

Clinical Trials Advertising Toolkit

Contents

- 1 Overview
- 2 Branding Guidelines
- 3 Writing Tips
- 4 Advertising Resources
- 5 Sample Radio Ad
- 7 Sample TV Ad
- 8 Sample TV Ad Closing Slates
- 9 Creating a Print Ad
- 10 Sample Print Ads
- 17 Downloading Files
- 18 News Media Relations Guidelines

Clinical Trials Advertising

Clinical trials advertising helps to support our brand in many media. 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 forwarded to the Brand Champion in Creative Communications at **brandchampion@wakehealth.edu** for review and approval before the final production is completed. This step assures that brand standards are upheld. Please allow 48 hours for approval.

Creative Communications is your best source for preparing clinical trials advertising. Please visit us at **WakeHealth.edu/Creative** or call **336-716-4298**.

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

For more information, please refer to the Brand Center website (**<http://wakeforestidm.monigle2.net/>**). Please note: as of January 2012, the url will change to [http:// WakeHealth.edu/brandcenter](http://WakeHealth.edu/brandcenter).

Branding Guidelines

Specific logo usage and design guidelines can be found on our Brand Center website, <http://wakeforestidm.monigle2.net/idm>.^{*} Here are a few things to remember when producing promotional material:

- ▶ Use the Wake Forest Baptist Health logo
- ▶ Do not use “Department of” as part of your name.
- ▶ Logo size and clear space guidelines can be found on the Brand Center (**Design Basics > Logo**).
- ▶ If you create a lot of promotional material, we recommend you invest in our corporate fonts (Avenir, Minion Pro). They are reasonably priced and are available on the web (e.g., myfonts.com). See the Brand Center for typeface information (**Design Basics > Typeface**). If you produce a just small amount of promotional material, Arial may be used as a substitute for Avenir, and Times New Roman may substitute for Minion Pro.
- ▶ Use our external color palettes or corporate color palette.
- ▶ Use of the fluid energy lines can be complicated if you are not using professional graphic design software. It is acceptable to create materials without using the lines, but if you prefer to use them, contact Creative Communications at brandchampion@wakehealth.edu, and we will customize them for your use.
- ▶ When co-branding, refer to the Brand Center for logo size and position guidance (**Brand Architecture > Tier 5: Co-Branding**).
- ▶ Prior to publication, send your artwork to the Institutional Review Board (IRB) at researchadconsult@wakehealth.edu and to Creative Communications at brandchampion@wakehealth.edu for review and approval.
- ▶ More information on policies and standards required in clinical trials advertising is available at <http://www.wakehealth.edu/OR/HRPP-IRB-Policy-Guidelines.htm>.

^{*} Please note: as of January 2012, the url will change to [http:// WakeHealth.edu/brandcenter](http://WakeHealth.edu/brandcenter).

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 blood pressure.
- ▶ 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.

More information on policies and standards required in clinical trials advertising is available at <http://www.wakehealth.edu/OR/HRPP-IRB-Policy-Guidelines.htm>.

Advertising Resources

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, refer to the Brand Center ([Design Examples > Clinical Trials Advertising > Advertising Resources](#)) for recommended media planners.

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.

Winston-Salem Journal

Approximate cost of a one-time, mid-week insertion:

3 columns by 4 inches: \$434.64
2 columns by 7 inches: \$507.08
3 columns by 10 inches: \$1,086.60

Approximate cost of a one-time Sunday insertion:

3 columns by 4 inches: \$ 515.40
2 columns by 7 inches: \$601.30
3 columns by 10 inches: \$1,288.50

For information on multiple insertion discounts, color charges and deadlines, or to schedule your advertising, contact Suzy Bailey at sbailey@wsjournal.com or 336-727-7281.

Winston-Salem Chronicle (Thursday only)

3 columns by 4 inches: \$126.
2 columns by 7 inches: \$147.
3 columns by 10 inches: \$315.

For information on color charges and deadlines, or to schedule your advertising, contact Mike Pitt at mpitt@wschronicle.com or 336-705-0331.

*Rates are as of November 2011 and are subject to change without notice.

