

CLINICAL TRIALS ADVERTISING TOOLKIT



Health

AUGUSTA UNIVERSITY

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Clinical Trials Advertising

Overview

Clinical trials advertising helps to support our brand. Although the media will vary, there are standards for use of our logo and graphic elements that require attention.

Please remember that all advertisements created must be submitted for review and approval before the final production is completed. This step assures that brand standards are upheld. Please allow 72 hours for approval. Approvals can be submitted via a marketing request artwork approval at augusta.edu/dcm/request/. In the subject line, include 'Clinical Trial Ad Approval'.

The Division of Communications and Marketing is your best source for preparing clinical trial advertising. Please make a request for graphic services at augusta.edu/dcm/request/.

On the next few pages, you will find writing and design tips, advertising insertion information, samples of ads and news media information.



Branding Guidelines

Specific logo usage and design guidelines can be found on our brand website, brand.augusta.edu.

Here are a few things to remember when producing material:

- Use the Augusta University primary logo
- Logo size and clear space guidelines can be found on the brand site (Assets > Download Brand Guidelines) or (Visual Identity > Logo in Use).
- If you create a lot of material, we recommend you invest in our corporate fonts (Avenir, Crimson). They are reasonably priced and are available on the Web (e.g., myfonts.com). See the brand site for typeface information (Visual Identity > Typography).
- If you produce just a small amount of promotional material, Arial may be used as a substitute for Avenir, and Times New Roman may substitute for Crimson.
- Use our color palette. (Visual Identity > Color).

Prior to publication, send your work to the Institutional Review Board (IRB) and to the Division of Communications and Marketing for review and approval.



MINIMUM PRINT SIZE
1" width

MAXIMUM PRINT SIZE
2.25" width/height

PRIMARY PALETTE

UNIVERSITY BLUE
SPOT: PMS 540C or 540U
CMYK: 100 / 57 / 12 / 61
RGB: 0 / 51 / 89
WEB: 003359

UNIVERSITY GREY
SPOT: PMS 429C or 429U
CMYK: 21 / 11 / 9 / 22
RGB: 165 / 172 / 175
WEB: A5ACAF

SECONDARY PALETTE

CLINICAL BLUE
SPOT: PMS 631C or 631U
CMYK (U): 58 / 0 / 13 / 0
CMYK (C): 73 / 0 / 11 / 0
RGB: 60 / 182 / 206
WEB: 3CB6CE

ATHLETIC BLUE
SPOT: PMS Process Cyan
CMYK: 100 / 0 / 0 / 0
RGB: 0 / 174 / 239
WEB: 00AEEF

ACCENT BLUE
SPOT: PMS 542C or 543U
CMYK (U): 49 / 9 / 6 / 1
CMYK (C): 64 / 19 / 1 / 4
RGB: 100 / 160 / 200
WEB: 64A0C8

ACCENT GREEN
SPOT: PMS 802C NEON
CMYK: 54 / 0 / 100 / 0
RGB: 68 / 214 / 44
WEB: #44D62C

Receiving Approval for Research Recruitment Material

The first approach is to work with the Division of Communications and Marketing up front to have the advertisement materials developed. Submit requests via augusta.edu/dcm/request/. Requests should include specifications (ex. 8.5”W x 4”H) and full content including text and images. 5-7 business days should be allotted for design. IRB will perform the final regulatory review and a decision on study approval will be communicated back to the study team.

The second approach is to submit the research recruitment materials made outside of DCM. The materials will be reviewed for compliance with branding via augusta.edu/dcm/request/.

