



Making Connections

Between Industry and Respiratory Therapists

Your connection to the AARC is your connection to the respiratory care profession. The AARC's multiple programs help you build relationships and sales. No other organization in respiratory care offers all of these connections.

Professional Information That Keeps You in Touch with the Profession

AARC Membership

The American Association for Respiratory Care (AARC) is committed to supporting the profession of respiratory care and helping broaden the scope of knowledge essential to the health of the profession. With more than 39,000 members worldwide, the AARC is the only professional society for respiratory therapists in hospitals and with home care companies, long-term care facilities, sleep centers, health industry and pharmaceutical companies - - and for managers of respiratory and cardiopulmonary services, sales and marketing professionals, and educators who provide respiratory care training. Become an AARC member and you will get respiratory news first - - when it means the most to you. The AARC keeps you on top of respiratory care with: AARC Times Magazine and RESPIRATORY CARE Journal; www.AARC.org; NewsNow e-newsletter; Internet Mail Groups and Specialty Sections; and much more. [Contact Membership Services](#). [Membership](#) webpage. [Join or Renew](#) webpage. [Benefits](#) webpage.

www.AARC.org - Home Page for the World's Respiratory Health Care Leaders

AARC.org is a focal point for respiratory health care solutions for worldwide practitioners in acute care, home care, long term care, subacute care, critical care, skilled nursing facilities, pulmonary rehabilitation centers, and sleep labs. It is among the most trusted resources for respiratory clinicians, providing them with commentary, analysis, relevant tools and real-time reporting that they need to succeed at work. AARC.org features breaking news and trends; articles from current and past issues of *AARC Times* and RESPIRATORY CARE; focused research studies and reports; information on key health care events, seminars and conventions; continuing education and other professional resources and products. Reaching 150 thousand unique visitors per month, AARC.org is the No. 1 respiratory health site on the web. [Contact info@aarc.org](mailto:info@aarc.org)

Marketing Vehicles that Warm-Up the Cold Sales Call

RESPIRATORY CARE Journal

For 50 years RESPIRATORY CARE has stood for one overriding principle, the belief in the respiratory profession. Since the first issue, the Journal's RESPIRATORY CARE's mission has been clear and steady, to provide insights and information to ensure the success of the practice of respiratory care. With RESPIRATORY CARE your advertising aligns your brands with the most trusted, recognized, and influential name in respiratory health. A peer-reviewed journal that delivers paid circulation of 26,000* that is also listed in *Index Medicus* and Thomason/ISI's "Web of Science." [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

*Based on December 2005 audited circulation (rounded) [See Report>>](#)

AARC Times Magazine

AARC Times is the world's leading respiratory news and feature magazine. Since 1976, its mission has been to provide information and insights to ensure our readers' success — giving respiratory clinicians the tools they need to provide quality health care and excel in the great profession of respiratory care. *AARC Times* delivers the news, and your advertising, first to 27,000* clinicians, when it is most effective. [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

*Based on December 2005 audited circulation (rounded) [See Report>>](#)

Marketplace

Every advertising insertion allows you to showcase a product and service with a Free placement in *AARC Times* Marketplace. These small editorial-style placements magnify the results you get from space advertising. [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

Direct Mail Lists

Direct Marketing is one of the most effective and cost efficient tools you can use to reach new customers. Only AARC List Services gives you AARC members and NBRC credentialed therapists. The value of the AARC list lies in the recency and accuracy of the list - - 39,000 names updated daily. Select by job title, specialty, or credential for target marketing at its best. For the most comprehensive list in respiratory care, choose NBRC with 80,000 names. Select by credential and zip code. [Contact Kris Kuykendall](#) or [List Services](#) web page.

