

Nurse Fall 2011 Recruitment Schedule/CEU Workshops/Job fairs November - March 2012

Go For It!™

Nursing/Allied Health Recruitment Trade Newspaper

1-800-382-4069 . Email Rseli10726@aol.com . Fax-307-734-9010

Dear Nurse Recruiter:

As of Fall 2011, **Selikoff Enterprises** is very excited to have a relationship with **FedEx** and **FedEx.com**. Our goal is that when people read our web site, apply and move to a new facility, **FedEx** maybe their shipper. This connection will provide greater exposure to professionals making these moves in the industry. Now, it will be even more affordable for them to make this change. **We are the only professional recruitment trade publication that has a relationship with FedEx.**

In addition, we also will have a relationship with Nurse Practitioners' CEU conferences. There are two running in the near future:

February 16-17 - Providence, Rhode Island - March 12-15 - San Antonio, TX

Finally, we are increasing our technological exposure. We will contract with a company that enhances our exposure to technologies that will work. As technology is in flux, it is important to choose wisely and well...for example, Facebook now has their own PAC!!! Do you want to be there?

Employees may want to use a new gadget for work.

Hackers look at it as a new route for entry.

Employers may want to list a position on LinkedIn.

Hackers look at a new target for phishing.

Employees may want to work from home transferring files for more effectiveness.

Hackers look at this as path of access from a critical database as it is usually an unprotected transfer.

Healthcare is changing. (from conversations with DR. Paul R. Polek *NewYorkTimes* Sept. 2011)

Sick people heal better when placed in a home environment with private families. This was the original rationale behind the Nursing Home concept.(Dr. Bernard E. Friedman - 1965, Founder of the original Nursing Home in Ct.) - but Nursing Homes have gotten very expensive. Dr. Polek believes it would be less expensive and more effective to locate private homes, pay these families and the ensuing costs vs. the modern Nursing Home model. Would it? How would this affect staffing? Jobs? Government concerns?

Together we can:

- get results faster
- close a higher percentage of interviews
- have current employees refer more frequently.

Together we can:

- make it easier for professionals to reach you
- remove the hidden obstacles
- trust you! **Let's Go For It!**

Do Not Hesitate to call 1-800-382-4069. Our entire firm is at your service.

Respectfully submitted,



Rachel Selikoff, MBA +30
Publisher

Awarded Honorary Chairperson of Federal Bus/Health Advisory 2007-2010 – as an independent
Awarded recognition of quality, scope and market penetration 2008-2009, by the Dolly Parton Imagination Foundation Corp. and Clorox Corp.

Go For It! is a certified federal and state minority owned newspaper. (SIC #541810)

Distribution: ADA/JCAHO request 5% of recruitment dollars be spent with minority owned recruitment papers. National OR, ER, ICU, CCU, CUEcourses, National NursingSchools, hospitals, communities, and National OR, ER, ICU, CCU, CUE courses, National NursingSchools, hospitals, communities, and libraries. Circulation 65,000. Partnering with American Journal of Nursing for National Conferences.

Plus: **Go For It!** is a career placement teaching tool in major AP Nursing programs in Phil., PA and Boston, MA.

Closing and Publishing Date - October 28, 2011

Selikoff Enterprises

Jackson Hole, WY 83002
Newton Centre, MA 02459

1-800-382-4069

Fax (307) 734-9010
(617) 739-7712

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Go For It!™

...to know someone who thinks
and feels with us...in spirit...
makes this Earth...a garden.

Goethe

Nursing/Allied Health



Special Features:

Doing the Best Job!

MA,FL,CO,LA,NV,PA,

WA,IN,CA,NH,MD,MO,

OK,GA,HI,DC,NY,IL,NJ,

TN,MN,OH,TX

Nursing

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—Goethe



About our Readers:

Our readers are in hospitals, schools and communities throughout US and Canada. They are all levels of experience, training and education. *Go for It!*™ has several hundred distribution options including hospitals, libraries, and major Nursing, PT/OT/SI and pharmacy. It is read to keep up-to-date on the latest news, lectures and health care job opportunities.

U.S. and Canadian Job Fairs/Workshops!

