



G.I. JOBS

HEALTH CARE
Media
Kit 2009

G.I. Jobs | the dominant brand delivering military talent

WHY RECRUIT HEALTH CARE WORKERS FROM THE MILITARY?

I've tried military recruiting before and I got poor response. How is this different?

Why is a veteran-heavy workforce so valuable?

Decrease employee turnover?

Lower your cost per hire?

You may already know the value of hiring from the military. If not, your competition certainly does.

Here's why:

1. AVOID THE ZERO-SUM GAME

Using newspaper classifieds and non-military job boards is expensive and you're reaching mostly passive job seekers in a closed geographical labor market. This is a zero sum game scenario. You must rob one employer to staff another, and the vicious circle continues. By using military print advertising, you source high caliber talent from a renewable labor force of active job seekers from outside the closed geographical market, thus expanding the labor pool in the region. Plus, you're not forced to pay high costs to "lure" people away from their current jobs!

2. ACTIVE JOB SEEKERS

An estimated 96 percent of workers found on non-military job boards and reading newspaper classifieds are passive or unqualified job seekers. All job seekers in *G.I. Jobs* have decided to leave their current job (the military). Because *G.I. Jobs* only reaches active job seekers, your outreach budget becomes far more efficient.

3. ENORMOUS MARKET

More than 400,000 troops leave the military each year. 36,000 of those have worked in the health care field, including nurses, pharmacists, EMTs, physicians, dentists, technicians and other specialists. An estimated 30,000 more enter the

civilian workforce annually after finishing post-military health care schools. Another 20,000 (est.) are trainable while employed in non-health care related positions within hospitals.

4. PREPARE NOW FOR MASSIVE LABOR SHORTAGES

Think today's health care labor market is tight? Just wait a few years. The U.S. Department of Labor estimates the creation of 4 million new health care jobs by 2014. An aging population will create unprecedented demand for health care services.

5. GEOGRAPHICAL INDIFFERENCE

Unlike many civilians who are geographically anchored, military health care workers will migrate to the location with the best job. Free government paid relocation (in most cases).

6. LOYALTY, MATURITY AND ACCOUNTABILITY

Loyalty means less employee turnover. Maturity means greater work scheduling flexibility. Accountability lessens malpractice liability. All three traits, learned and lived every day in the military, help build a better company culture.

G.I. JOBS HEALTH CARE ADVERTISING PACKAGES (HCAP)

G.I. Jobs, the leader in military recruitment since 2001, is proud to announce a special advertising package for health care clients. Health Care Advertising Packages (HCAPs) have been designed to maximize your recruitment outreach dollars. This frequency is important both for branding and response value. All HCAPs are a one-year term and include a print ad in every issue of *G.I. Jobs* and free web advertising on www.gijobs.com. Premium web advertising on www.gijobs.com is also available.

G.I. JOBS MAGAZINE

Monthly circulation of 75,000+ to all military transition classes (TAP/ACAP), military and VA hospitals, nursing schools, college GI Bill offices and multiple other base locations. See the *G.I. Jobs* media kit for details. *G.I. Jobs* runs health care-related articles in every issue.

FREE VALUE-ADDED EXPOSURE

■ FREE web profile on www.gijobs.com.

■ FREE semi-annual GET HIRED™ poster advertising. Poster advertising only available for posters published during the term of your HCAP.

■ Discounts on advertising in *Military Spouse* magazine (www.milspouse.com):

★★★★ 15% ★★★ 10% ★★ 5% ★ None



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I have long been keenly aware of both the tangible and intangible skills that military members and families bring to the civilian workplace. It is critically important in a hospital environment to find employees who are skilled, capable and committed from the time they clock in to the time they clock out. The margins for error are narrow; the consequences severe. If we can reduce errors and improve safety, then better patient care will result. And veterans, reservists and military spouses have proven to our organization time and again their value and worth.”