Advertising Examples

Sample 30 second Radio Spot

RADIO COPY FORMAT		
Client	Saved as:	Date
Acct Exec.	Network	Title

PRODUCTION

TIME

COPY (Double Spaced – ALL CAPS – 11 point font size)

- ARE YOU AT LEAST 50 AND HAVE HIGH BLOOD PRESSURE? IF SO
- YOU MAY QUALIFY FOR A RESEARCH STUDY AT WAKE FOREST
- BAPTIST HEALTH TO SEE HOW LOW BLOOD PRESSURE **SHOULD**
10 BE. TO JOIN, YOU SHOULD ALSO HAVE NO HISTORY OF
- DIABETES OR STROKES. IF YOU PARTICIPATE, YOU WILL
----- RECEIVE BLOOD PRESSURE MEDICINE, EXAMS AND LAB
- TESTS...ALL AT NO COST TO YOU. TO SEE IF YOU QUALIFY FOR
20 THE SPRINT STUDY, CALL WAKE FOREST BAPTIST HEALTH AT
- 336-713- EIGHTY FIVE FORTY THREE. THAT'S 336-713- EIGHTY
- FIVE FORTY THREE. WAKE FOREST BAPTIST HEALTH. A MISSION
- TO CARE. A MISSION TO CURE.

30 SECOND SPOT ---

- -----
-
-

Advertising Examples

Sample 30 second TV Spot

Name of segment: SPRINT Study – recommended :30 script

Date of Taping:

Time of Taping:

Location to Meet:

Location of Taping:

Mgr Names, phone, email:

Possible B-roll to be shot:

Note: Need diversity. Age of adults should be a mix of mid-50s to early 70s. Try to keep non-seasonal (no obvious summer or winter clothes, avoid shots of trees, etc.).

1. Person walking on treadmill
2. Man or woman playing with grandchild
3. Health care provider taking blood pressure
4. Show close-up of blood pressure cuff and then shift to monitor as the numbers rise and fall
5. Man or woman pouring coffee
6. Woman watering plants
7. Man or woman reading with grandchild

Fill in audio sections headlined in bold below. Times and visuals will be completed on shooting day.

Visual	Audio	Time
<p><u>VISUAL:</u></p> <p>Woman watering plants</p> <p>Man or woman pouring coffee</p> <p>Person exercising on treadmill</p>	<p><u>ANNOUNCER VOICE OVER (VO):</u></p> <p>Are you at least 50 and have high blood pressure? If so you may qualify for a research study at Wake Forest Baptist Health to see how low blood pressure SHOULD be.</p>	10
<p><u>VISUAL:</u></p> <p>Woman playing with grandchild or reading to grandchild</p>	<p><u>ANNOUNCER VO:</u></p> <p>To join, you should also have no history of diabetes or strokes.</p>	04

continued on next page

Advertising Examples

Sample 30 second TV Spot (continued)

<p><u>VISUAL</u></p> <p>Healthcare provider taking blood pressure</p> <p>Healthcare provider talking to patient about medication (bottle in hand)</p>	<p><u>ANNOUNCER VO:</u></p> <p>If you participate, you will receive blood pressure medicine, exams and lab tests...all at no cost to you.</p>	<p>06</p>
<p><u>CARD:</u></p> <p>SPRINT Study logo</p> <p>336-713-8543</p> <p>Sprintrial.org</p>	<p><u>ANNOUNCER VO:</u></p> <p>To see if you qualify for the SPRINT Study, call Wake Forest Baptist Health at 336-713-Eighty Five Forty Three.</p>	<p>06</p>
<p><u>CARD:</u></p> <p>WFBH logo:</p> <p>336-713-8543</p>	<p><u>ANNOUNCER VO:</u></p> <p>Wake Forest Baptist Health. A Mission to Care. A Mission to Cure.</p>	<p>04</p>
<p>(Total run time)</p>		<p>:30</p>

Advertising Examples

Sample TV Spot Closing Slate/Art Card



Line up all text
flush left to the "B"
of "Baptist"



Co-branding Logo
Place on a separate
slate, followed by
our logo and your
phone number(s)



Line up all text
flush left to the "B"
of "Baptist"

Creating Print Ads

Write copy:

Using the writing tips on page 2, write your copy and **submit it for approval to the IRB office**. After copy approval, determine how your ad will be created.

Determine who will design your ad:

1. Go to Creative Communications. Creative Communications can create your ad in one to three weeks, for approximately \$75 to \$150. You will receive print-ready files to send to the publication. Creative Communications will use the IRB-approved copy you have supplied, so the ad does not have to go back to the IRB for further approval.

OR:

2. Work with the publication to produce your ad. Typically, the publication will include the cost of creating your ad in the insertion rate.

