GENERAL PROCESS
1. Within the recruitment/procedures section of the Inspir application, you will be asked if you need recruitment materials. If you select “yes” you will be prompted to fill out this form: www.bmc.org/researchpromotion. Depending on the home institution of the principal investigator, BMC, BUSM, BUSPH or BU Dental Communications/Marketing will review the information submitted.

2. Marketing/communications team will review form and provide study coordinator with LucidPress login credentials, a detailed how-to guide and best practices within 1-2 business days.
   - **LucidPress** is a design and brand templating platform that can be used by individuals with minimal or advanced graphic design experience.

3. Study coordinator will access LucidPress account, select a template from a suite of options, and design/customize necessary material(s).

4. Study coordinator will submit finalized material(s) to Comms team for review through LucidPress and Comms team will work with study coordinator to make any necessary edits.

5. Once materials are finalized, Comms team will approve materials and provide study coordinator with a stamp of approval that can be submitted along with material(s) to the IRB (either as part of initial review or as an amendment). Approval of materials from Comms team averages 1-3 business days.

6. Approval of promotional materials from the IRB averages 1-3 business days. Once IRB approved, study coordinator can download, print, etc materials for use.

7. Once materials are approved and downloaded for use, the study coordinator’s access to LucidPress will expire as there are limited licenses. If study coordinators need to make minor changes to materials at a later date (ex: contact info), they will be re-granted access to their materials in LucidPress to make those necessary changes.

*If you have received sponsor-supplied materials, fill out the same form listed in step 2 and upload those materials for review and approval.

PROMOTIONAL MATERIAL OPTIONS

- **Twitter Post**
  - Graphics for Twitter posts can be developed in LucidPress. BMC, BUSM, BUSPH, or BU Dental can post one tweet on behalf of your study.

- **Flyer / Postcard / Business Card**
  - These print materials can be created in LucidPress.
    - Budget: $150-175 to print 100 copies on professional paper.
    - $0 to print internally.

- **Social Media Advertisement**
  - Advertisement graphics can be created in LucidPress. Advertising campaign is managed by Communications/Marketing teams in partnership with study team.
    - Budget: $1,000 for 6-week pilot campaign with the potential reach of 75,000 to 250,000 depending on the target audience. 100% of funds will go to the advertising. No additional fee for placement.

- **Newspaper/Digital Media Advertisement**
  - Communications/Marketing teams can discuss larger media buy options on a case-by-case basis.
    - Budget: $500-$15K (very wide range depending on your audience, placements, etc).

- **BMC Website & Email placement**
  - Have your study listed on bmc.org. The link to the listings is emailed each week in “The Week Ahead” email newsletter to all BMC staff. Email the Clinical Trial Office at CTO@bmc.org.

  Submit your study to the BUMC News & Events email, sent to all faculty, staff and students on the Medical Campus every Monday morning. Submit your information through: tiny.cc/BUMCweekly. BU Kerberos login/password required.

  Post your study on BU CTSI’s Study Finder (tiny.cc/StudyFinder), which lists studies for public view, both for recruitment purposes and/or general publicity and collaboration.

For general questions, please contact: content@bmc.org