When creating research advertisements for studies conducted at Augusta University, Please DO the following:

- Use the word “research study.”
- List the IRB number.
- List a contact number for the study team.
- Use the Augusta University logo and branding.
- Keep your verbiage short and to the point.
- Follow the design intent of our brand look and feel by becoming familiar with the design examples on the brand website.
- Use photographic images that best reflect the integrity of our institution Please AVOID the following:
- Do not use graphic photos that depict surgical procedures, traumatic injury, stick figures, cartoon-like images or images that could be considered in poor taste or not befitting the image of our institution.
- Do not state the amount of compensation for subjects. Instead, please state only that compensation for participation is available.
- Do not imply through words or pictures, the endorsement of any illegal activities.
- Do not imply through words or pictures, the endorsement of any particular political viewpoint.
- Do not use statements, pictures or other symbols that may imply the improper exclusion of subjects from research (exclusion of subjects from research must be based on a scientific justification approved by the IRB).
- Do not state or imply a certainty of favorable outcomes as a result of participation.
- Do not imply that the drug, biological, device, test, procedure or intervention is safe or effective for the purposes under investigation.
- Do not make any claims, either explicitly or implicitly, that the drug, biological, device, test, procedure or intervention is known to be equivalent or superior to any other drug, biological, device, test, procedure or intervention.
- Do not use exculpatory language in any advertisements.
- Advertisements should not promise “free medical treatment” when the intent is only to say research subjects will not be charged for taking part in the investigation.
- Do not alter the formatting of logos i.e. stretching, color changes, etc.

Planning Tips / Media Costs

Planning a large media purchase

Media planners can identify the best opportunities to meet your target goals. They can also negotiate with publications for the best possible rate available. For help in planning and placing a large media buy, including print, radio, cable and network television, work with DCM by submitting a marketing request at augusta.edu/dcm/request/.

Newspaper Ads

Sample newspaper insertion costs*

Sizes and rates of ads are calculated based on width (in columns) and height (in inches). The width of a column varies by publication.

CLIENT COSTS

| Vendor | Net Rates | Weekday | Sunday | Weekday | Sunday | Weekday | Sunday | Weekday | Sunday |
|-------------------|---------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | 2cx7" | | 3cx4" | | 3cx10" | | 3cx7" | |
| Aiken Standard | black & white | \$82.54 | \$82.54 | \$70.75 | \$70.75 | \$176.88 | \$176.88 | \$0.00 | \$0.00 |
| Aiken Standard | full color | \$127.03 | \$127.03 | \$108.88 | \$108.88 | \$272.20 | \$272.20 | \$0.00 | \$0.00 |
| Augusta Chronicle | black & white | \$300.30 | \$327.60 | \$257.40 | \$280.80 | \$643.50 | \$702.00 | \$450.45 | \$491.40 |
| Augusta Chronicle | full color | \$375.38 | \$409.50 | \$321.75 | \$351.00 | \$804.38 | \$877.50 | \$563.07 | \$614.25 |

| | | 1/8pg 4.75" x 2.5" | 1/4pg 5"x5.25" | 1/2pg 10"x5.25" |
|-----------------------|--|--------------------|----------------|-----------------|
| Urban Pro Weekly (Th) | | \$73.13 | \$146.25 | \$248.34 |

| | | 1/8pg 2.625"x4.875" | 1/4pg 4.875" x 5.375" | 1/2pg 10"x5.375" |
|-------------------|--|---------------------|-----------------------|------------------|
| Metro Spirit (Th) | | \$260.15 | \$445.98 | \$755.68 |

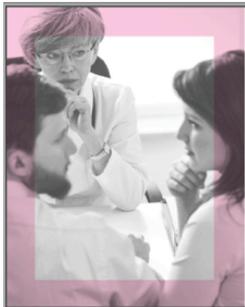
*Rates are as of November 2016 and are subject to change without notice.

Cost of creating standard advertising materials

Several standard designs are available from DCM and can be produced in 5-7 business days. DCM does not charge for design fees. Request graphic design services via augusta.edu/dcm/request/. Design examples include print ads, direct mail, and rack cards.

Templates for research posters, flyers, print newsletters, etc. can be found on the brand site (Assets > Flyer Templates).