You must supply the publication with our branding standards by giving them access to our Brand Center: <http://wakeforestidm.monigle2.net>; User Name: vendor; Password: brandcenter11. Please note: as of January 2012, the url will change to <http://WakeHealth.edu/brandcenter>.

If you choose this method, **you must send the ad for approval to both** the IRB at researchadconsult@wakehealth.edu and Creative Communications at brandchampion@wakehealth.edu.

OR:

3. Create your own ad. Use the guidelines in this toolkit and the Brand Center. MicroSoft® PowerPoint templates can be downloaded from the downloads section of the Brand Center. If you use your own photo or graphic, it must be high resolution (300 dpi) to ensure high quality reproduction. Create a pdf file of your ad and **send the ad for approval to both** the IRB at researchadconsult@wakehealth.edu and Creative Communications at brandchampion@wakehealth.edu.

If you have any questions about an ad you are developing or something you have received from a sponsor, please contact the IRB at researchadconsult@wakehealth.edu.



More information on policies and standards required in clinical trials advertising is available at <http://www.wakehealth.edu/OR/HRPP-IRB-Policy-Guidelines.htm>.

Help us keep you healthy

The J. Paul Sticht Center of Wake Forest Baptist Health needs you to join our mission to keep older adults healthy and independent. We are conducting a research study, called **LIFE**, that provides a walking-based physical activity program or a series of programs that teach important health topics about aging.

If you are age 70–89 and have difficulty performing everyday tasks such as walking up the stairs or getting in and out of a car, you may qualify for the study. Eligible participants receive valuable information about their health, a **FREE physical exam, EKG and lab work**, and reimbursement for time and travel.

Call **336-713-8539** to see if you qualify to be a part of the **LIFE** Study.



A Mission to Care. A Mission to Cure.

IRB#11584

3/4"

Help us keep you healthy

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Call **336-713-8539** to see if you qualify to be a part of the **LIFE** Study.



A Mission to Care. A Mission to Cure.

IRB#11584

7/32"

Headline:
22 Avenir Heavy

Maximum word count: 6

Body Copy:
Minimum 9/12

Avenir Light (Avenir Book for newsprint)

Accent text:
Avenir Heavy

Maximum word count: 120



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Call 336-713-8539 to see if you qualify to be a part of the **LIFE Study**.



A Mission to Care. A Mission to Cure.

IRB#11584





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Call 336-713-8539 to see if you qualify to be a part of the **LIFE Study**.

 **Wake Forest**[™]
Baptist Health 

A Mission to Care. A Mission to Cure.

RB#11584

3/16"

Headline:
24/24
Avenir Heavy

Maximum word count: 6

Body Copy:
Minimum 9/12
Avenir Light
(Avenir Book for newsprint)

Accent text:
Avenir Heavy

Maximum word count: 120



Help us keep you healthy

The J. Paul Sticht Center at Wake Forest Baptist Health needs you to join us in our mission to keep older adults healthy and independent. Wake Forest Baptist is conducting a research study called LIFE that provides either a walking-based physical activity program or a series of programs that teach important health topics about aging.

You may qualify if you are age 70 to 89 and have difficulty performing everyday tasks such as walking up the stairs or getting into and out of a car.

LIFE participants will receive valuable information about their physical abilities, memory and lung function. You also will receive:

- a physical exam
- an EKG
- Lab work with cholesterol, glucose and other blood chemistries

Eligible participants also receive reimbursement for time and travel.

Call 336-713-8539 to see if you qualify to be a part of the LIFE Study.



A Mission to Care. A Mission to Cure.

IRB#11584

1"



Help us keep you healthy

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You may qualify if you are age 70 to 89 and have difficulty performing everyday tasks such as walking up the stairs or getting into and out of a car.

LIFE participants will receive valuable information about their physical abilities, memory and lung function. You also will receive:

- a physical exam
- an EKG
- Lab work with cholesterol, glucose and other blood chemistries

Eligible participants also receive reimbursement for time and travel.

Call 336-713-8539 to see if you qualify to be a part of the **LIFE** Study.

Wake Forest Baptist Health colors Black and PMS 8640

Headline:
30/30 Avenir Heavy

Maximum word count: 8

Body Copy:
Minimum 9/12
Avenir Light (Avenir Book for newsprint)

Lead-in text:
Avenir Heavy

Maximum word count: 175

Call-to-action text:
Avenir Heavy

Phone numbers:
15 point

 **Wake Forest™**
Baptist Health



1/4"

A Mission to Care. A Mission to Cure.

