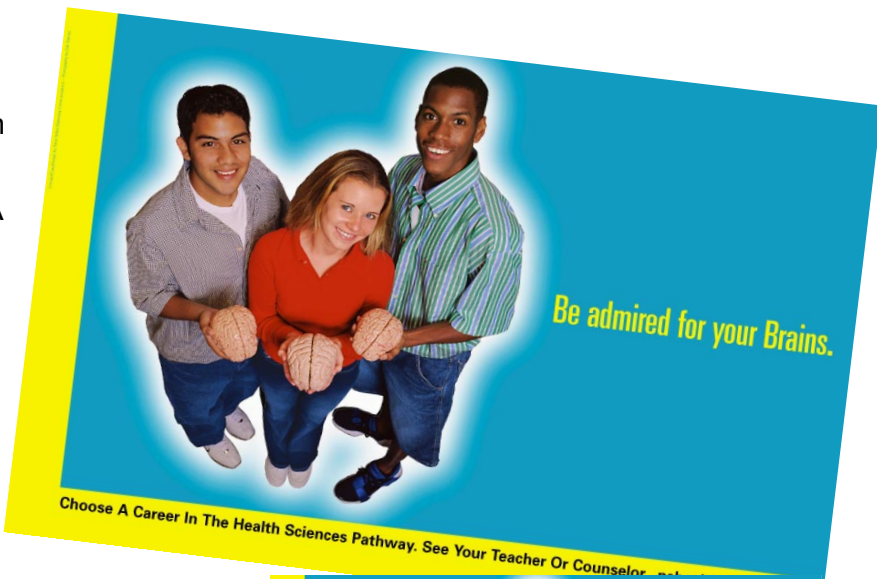


North Carolina Statewide Health Careers Recruitment Campaign

Eighteen thousand (12,000 English and 6,000 Spanish) 11" x 17" full-color posters have been distributed and posted in every middle and high school in NC. Each school received nine posters (6 English and 3 Spanish). Lilly, NCHA (North Carolina Hospital Association) and NCAHEC (North Carolina Area Health Education Centers) funded the cost of the creative, production and printing.

North Carolina Health Occupations Education Teachers Association (NCHOETA), UNC-Chapel Hill School of Nursing, Durham Public Schools Career and Technical Education, and the North Carolina Department of Public Instruction funded the distribution to the 2,000 schools.

The other component of the campaign is billboards. Twenty-nine (26 English and 3 Spanish), 12' x 25', full-color billboards are posted in the Raleigh and Durham metro area for the month of April 2003. The total number of Adults 18+ impressions is 15,120,000. If additional funding is received, we plan to post 132 additional billboards (118 English and 14 Spanish) throughout the rest of the state in metro and rural counties for an additional Adults 18+ impressions of 31,592,330.



Here you will find the PDF files of the comprehensive color layouts for the school posters (English and Spanish) and the comprehensive color layouts for the billboards (English and Spanish) for your review.

If you are interested in producing posters and/or billboards in your state, please contact Peter Taflan (Peter Taflan Marketing Communications) via telephone at 919.383.0351 or via e-mail at peter@ptmc.com.

Concept, copy and design by Peter Taflan Marketing Communications (www.ptmc.com). Photography by Zeb Starnes Creative Photography (www.zebstarnes.com).