

CTA Advertisement Placement Process

Additional information can be found in the FAQ

Getting started/New CCR Customers:

- 1) Submit a CCR intake [form](#) to request Recruitment Advertisement Services.

Ad creation:

- 1) Study teams will draft the ad according to the [IRB requirements](#)
 - a. **Note: Do not send the draft to the IRB for approval at this step.**
- 2) The study teams are advised to circulate the ad to their study PI and essential team members for department review.
- 3) Study teams will send the ad draft to the Recruitment Manager for an internal review with the NUCATS marketing and communications director.
- 4) The study teams will receive feedback on the ad after the internal reviews. The study teams are responsible for making any necessary edits to the creative ad.
 - a. If edits are required, the ad review process will be repeated in steps 4-6 until the ad draft is approved by all parties.
- 5) Study teams will submit the approved advertisement draft to the IRB for final approval.

Ad Placement:

- 1) Study teams will send the following to the Recruitment Manager:
 - a. Final IRB approved ad
 - b. IRB approval letter
 - c. Ad campaign length, ad amount, services line(s)
 - i. Examples: (8 weeks, 200 ads, Redline), (4 weeks, 200 ads, split evenly on Red and Pink lines)
 - d. Preferred ad placement date or request earliest availability
 - e. Chartstring(s) for ad campaign and CCR service fees
- 2) Recruitment Manager will submit ad campaign request to CTA (Intersection).
- 3) CTA will confirm available posting date and will send the Recruitment Manager the contract to start the ad campaign.
- 4) CTA production team will proof ad based on dimensions and image quality.
 - a. At this step minor edits might be required by the study teams.
- 5) Final proof will be approved by study teams and Recruitment Manager.
- 6) Study teams will receive proof of posting (pop) from the Recruitment Manager as confirmation from CTA. It will be sent 1-2 weeks after the ad is posted.