Big Island, HI - Nov 3-5

Med.Path. - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Albany, NY - Nov 4-5

Integration - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Fairfax, VA - Nov 4-5

HomeHealth Trts - Nurse/Psy/NMGr//PA/NP/Allied

Pittsburgh, PA - Nov 5-6

Peds - Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

Nashville, TN - Nov 5-6

NeurologicalDiagnosis - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Las Vegas, NV - Nov 5-6

GeriatricNeurology - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Minneapolis, MN - Nov 5-6

GeriatricNeurology - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Philadelphia, PA - Nov 5-6

HomeHealth Trts. - Nurse/Psy/NMGr//PA/NP/Allied

Muncie, IN - Nov 5-6

Med.Path. - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Palm Beach, CA - Nov 5-6

AcuteCare Trts. - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Oklahoma City, OK - Nov 5-15

Cancer Trts - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

St.Paul, MN - Nov 10-12

Integration - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Miami Beach, FL - Nov 11-12

Cardiac Trts.- Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Grand Rapids, MI - Nov 11-12

TBI - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Mountainside, NJ - Nov 11-12

Peds Trts. - Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

Palm Beach, FL - Nov 12-15

Cancer Trts. - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

LaGrange, ILL - Nov 12-13

ER Trts - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Go for It!™ Publishing Schedule 2011

Issue	Closing Date	Publishing Date
Fall '11	October 28	October 28
Special Features: Doing the Best Job! MA,FL,CO,LA,NV,PA,WA,IN,CA,NH,MD,MO,OK,GA,HI,DC,NY,IL,NJ,TN,MN,OH,TX		

To place advertising space, call in the U.S. and Canada:

TOLL FREE 1-800-382-4069

(9AM to 8PM EST): 307-734-9010

Display Advertising Rate Card No. 53

P.O. Box 10677 • Jackson, WY 83002 • rseli10726@aol.com

Ft.Lauderdale, FL - Nov 12-13

Walking Trts.- Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

LosAngeles, CA - Nov 12-13

Peds - Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

Liberty, MO - Nov 12-13

ICU&AcuteCare Trts - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Washington, DC - Nov 12-13

Peds.- Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

Baltimore, MD - Nov 12-15

Stroke Trt s. - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Washington, DC - Nov 12-20

Cancer Trts - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Atlanta, GA - Nov 17-18

NICU/PICU - Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

Newton, MA - Nov 19-20

HomeHealth Trts. - Nurse/Psy/NMGr/PA/NP/Allied

GlenMills, PA - Nov 19-20

Stroke Trts. - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Boulder, CO - Dec 2-10

Cancer Trts.- Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Pittsburgh, PA - Dec 2-3

GeriatricNeurology - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Keene, NH - Dec 2-3

Peds - Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

NewportNews, VA - Dec 2-3

Med.Path - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Seattle, WA - Dec 3-4

HomeHealth Trts.- Nurse/Psy/NMGr/PA/NP/Allied

SanDiego, CA - Dec 3-4

Med.Path.- Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Johnston, IA - Dec 9-10

Peds - Nurse/Psy/NMGr/NICU/PICU/ER/OR/PA/NP/Allied

Scottsdale, AZ - Dec 9-10

Med.Path.- Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

New Orleans, LA - Dec 9-11

GeriatricCare - Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

Houston, TX - Dec 10-13

Stroke Trts.- Nurse/Psy/NMGr/ICU/CCU/ER/OR/PA/NP/Allied

We also distribute in Israel, England, Greece, Japan and Canada.

Go for It!™

Over 30 years industry and publishing experience

Contract Rates for Issues

3 issues15% Discount
 4 issues25% Discount
 12 issues40% Discount

Special Note on Contract Rates: Contract Rates cannot be more than one rate card behind current rates.

Color

Additional charge of \$150, per color AAAA; special colors - \$325. Four color available - \$500, plus separations.

Special Position — Translations

Mini-Back Page
 Translations available:
 Dimensions 10" x 7"
 Rate \$3,500.00
 *plus production cost - \$85.

Online Web/Media Options:

Individual ads on Selikoff Enterprises website with link to your website and email address. Plus, other options: AKA link to AJN, AMA, Harvard, Career Planning Depts. placement charge - \$75, production charge - \$85.

