

INCENTIVE PROGRAMS

Place More Ads, Earn More

SINGLE INSERTION (1x rate)

1x

One advertisement in either AARC Times or RESPIRATORY CARE earns a 30-day logo placement/link at AARC Online.

THREE INSERTIONS (3x rate)

3x

Placement of three advertisements in AARC Times or RESPIRATORY CARE earns 2,000 names from the AARC Membership List. And for each insertion, earn a 30-day logo placement/ link at AARC Online.

SIX INSERTIONS (6x rate)

6x

Placement of six advertisements in AARC Times or Respiratory Care earns a one-year logo placement/link at AARC Online. Advertisers may also select **ONE** of the following Incentives:

- A new product announcement on AARC On-Line Buyer's Guide for 30 days *or*
- 4,000 Names from the AARC Membership List

TWELVE INSERTIONS (12x rate)

12x

Placement of twelve advertisements in AARC Times or RESPIRATORY CARE earns a one-year logo placement/ link at AARC Online. Advertisers may also select **ONE** of the following Incentives:

- A new product announcement on AARC On-Line Buyer's Guide for 60 days *or*
- 8,000 Names from the AARC Membership List *or*
- 4 Priority Points for the AARC International Respiratory Congress *or*
- Research Assistance access to members matching your profile to create focus groups

EIGHTEEN INSERTIONS (18x rate)

18x

Placement of eighteen advertisements in AARC Times or RESPIRATORY CARE earns a one-year logo placement/link at AARC Online. Advertisers may also select **ONE** of the following Incentives:

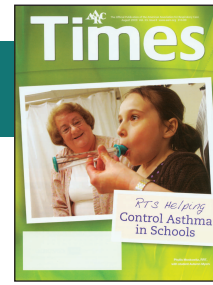
- A new product announcement on AARC On-Line Buyer's Guide for 90 days *or*
- 12,000 Names from the AARC Membership List *or*
- 1,000 Reprints from RESPIRATORY CARE or AARC Times *or*
- 8 Priority Points for the AARC International Respiratory Congress

TWENTY FOUR OR THIRTY SIX INSERTIONS (24x or 36x rate)

24x or 36x

Placement of twenty-four or thirty-six advertisements in AARC Times or RESPIRATORY CARE earns a one-year logo placement/link at AARC Online. Advertisers may also select **ONE** of the following Incentives:

- A new product announcement on AARC On-Line Buyer's Guide for 120 days *or*
- 16,000 Names from the AARC Membership List *or*
- 2,000 Reprints from RESPIRATORY CARE or AARC Times *or*
- 12 Priority Points for the AARC International Respiratory Congress *or*
- Research Assistance access to members matching your profile to create focus groups



Place More Ads, Earn Bigger Incentive Bonuses

To earn Incentive packages, advertisers must submit a signed agreement for the specified number of advertisements and must fulfill the number of insertions specified. Publisher reserves the right to bill full price for Value-Added products if the advertiser does not fulfill the number of insertions specified. Insertions in AARC Times and RESPIRATORY CARE may be combined to earn a better rate and Value-Added Package.



MARKETPLACE

Ask about how you can qualify for value-added AARC Times Marketplace insertion. Qualifying advertisers must submit a camera-ready ad that is no more than 1.6 inches wide by 3.8 inches deep, including a border. Insertions made on a space available basis.

ONLINE EXPOSURE

**Earn a 30-day logo placement at AARC Online with each full-page four-color ad insertion in AARC Times or RESPIRATORY CARE. Your logo, and link, is posted during the month of insertion. Place six or more ads and earn a full year of logo placement.



THE AARC WEBSITE COUNTS

The AARC website, www.AARC.org, is the most visited website in respiratory care with 3.2 million visitors a year, 266,701 a month. SOURCE: Webtrends, not audited.

FOR COMPLETE ADVERTISING INFORMATION CONTACT:

Tim Goldsbury at goldsbury@aacr.org or

Anna Blydenstein at anna@aacr.org

(561) 745-6793 8 Fax (561) 745-6795

725 North Highway A1A, Suite C-106 • Jupiter, FL 33477

DAEDALUS ENTERPRISES, INC.

PUBLISHERS FOR THE AMERICAN ASSOCIATION FOR RESPIRATORY CARE

9425 N. MacArthur Blvd, Ste. 100, Irving, TX 75063

(972) 243-2272 • Fax (972) 484-2720 • www.aacr.org

