

Research Recruitment Rates

Social Media	
ITEM:	ACTIVITY RATE:
New Post	\$90.00
Single Revision/Reboost	\$45.00
New Subsequent Posts	\$67.50
Additional Revisions/Reboost	\$22.50
Stock Photo Purchase	Varies*
Facebook Advertising Costs	Varies**

* Photos used in recruitment advertising must be licensed for use. Some photos can be obtained for free (under Creative Commons license, public domain, royalty-free, etc) or a license can be purchased to use a stock photo (price varies, between \$10-50 per image on average).

** After a recruiting social media post is created, it can be posted for free (limited views/impressions), or you can spend money to have the post boosted or create an advertising campaign targeted at specific populations (both would involve additional costs paid to Facebook/Instagram). This can fit any budget, but costs are based on numbers of impressions and length of time the post runs.

Opt-In Process	
ITEM:	ACTIVITY RATE:
Initial Start Up & First Data Pull	\$135.00
Subsequent Data Pulls	\$90.00
EHR Access Core Fee (each data pull)	\$90/hour***
Phone/Letter Contacts (up to 500)	\$23.00
Phone/Letter Contacts (each from 501+)	\$0.022
Email Contacts (up to 500)	\$90.00
Email Contacts (each from 501+)	\$0.090
Patient Portal Contacts (up to 500)	\$113.00
Patient Portal Contacts (each from 501+)	\$0.112

Consulting & Ad Hoc Projects	
ITEM:	ACTIVITY RATE:
Additional per Hour	\$45.00

Story Writing	
ITEM:	ACTIVITY RATE:
UNMC Today	\$90.00
NM NOW	\$33.75
Press Release	\$90.00

Print/Digital Media	
ITEM:	ACTIVITY RATE:
Website Landing Page	\$67.50
Monitor Slide	\$33.75
Design Microsoft Form	\$45.00
Design Redcap Form	\$90.00
Changes to Redcap Form	\$22.50
Fliers	\$67.50
Pamphlets	\$90.00
Stock Photo Purchase	Varies*