FAX Machine

Call (307) 734-9010 (9AM to 8PM EST)

Authorizations (Must Fax Back or No Ad)

Size: _____ Cost _____

Issue: _____ Date: _____

Hospital Name: _____

Title: _____

Signature: _____

Agency Commission

15 percent commission to recognized agencies performing full agency service. Production costs will be charged for all art work not camera ready. Instant credit is available to all AAAA agencies; others will be provided with a credit application. A check is required for first time run with initial order. Visa and Mastercard accepted.

Advertising Deadline

Approximately 5 days before publication date (please see schedule for exact dates).

Advertising Image Area	1X =			3X =			4X =			12X =		
	1X	3X	4X	1X	3X	4X	1X	3X	4X	1X	3X	4X
1/8 Page 10" wide x 2" deep	1,150.00	977.50	862.50	2,932.50	862.50	3,450.00	690.00	8,280.00	690.00	2,932.50	862.50	3,450.00
8" wide x 2 1/2" deep												
6" wide x 3 1/4" deep												
4" wide x 5" deep												
1/6 Page 10" wide x 3" deep	1,450.00	1,232.50	1,067.50	3,697.50	1,067.50	4,350.00	870.00	10,440.00	870.00	3,697.50	1,067.50	4,350.00
8" wide x 3 1/2" deep												
6" wide x 4 3/4" deep												
4" wide x 7" deep												
2" wide x 14" deep												
1/3 Page 10" wide x 4" deep	1,750.00	1,487.50	1,312.50	4,462.50	1,312.50	5,250.00	1,000.00	12,000.00	1,000.00	4,462.50	1,312.50	5,250.00
8" wide x 5" deep												
6" wide x 6 7/8" deep												
4" wide x 10" deep												
1/2 Page 10" wide x 8" deep	2,228.00	1,893.80	1,571.00	5,081.40	1,571.00	5,684.00	1,400.00	16,800.00	1,400.00	5,081.40	1,571.00	5,684.00
8" wide x 10" deep												
6" wide x 13 1/4" deep												
2/3 Page 10" wide x 10 1/2" deep	2,628.00	2,233.80	1,971.00	6,701.40	1,971.00	7,884.00	1,800.00	24,000.00	1,800.00	6,701.40	1,971.00	7,884.00
8" wide x 13 1/4" deep												
3/4 Page 10" wide x 12" deep	3,028.00	2,573.80	2,271.00	7,721.40	2,271.00	9,084.00	2,160.00	25,920.00	2,160.00	7,721.40	2,271.00	9,084.00
8" wide x 15" deep												
1 Page 10" wide x 16" deep	3,800.00	3,060.00	2,700.00	9,180.00	2,700.00	10,800.00	2,160.00	25,920.00	2,160.00	9,180.00	2,700.00	10,800.00

Terms and Conditions

Payment for advertising is due upon publication issue date. In submitting an advertising order, advertisers agree to pay all costs of collection including all fees and reasonable attorney's fees related to default of payment. All accounts past 30 days due are subject to a 1 1/2% per month interest; 60 days - 3%; 90 days - 6% charge on the unpaid balance.

All terms and conditions published here, and on Selikoff Enterprises/Go For It! contracts are to be considered part of all rate cards and consulting contracts. All advertising is subject to these terms and conditions.

Agencies and their advertisers have a dual liability to the publication in the event of non-payment. That is, the client is responsible for the agency and vice versa. The publisher assumes no financial responsibility for typographical errors in advertisements, but if at fault will reprint that part of the advertisement in which the error occurs. If possible the total advertisement will be reprinted. Publisher is not responsible for errors in key numbers. Notifying the advertiser must be made within one week from the date of publication.

All advertising is accepted subject to the following terms and conditions and in those set forth in our current contract format. The publisher reserves

the right to refuse any advertisement without explanation at any time. Publisher shall not be liable for any failure to finish consulting projects or seminars, print, publish or circulate all or any portion of any project or issue in which an advertisement is accepted by publisher or staff if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control.

Cancellations (as well as changes in insertion orders) will not be accepted by the publisher after the closing date for the agreed upon issue. Cancellations must be in writing, and none are considered accepted until confirmed in writing by the publisher. Neither the agency nor its advertiser may cancel orders for advertising after closing dates.