Sample ad:



TRYING TO CONCEIVE? WE CAN HELP.

You may qualify for free treatment, a **FREE Fitbit Charge HR and Fitbit scale**. Each eligible female who passes the screening period AND is selected for the study will receive one Fitbit Charge HR and Fitbit scale to measure their physical activity for the study.

Call Augusta University
Clinical Trials Research OBGYN
at 706-446-0014.



Direct mail sample:



Experience the
Academic Health Center
Difference



 1120 15th Street AD 1110
Augusta, Georgia 30912

EXPERIENCE
THE ACADEMIC
HEALTH
CENTER
DIFFERENCE

Non-Profit
Organization
U.S. Postage
PAID
Augusta, GA
Permit No. 210

Sample Rack Card:



Reproductive Medicine

Augusta University Reproductive Medicine and Infertility Associates specializes in a wide range of problems affecting women and men through their reproductive lifespan.

Services

- **Infertility evaluation and treatment**
 - Female factor, including previous tubal ligation
 - Male factor, including previous vasectomy
 - Recurrent pregnancy loss
 - Intrauterine insemination
 - In vitro fertilization
- **Endocrine condition management**
 - Abnormal or absent menstrual cycles
 - Hypogonadism in men and women
 - Polycystic ovary syndrome
 - Premature ovarian failure
 - Menopause
 - Reproductive tract abnormalities
- **Genetic counseling**
 - Genetic problems
 - Developmental and chromosome abnormalities
- **Fertility preservation**
 - In women
 - Oocyte (egg) freezing
 - Embryo freezing
 - Ovarian transposition
 - In men: Sperm cryopreservation (banking)



706-722-4434 · augustahealth.org/infertility

Writing Tips

Writing for clinical trials advertising requires a skillful touch to attract the attention of potential participants while adhering to legal standards, policies and brand guidelines. Here are some basic tips:

- Try to create a short, punchy headline that ties to the idea of the study.
Examples: “Walk for Life” for a study about how exercise affects senior citizens. “Win by Losing” for a study on dieting. “Be Heart Healthy” for a study on cardiovascular health
- Use the words ‘research study’ somewhere in the text.
- Use bulleted text to list participant qualifications and study benefits.
- Keep the text on point, but say directly what the study involves, including the time required of participants.
- In headlines or text, language suggesting that participants can “earn money” or that promises a “new treatment” is not acceptable. The language must be neither coercive nor misleading.



Advertising Examples

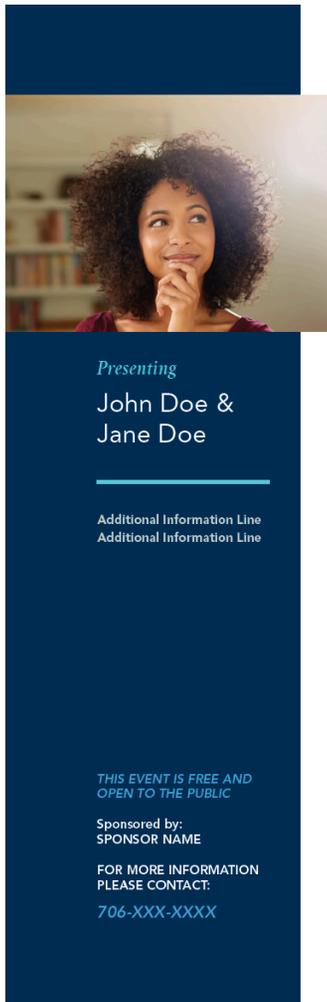
Sample 30 second Radio Spot

WOULD YOU LIKE TO LEARN ABOUT THE NEWEST, MINIMALLY-INVASIVE TREATMENT FOR FIBROIDS AND AVOID HYSTERECTOMY? IF YOU ANSWERED YES, AND WOULD LIKE TO PARTICIPATE IN A CLINICAL TRIAL, CALL AUGUSTA UNIVERSITY. OUR TEAM IS COMPOSED OF EXPERIENCED GYNECOLOGISTS AND WILL REVIEW VARIOUS TREATMENT OPTIONS INCLUDING "ACESSA", WHICH IS AN FDA CLEARED UTERINE SPARING TECHNOLOGY FOR THE TREATMENT OF UTERINE FIBROIDS. PLEASE CALL ____706-446-0014. THAT'S ____706-446-0014.