IRB#11584

Volunteers Needed for Research Studies

at the Dermatology
Clinical Studies Center



Athlete's Foot Study

Age 12 and over with at least one foot affected between the toes. IRB 00016148



Shaving Study

Men age 20–60 with a history of razor bumps. Shaving supplies provided. IRB 00016148



Actinic Keratoses (AKs) Study

Red, scaly spots on your face or balding scalp?
Study of a topical cream after cryosurgery. IRB 00014209



Rosacea Study

Age 18 and over with mild to moderate facial pimples and redness or flushing. IRB 00014511

Call 336-716-3775

No insurance required. Compensation for your time if you qualify.



A Mission to Care. A Mission to Cure.

1"

Volunteers Needed for Research Studies at the Dermatology Clinical Studies Center

Athlete's Foot Study
Age 12 and over with at least one foot affected between the toes. IRB 00016148

Shaving Study
Men age 20–60 with a history of razor bumps. Shaving supplies provided. IRB 00016148

Actinic Keratoses (AKs) Study
Red, scaly spots on your face or balding scalp?
 Study of a topical cream after cryosurgery. IRB 00014209

Rosacea Study
Age 18 and over with mild to moderate facial pimples and redness or flushing. IRB 00014511

Call 336-716-3775
 No insurance required. Compensation for your time if you qualify.

Wake Forest™
 Baptist Health

A Mission to Care. A Mission to Cure.

Wake Forest
Baptist Health
colors Black and
PMS 8640

Headline:
26/26 Avenir Heavy

Subhead:
20/24 Avenir Book

**Maximum word
count: 8; use sub-
head if needed**

Body Copy:
Minimum 9/12
Avenir Light (Avenir
Book for newsprint)

Lead-in text:
Avenir Heavy

**Keep word count
to minimum**

Call-to-action text:
Avenir Heavy

1/4"

Download Do's and Don'ts

Logo: When downloading logos for **print ads:**

- Do** Use only the Wake Forest Baptist Health logo
- Do** Select only File Name Extension EMF or EPS, which are high resolution logos
- Do** Select File Color Type CMYK
- Don't** Use File Name Extension JPG (low resolution for computer monitors and TV only)

Logo: When downloading logos for **TV:**

- Do** Use only the Wake Forest Baptist Health logo
- Do** Select only File Name Extension EPS (high resolution logo)
- Do** Select File Color Type RGB

Photos are available for download from the Brand Center. If you would like to use a different photo, Creative Communications can help you in finding the right photo at a reasonable cost.

- Do** Use appropriate tasteful images (e.g., no open wound images)
- Do** Use high resolution images
- Do** Ask Creative Communications to help you in finding the right photo at a reasonable cost
- Don't** Use images copied from the web

Ad samples are available for download from the Brand Center.

- Do** Use these files for reference in creating ads
- Do** Give these samples to publications and outside designers to use them as guides
- Do** Send the ad for approval to both the IRB at researchadconsult@wakehealth.edu and Creative Communications at brandchampion@wakehealth.edu.

Flyer/Ad templates are available for download from the Brand Center.

- Do** Keep the integrity of the design by adhering to the position of the elements
- Do** Send the flyer for approval to both the IRB at researchadconsult@wakehealth.edu and Creative Communications at brandchampion@wakehealth.edu.
- Do** Use appropriate tasteful images (e.g., no open wound images)
- Don't** Use low-resolution images or images copied from the web

News Media Relations

Research produced at academic medical centers is often the subject of news articles and TV interviews in the mainstream news media. Such national and regional visibility in the popular press enables millions of people to learn of research breakthroughs that advance health and science for the betterment of all. News coverage also confers high name recognition to institutions. A prominent reputation helps with things such as recruiting the best investigators, generating interest among philanthropists and attracting patients. Everyone benefits, both individually and collectively, when the name of the institution becomes well known through positive media coverage on a regular basis.

Each year faculty members at Wake Forest Baptist Medical Center are featured in several thousand news stories. In fiscal year 2011, news about WFBMC was seen more than 250 million times worldwide from 8,500 news stories in print, radio, TV and the Internet.

This presents a great opportunity to make the Medical Center better known and well-respected, which furthers our vision of becoming a preeminent, internationally recognized academic medical center of the highest quality. This is why positive media coverage is routinely sought on a daily basis by the Medical Center's media relations department in partnership with our faculty.

