



# IHS CO-OP MATERIALS QRG

## A Quick Reference Guide to Co-op Advertising Program Materials Available to Order

The Indian Health Service (IHS) Office of Human Resources (OHR) Division of Health Professions Support (DHPS) launched the Co-op Advertising Program to provide comprehensive recruitment and retention marketing and advertising materials, including print and digital ads, for Area and local facilities to use to promote health profession vacancies. While a national campaign is essential, advertising at a local level can be highly effective because viewers may already be interested in opportunities in your Area.

The first step is to learn how to find materials to download for all of your marketing and advertising needs. This *Co-op Advertising Program Materials Inventory QRG* provides an overview of the current advertising materials available for download via the OHR Online Fulfillment System and includes those that can be customized to promote your local Area facility. This site ensures that you have access to:

- High-end advertising materials in unlimited quantities, which would be cost-prohibitive for most Tribes based on their recruitment shares.
- Professional communication tools, plus recruitment and retention materials.
- The national *Opportunity. Adventure. Purpose.* campaign materials.
- Consistency of content across all advertising mediums, from print to Web banner ads.
- Major cost savings across the board.

These materials can be ordered at no additional cost. Additionally, some materials are also available electronically through the Retention Web page.

Note: Materials listed are available to IHS and Urban Indian Program facilities, as well as Tribes who buy back 100 percent of their recruitment shares.

## Co-op Advertising Materials to Download or Order

### Ready to Download Ads

These ads are part of the current national advertising campaign based on the *Opportunity. Adventure. Purpose.* brand. They are conveniently available for you to download and use immediately for your local advertising, particularly when customization isn't necessary or to fulfill quick-turnaround requests.

You can choose from print ads, available in full-, half- and quarter-page horizontal and vertical sizes, as well as digital banner ads in six sizes. All print ads contain scenic images depicting individuals and families engaging in recreational pursuits, descriptions of IHS career opportunities, benefits and career paths and the Indian Health Service logo.

#### Full-page Print Ad

High-resolution PDF, 7.875" x 10.75".

#### Half-page Horizontal Print Ad

High-resolution PDF, 7.25" x 4.25".

#### Quarter-page Vertical Print Ad

High-resolution PDF, 5" x 6.625".

#### Digital Banner Ads

Available in JPEG format, in six standard horizontal and vertical shapes and pixel sizes: 728 x 90, 468 x 60, 120 x 600, 160 x 600, 300 x 250, 250 x 250.



### LINKS

**Additional electronic resources:**  
[www.ihs.gov/retention](http://www.ihs.gov/retention)

**IHS Materials Inventory QRG — a listing of printed support materials:** [www.ihs.gov/retention/documents/IHS\\_QRG\\_MaterialsInventory.pdf](http://www.ihs.gov/retention/documents/IHS_QRG_MaterialsInventory.pdf)

**OHR Online Fulfillment System — where to order:**  
[marcomcentral.app.pti.com/McClung\\_Co/IHSOHR](http://marcomcentral.app.pti.com/McClung_Co/IHSOHR)

**Online Fulfillment System administrator login help or to order more than 500 copies of printed materials, contact:**  
[shannon.dietrich2@ihs.gov](mailto:shannon.dietrich2@ihs.gov)

### HOW TO DOWNLOAD

To download the national print and digital ads through the OHR Online Fulfillment System, first contact the administrator for a username and password. Then:

- Go to the Menu and select O.A.P. Recruitment Ads — Download.
- Click on the file(s) you wish to download from the list that appears and Add to Cart.
- Click Checkout and then identify the links to the files to complete your order.

## Customized Ads and Templates to Order

The following pieces are customized with pre-selected, Area-specific photography and content that describes the unique geographical and recreational aspects of each Area, the advantages of an Indian health career and space for facility and recruiter information. The event template can be customized to include event- and program-specific details to promote your facility and Area and your site's health profession vacancies.

### Full-page Print Ad

High-resolution PDF.

### Half-page Horizontal Print Ad

High-resolution PDF.

### Quarter-page Vertical Print Ad

High-resolution PDF.

### Digital Banner Ads

Available in JPEG format, in six standard horizontal and vertical shapes and pixel sizes: 728 x 90, 468 x 60, 120 x 600, 160 x 600, 300 x 250, 250 x 250.



### Full-page Event Template

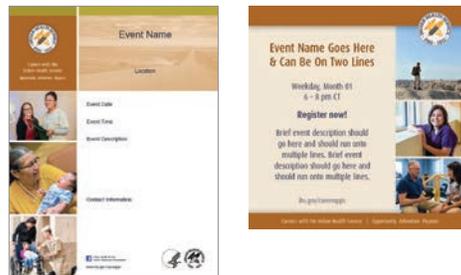
Editable PDF to promote events; customized to contain fields for the event name, location, date, time, description and recruiter contact information.

### Social Media Image with Event-specific Copy

Color image sized for social media posts and customized to list event details: title, date, time and description.

### Avery Word Templates

Adhesive sticker to apply to materials, posters and brochures to list recruiter, Area and facility information.



## HOW TO ORDER CUSTOMIZED ITEMS

All customized print and digital ads, as well as event templates must be requested via email.

To request customized ads or templates, specify which sizes or formats you would like modified and include any Area-, discipline- or event-specific content you wish to include.

**Email your request to:**  
IHSrecruiters@ihs.gov.

Note: Please allow additional time for edits should there be clarifications or changes to the original request.

## Ongoing Support

We developed the Co-op Advertising Program to help you leverage the existing *Opportunity. Adventure. Purpose.* branded materials to work in tandem with the national media campaign. The program gives you access locally to the same professional materials being used nationally for added momentum and reach — and major cost savings. We encourage you to take full advantage of these valuable resources for your own local marketing activities.

