The C-VILLE Weekly is a free local newspaper published every Wednesday.

UVA has a contract with the paper which reserves a special space for clinical research ads.

The fee for ads are $55 per weekly run.

In order to place an ad on the UVA page in the C-VILLE Weekly,the C-VILLE template MUST be used and all formatting requirements listed below must be followed.

All templates must be in Word format.

**Format requirements:**

**Headline**

* 29 characters or less (includes spaces)
* Three or four words
* One line only
* No qualifiers (age, sex, race)
* Wording must be simple and succinct (e.g., “Depression study,” not “Healthy Lonely People Feeling Depressed Needed For Study”)

**Body Text**

* 80 words or less
* Paragraph form (no bullets)
* Do not include department/division name in this section
* Do not repeat information
* Keep it simple and direct
* Only list compensation and the PI name on the last line

**Contact Information**

* Four lines or less
* List UVA department, division or center name (not all three)
* Include only one phone number or email address
* Include IRB-HSR#

**Example:**

**Study for Type 1 Diabetes**

Men and women with type 1 diabetes, 18-55 are needed for a study about the safety and efficacy of an investigational medication. Participation includes 7 study visits over 8 months, taking the study drug for 6 months, and completing questionnaires. Subjects will receive $25 for each study visit. Principal Investigator: John Smith, MD.

UVA Endocrinology

Jane Doe

434-123-4567

IRB-HSR #12345

**Please complete the following:**

|  |  |
| --- | --- |
| Request date: |  |
| IRB-HSR#: |  |
| Department: |  |
|  |  |
| Requestor’s name: | Billing contact name: |
| Requestor’s email: | Billing contact email: |
| Ad start date (must be a Wednesday): | Billing contact phone: |
| How long should ad run (6 weeks or less): | Billing contact fax: |

**Directions:**

* Insert information specific for your study where the form says to “insert”
* Delete all parentheses and text that does not apply to your study.
* Submit the ad template to IRB-HSR for approval via IRB PRO-Submit Documents.
* Once approved by the IRB-HSR, email a copy of the approved template in Word format and the IRB assurance form to [Courtney Nightengale](mailto:cdn4q@virginia.edu). Your template will be forwarded to Marketing Communications for approval and creation of ad.

**Important Notes:**

* It is not the responsibility of the IRB to do a word count or check on formatting requirements.
* If the ad does not meet the formatting requirements, it will be returned to the study team with an explanation of the problems. The team will need to correct any errors/omissions and resubmit to the IRB for approval.

**Rate/Size:**

* $55 (per week), 1/8 page (4.5 x 3)

**Insert Headline: 29 characters or less, 3 to 4 words, 1 line (including spaces)**

**(Body Text: 80 words or less (includes compensation and PI name)**

(Healthy-insert if appropriate)(Insert one of the following- men/women/children/adults, adolescents), (Insert ages x to y if necessary), needed for (insert condition under study) study.

*Examples:* This is a short-term study of an investigational oral medication for obesity. The purpose of the study is to see if an investigational medicine is safe and/or effective when used with (insert condition).

(Insert what is required):

*Example:* Participants will have 4 outpatient monthly outpatient visits are required; 2 overnight admissions and several brief outpatient visits; 8 blood draws, 2 bone scans are required.

Compensation is $ (insert). Principal Investigator: (insert name)

**Contact information: 4 lines or less**

Insert UVA department, division or center name (not all three)

Insert contact/coordinator name

Insert contact email or phone#

Insert IRB-HSR #