the shops that locals visit because vacationers won't be around for very long.</p> <p>-Creative Space advertising can help you create an ad as well as post it in the best locations. For more information, visit:</p>	<p>Talk to the manager and make sure that it is approved through IRB to advertise your study through this method</p>
<p>College of Charleston (ad must be IRB approved)</p>	<p>-All research recruitment must be reviewed by our IRB. Each project needs to be submitted individually for review. They have a form on their website for External Researchers:  &lt;<a href="http://www.orga.cofc.edu/pub/form_IRB_external_request_to_recruit.pdf">http://www.orga.cofc.edu/pub/form_IRB_external_request_to_recruit.pdf</a>&gt;. You will notice that there is a fee schedule if the research has grant or any other external funding; otherwise a fee waiver may be requested. The ORGA office is the only one you need to be in touch with.</p>	<p>Contact Eileen in the ORGA office <a href="http://www.orga.cofc.edu/pub/about_orga.shtml">http://www.orga.cofc.edu/pub/about_orga.shtml</a> 953.7421</p>

Restaurants and Bathrooms (ad must be IRB approved)	-There may be no price for advertising in these locations. Check with the individual restaurant.	-You must ask each restaurant separately. Contact the SUCCESS Center if you need help for strategies and ideas of who to contact.
Rickshaw taxi service (ad must be IRB approved)	-Your ad moves in high traffic areas! -\$250 to \$750 per bike per month -Price is based on placement of your desired advertisement, how many signs you would like to have, and how long you are interested in holding a contract. There are a lot of different possibilities.	Sean Nemitz seannemitz@yahoo.com
Newspaper article (must be approved by MUSC Public Relations)	-If you think you have a story that is worthy of an article in the paper, this may be a great route to go. Just make sure that you contact Heather in the Public Relations office before you contact any media. She will put you in touch with the right people to make sure you get POSITIVE coverage and a WELL WRITEN article.	Heather Woolwine woolwinh@musc.edu
Low Country Parent Magazine	-They have package deals so the cost depends on how long you have the ad in and how many studies you list. -If you are trying to recruit children or parents, this would be a good place to do it.	<a href="mailto:sgambrell@lowcountryparent.com">sgambrell@lowcountryparent.com</a>  (843) 323-5091
Moultrie News	-Price- <a href="http://www.islandpapers.com/">http://www.islandpapers.com/</a> - then go to "Rate Sheet" -This goes out to residents of Mount Pleasant, Isle of Palms, Sullivan's Island, and Daniel Island -This requires a year commitment, but may be worth it if you have a study that requires recruitment over an entire year.	(843) 849-1778
Business Cards (must be IRB approved)	-Keep them in your wallet and hand them out wherever you go...grocery stores, movie theaters, etc.	none
CARTA buses (must be IRB approved)	-Your ad moves in high traffic areas! -Make sure you keep the wording down and have something that will catch people's eyes and attention. You may want to work with a graphic design artist for this one. Contact the SUCCESS Center if you need help finding a graphic artist or getting ideas.	GATEWAY OUTDOOR ADVERTISING, 1156 Bowman Road, Suite 200 Mt. Pleasant, SC 29464 843.416.1036 or 843.655.3706