Daniel Nichols

Director, System Recruitment / HRIS
Inova Health System



Tim Bryant
Manager of Radiology and Cardio-Pulmonary Services
Southeast Georgia Health System
U.S. Air Force (1987-2007)



David D. Jacob NREMT-P
SAR Flight Medic
Acadian Ambulance Service
Army National Guard (1993-Present)



Ken Jones
Medical Operations Manager and Physician Assistant
Comprehensive Health Services, Inc.
U.S. Air Force (1985-2005)

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We have a strong focus corporately to hire prior military people. We like the fact they have gone through basic training, are disciplined and often have deployed experience which allows them to adjust quickly to the foreign environment. They've been given responsibilities at a young age and have a different maturity level. When I have two equally qualified paramedics, one civilian, one military, I will give the nod to the military medic.”



Ken Jones
Medical Operations Manager and Physician Assistant
Comprehensive Health Services Inc.



Kate Estep
Registered Nurse
Travel Nurse Across America
U.S. Army veteran

HEALTH CARE ADVERTISING PACKAGE (HCAP) REGISTRATION FORM

Company Name: _____ Date: _____
 Primary Contact Name: _____ Title: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Web Address: _____

HCAP Level	Term	Print Ad Size	Print Ad Dimensions	G.I. Jobs <i>(12 print ads)</i>
★★★★★	Full Year	Full page	8.375" x 10.875"	\$43,900
★★★★	Full Year	1/2 page	7.025" x 4.559"	\$27,900
★★★	Full Year	1/4 page	3.429" x 4.559"	\$17,900
★	Full Year	1/8 page	3.429" x 2.196"	\$11,900

■ PREMIUM WEB ADVERTISING ON GIJOBS.COM
 Only available with a HCAP purchase. Web advertising price is \$200 per month per unit. One unit equals 1% of all ad traffic on www.gijobs.com for a given calendar month. Space extremely limited.

Number of units requested _____
 Inclusive months _____
 Total web price _____

Total Price: _____ First issue for ad to appear in: _____

Check here if different invoicing address and indicate below:

Name: _____ Address: _____
 City: _____ State: _____ Zip: _____
 Name of authorizing person: _____
 Signature of authorizing person: _____

* Fax completed form to 412-269-1646.
 * 5% surcharge will be added to all purchase card and credit card purchases.
 * Only direct health care "providers" are eligible for HCAPs. Pharmas, insurance, etc. not eligible.
 * All print ads are 4C and rates are net to publisher.
 * Web advertising only available with an HCAP purchase, and only on a space available basis.
 * G.I. Jobs is published 12 times per year. All HCAP ads must run consecutively.
 * All HCAP ads will be placed within health care editorial, if available, adjacent to all other HCAP ads.

* 4-star ads are bleed and guaranteed RHP across from editorial (may be opposite less than a full page of editorial). 3-star ads are non-bleed and may be across from some editorial. 2-star and 1-star ads are non-bleed and will usually be in a spread, set solid format.
 * Cancellations are liable for full one year payment of HCAP. Liability and all other copy and contract regulations apply as per G.I. Jobs media kit.
 * Customer may choose either invoicing per issue (12 invoices per year) or one up-front full payment.

A FEW OF OUR HEALTH CARE ADVERTISERS

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|----------------------------------|-------------------------------|--------------------------------|-----------------------------|
| Acadian Ambulance Service | Georgetown Univ Hospital | New York Presbyterian Hospital | Texas Health Resources |
| Baptist Health | Health Management Associates | Orlando Regional Health care | Travel Nurse |
| Baptist Health South Florida | Health Net | Pitt County Memorial Hospital | TriWest Healthcare Alliance |
| Children's Medical Center Dallas | James Haley VA Medical Center | Plantation General Hospital | UCLA Nursing |
| Community EMS | Mayo Clinic | RN Extend | UHHS Cleveland |
| Covenant Health | Memorial Hospital | San Mateo Medical | Univ of Louisville Hospital |
| Craig Hospital | MHM Services | St. Christopher's Hospital | U.S. Public Health Service |
| Florida Hospital | Miami Children's Hospital | St. Luke's Medical Center | VA Health care System |
| Fresenius Medical Care | MinuteClinic | Tenet Health care | VA Medical Center Tacoma |



www.gijobs.com

Address: 429 Mill Street, Coraopolis, PA 15108 • **Tel:** (412) 269-1663 x130 • **Email:** advertise@gijobs.com • **Fax:** (412) 269-1646

G.I. Jobs is a veteran-owned business.