How do I participate in the news media process?

If you have an idea for a story, are about to publish a scholarly article in a journal or if you have been contacted by the news media directly, there are a few policies to follow to ensure you get the best result from working with the news media.

The news media has its own rules and methods for collecting and reporting news. News can be reported and go worldwide in a matter of minutes. Mistakes in media interviews can be costly in terms of damage control and reputation damage. That is why it is a policy to **always** work with a member of the media relations department in Communications, Marketing & Media (CM&M) when participating in the news reporting process.

Journalists have their own definition of "news" based on criteria they are taught during journalism training. Most often the media is looking for stories that meet the following characteristics: timeliness, seasonal, compelling, sensational, first-ever, breakthrough, easy to understand at an 8th-grade level, affects large numbers of people, interesting human interest angle, news that can be localized, fascinating, controversial, a trend or linked to a famous person.

News can have endless permutations. Media also have different requirements. A radio interview is very different from an article in *The New York Times*, which is different from a story in *The Huffington Post*. The requirements for each medium vary from one organization to another. In today's "sound bite" world, research news that has the best chance of breaking through is simple and to the point, as if it was reported in *USA Today*.

Working with a media relations professional will help you navigate and streamline the process that will be respectful of your time and give you the best result after an interview—which is a great story!

Policies and Procedures

It is Medical Center policy that all media requests for interviews with anyone employed at Wake Forest Baptist Medical Center must first be cleared by the media relations office before an interview is granted. The media relations team will pre-approve the interview to protect both the institution and the investigator from potentially damaging press coverage. The media relations office will quickly respond to a request to pre-screen an interview request.

Pre-Approval and Screening the Interview

If a reporter calls a faculty member directly, it is important to obtain key information from the reporter before you forward the caller to the media relations office. First, thank the reporter for their interest in you or your research. Immediately tell them that all interviews must be cleared first by the media relations office. Ask the reporter for their name, telephone number, email address and news organization. Do not answer any questions over the phone, because you will be “on the record” and your quotes could appear in the news media without your authorization.

Give the reporter the front desk phone number of CM&M—336-716-4587—and tell them to ask to be connected to the media relations office directly. Or, you can give them the name and phone number of a member of the media relations team (below). It is important to obtain key information and send the reporter to the media relations office directly. After you get off the phone with the reporter, send an email immediately to a member of the media relations team and title it “Media Request by *The New York Times*” or name the media outlet. Or, call the media officer in CM&M directly by phone, and include the following information:

- ▶ Name of the media organization
- ▶ Name of the reporter
- ▶ Phone number of the reporter and email address

It is best to send the media request alert to at least two members of the media team, to ensure a prompt response. If you do not hear from the news media team within several hours or if the request is urgent, call the media office directly by phone and leave several messages if needed. The media often have tight deadlines and a rapid response is needed to ensure our institution is represented in the story, versus our competitors.

Media Training

The media relations office in CM&M offers personalized and group media training. It is imperative that you be trained before you grant an interview, particularly if it is on television. Media training sessions are held twice a year on campus by a media trainer from Washington, D.C., who is the former deputy commissioner of the FDA. But custom training one-on-one by a member of the media relations team is available at any time. All faculty should be trained at least once every two years, even if you are experienced at interviews. To schedule a training session, contact Bonnie Davis, national media relations manager, at 336-716-4977 or by email at bdavis@wakehealth.edu.

News Media Policies

In summary, all news media interviews must first be cleared by the media relations office before being granted. There are strict policies against allowing the media to conduct bedside interviews with patients. Conflicts of Interest must be reported to the news organization, if for example, you have a financial interest in research or a product that you are being interviewed about.

Contact Your Media Relations Team

Gail Pritchard, CM&M Administration, 336-716-4587

Paula Faria, AVP of Media Relations, 336-716-1279 or pfaria@wakehealth.edu

National Team

Karen Richardson, Senior Communications Manager, 336-716-4453 or krchrdsn@wakehealth.edu

Marguerite Beck, Senior National Media Relations Manager, 336-716-2415 or marbeck@wakehealth.edu

Bonnie Davis, National Media Relations Manager, 336-716-4977 or bdavis@wakehealth.edu

Local and Regional Team

Chad Campbell, Senior Manager Regional Media, 336-716-6184 or chacampb@wakehealth.edu

On-call Media Relations Pager

1-336-806-7552

<http://www.wakehealth.edu/news/people.htm>