In consideration of publication of an advertisement, consulting project or seminar, the client/advertiser and the agency, jointly and severally, will indemnify and hold harmless the Publication, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, consulting project of seminar, including, without limitation, claims or suits for libel, violation of rights of privacy, copyright infringement or plagiarism.

Partial Client List from the firm: Selikoff Enterprises - Principal - Rachel Selikoff

Selikoff Enterprises

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New England Medical Center	Dana Farber Hospital
Middlesex County Hospital	Retina Associates
Visiting Nurse Association	Limited to Endodontics
Mount Sinai Medical Center	Sutter Health Corp.
Garland Nursing Home	Nachman Biomedical Ass.
Massachusetts College of Pharmacy and Allied Health	Tufts University
Alumnae Nurses Professional Registry, Connecticut	IBM Corp.
Brooklyn Bureau of Community Service	Fletcher Allen Health Care
Florence Ditlow, RN - Massachusetts Eye and Ear Hospital Analog Devices	Raytheon Corporation
Muscle, Inc. (Designated Massage Team for the Boston Marathon)	Elizabeth Arden Corp.
Lovelace Hospital	Bayonne Medical Center
Physical Therapy Search, Inc.	Prime National Publishing Corp.
Brookline Citizens Publishing Corp.	Yale School of Nursing
Cap Gemini Ernst & Young	The Newton Marriott Hotel
U.S. Army Recruiting Battalion	NorthEast Assn. of TeleMessaging
Massachusetts National Guard/Rhode Island Air National Guard	The Moscow Circus
Kern, Sosman, Hagerty, Roach and Carpenter	Sierra Vista Health System
Mass. Association for Recreation/Employment Servs.	1989-2009 - Kennebunkport Art Assn.
IDS Financial Services, Inc. (A Division of American Express)	Marianne Williamson

Rachel Selikoff, MBA, has worked in sales/marketing, planning and recruiting for over twenty years. Her experience ranges from teaching **Mass Media at Harvard University**, lecturing on **Advertising at Boston College**, participating in the **MIT Enterprise Forum**, and writing recruitment advertising/marketing plans for healthcare/corporations in the U.S., Canada and Europe.

Ms. Selikoff created competitive market/planning processes that are part of the **MIT Liaison Group** and a National Column called "Developing Professional Priorities" regarding recruitment/MIS/imaging strategies; plus, extensive experience in Cable TV, radio and print productions.

In 1988, Ms. Selikoff was elected to "Who's Who of American Women in Business". In addition, seminars by Polaroid and Insight Corp. were awarded for creativity and leadership.

Since 1992, she has served on the Board of Directors of Halcyon House with the Massachusetts General Hospital and The Match-Up Interfaith Community. In 1993, she was selected to join The Citizen Ambassador Program of People to People International representing the United States in Russia and Estonia.

In 1994, the WFOT (World Federation of Occupational Therapy) conference in London, England, invited her to speak about recruitment/advertising trends. In 1995, Boston College awarded her a Visiting Entrepreneur Lecturer position.

Ms. Selikoff in 1996 was an Award winner of the MA Health Care Human Resource Association "Best Practice in Business". In 1997, she was recognized by "Who's Who in American Media and Communications"; and received the Highway Press Award for Relevant Journalism. For 1997-98 she was elected to Who's Who of International Professionals. 1999-2000 brought an invitation to speak at **Yale University** on Medical Recruitment and THE MEDAL OF HONOR – International Woman Of The Year – Cambridge, England. In 2002, she was invited to the White House, to meet with President Bush as a representative of a Woman Owned business. 2002-present – Consultant to Dept. of Labor regarding Woman Entrepreneurs. Jewish Lay Chaplain with Delta Dog for Jackson Hole, Wyoming.

2006 - Present – Founder/Manager of Food Bank for Middle America - WBAM
2006 & 2009 – Who's Who in National Executive and Professional Women in Nursing and Healthcare.
2007 - Present – Awarded Honorary Chair of Federal Bus/Health Advisory Group – as an Independent.
2008 – Awarded two honors by National Newspaper Association for creativity and marketing.
2008-2009 – Awarded recognition of quality, scope and market penetration, by the Dolly Parton Imagination Foundation Corp. and Clorox Corp.