Easy-to-use templates.

We have created a variety of templates for you to create your own materials. A few examples are shown here; to access the templates, go to brand.augusta.edu.

Flyer samples:



Presenting
John Doe &
Jane Doe

Additional Information Line
Additional Information Line

THIS EVENT IS FREE AND
OPEN TO THE PUBLIC

Sponsored by:
SPONSOR NAME

FOR MORE INFORMATION
PLEASE CONTACT:
706-XXX-XXXX



Event Heading

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris posuere convallis eros. Phasellus eget neque vitae tellus porta mollis. Proin lectus libero, fringilla eget, consequat in, sagittis vitae, turpis. Aenean auctor iaculis ante. Aenean posuere, libero eu eleifend feugiat, orci dui suscipit lacus, a mollis nulla mauris vitae erat. Maecenas vel nisi non tellus mollis bibendum. Proin sollicitudin, sapien eu pellentesque egestas, lacus tortor malesuada nisi, nec pretium ipsum odio eu. Vestibulum et est nec mi aliquet dignissim. Phasellus tempus dictum eros. Vivamus ultrices nulla sed lacus. Sed magna erat, consectetur a, tempus eget, facilisis id, leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris posuere convallis eros. Phasellus eget neque vitae tellus porta mollis. Proin lectus libero, fringilla eget, consequat in, sagittis vitae, turpis. Aenean auctor iaculis ante. Vestibulum et est nec mi aliquet dignissim. Phasellus tempus dictum eros. Vivamus ultrices nulla sed lacus. Sed magna erat, consectetur a, tempus eget, facilisis id, leo. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris posuere convallis eros. Phasellus eget neque vitae tellus porta mollis.

Augusta University Campus
Specific Location

**Weekday, Month XX, Year
XX a.m./p.m.**



Health
AUGUSTA UNIVERSITY

Event Heading

Subheading

Presenting
John Doe &
Jane Doe

Additional Information Line
Additional Information Line

THIS EVENT IS FREE AND
OPEN TO THE PUBLIC

Sponsored by:
SPONSOR NAME

FOR MORE INFORMATION
PLEASE CONTACT:
706-XXX-XXXX

Augusta University Campus
Specific Location

**Weekday, Month XX, Year
XX a.m./p.m.**

Guidelines: Do's and Don'ts

Logo: When downloading logos for print ads:

- DO** — Use only the Augusta University logo
- DO** — Select only EPS file types (CMYK), which are high resolution logos
- DON'T** — Use JPG file type (low resolution)

Logo: When downloading logos for TV:

- DO** — Use only the Augusta University logo
- DO** — Select only EPS file type

Photos

- DO** — Use appropriate tasteful images (e.g., no open wound images)
- DO** — Use high resolution images
- DO** — Ask DCM to help you find the right photo
- DON'T** — Use images copied from the Web (they are low resolution and usually copyrighted).

Templates are available for the creation of professional quality materials at brand.augusta.edu. It is strongly recommended that materials intended for the general public be professionally designed, either by using this template system or by DCM.

- DO** — Keep the integrity of the design by adhering to the position of the elements. See the brand guidelines.
- DO** — Use the photo guidelines above when including images.
- DO** — Upload your file for artwork approval via augusta.edu/dcm/reques



CONTACT COMMUNICATIONS AND MARKETING

augusta.edu/dcm

marketing@augusta.edu

706-721-7406