Corporate Discounts

As a multi-magazine publisher, we offer those who advertise in both publications the highest frequency discounts on a combined contractual basis in each magazine. [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

Programs That Support and Make Your Sales Efforts More Effective

Journal Reprints

Health industry and pharmaceutical companies turn to medical education sources to keep clinicians informed about their products and target therapeutic areas. Reprints of clinical content of important peer-reviewed journals rank at the top of their choices. RESPIRATORY CARE and AARC Times provide a credible endorsement that augments your company's in-house marketing literature. Our glossy high-quality reprints in publication formats support your marketing effort for use as: press hand outs, sales prospect support, customer mailings, trade shows, company seminars, direct mail campaigns, distributor promotions, and for internal sales meetings. [Contact Denise Smith](#)

Buyer's Guide of Respiratory Products and Services

The AARC publishes the profession's oldest and most complete print and online Buyer's Guides. Special advertising products help you reach decision makers throughout the year. Entries in the professional Buyer's Guide also earn automatic insertion in the AARC Consumer Buyer's Guide (for applicable products). [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

Advertising Effectiveness Research

Not sure if your ad is working? Not sure of your brand awareness or why your ads aren't generating enough sales leads? We can help with bonus research studies from Readex®. Free to marketers with advertising placement in the advertising research issues. [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

Corporate Partners

The American Association for Respiratory Care Corporate Partner Program is comprised of best-in-class organizations interested in supporting the goals and work of the Association. Involvement in the AARC Corporate Partner program is a statement of your commitment to professionalism and excellence in respiratory health. This commitment will be recognized over and over by members of the respiratory profession. Corporate Partners are acknowledged, whenever possible, in the news media, at functions such as the AARC International Respiratory Congress, AARC Summer Forum, in their own offices through certificates, in the AARC's publications and on the AARC's website. Your involvement results in increased visibility and a recognized association with excellence. Contact [Sam Giordano](#). [Corporate Partner](#) webpage.

Maximize Your Presence at Your Trade Shows

Trade Show Support

Each year *AARC Times* and RESPIRATORY CARE are distributed at key healthcare trade shows, which means even more exposure for your marketing message. Enjoy distribution at AAAAI, AACN, ATS, AARC, APSS, ERS, and Medtrade. [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

AARC International Respiratory Congress Exhibit

The AARC International Respiratory Congress is the “gold standard” of respiratory care meetings. It is the best attended respiratory care meeting in the world. Attendees consist of everyone from manufacturing company executives (your competition) to department heads and medical directors (the decision-makers) to technicians and specialists (the users). Where else can you reach this level of diversity within this industry at one time? More decision makers attend the AARC Congress than any other meeting in the industry. These are the leads you want! These are the leads you keep! With a three-day exhibit, and four-days of educational sessions, the AARC Congress offers virtually unlimited opportunity to re-establish old contacts and generate new ones. Where else can you network with so many industry-specific professionals at one time? For Exhibit Information [Contact Annette Phillips](#).

AARC International Respiratory Congress Program Sponsorship

The AARC International Respiratory Congress presents topics found at no other educational forum. These include a wide variety of areas that interest respiratory care professionals. Each year, nationally known experts present sessions on ethics in healthcare, COPD, asthma, advances in mechanical ventilation, education, research, transport, sleep medicine, pediatrics, updates in diagnostic standards, home care innovations, management, international perspectives and many other topics. Attendees consist of department heads and medical directors (the decision-makers) to technicians and specialists (the users). Only at the AARC Congress can you reach this level of diversity within this industry at one time. It is the only venue in respiratory care that gives you so many educational sponsorship opportunities with sessions that focus on so many specific areas of respiratory care. This allows you to target niches for product, brand, and company awareness. [Contact Ray Masferrer](#) or [Sponsorship](#) webpage.

AARC International Respiratory Congress Marketing Support

The AARC helps you maximize your marketing at the AARC International Respiratory Congress. Ads placed in Congress show issues of *AARC Times* and RESPIRATORY CARE are distributed at the Congress. Plus, additional opportunities are available in the Congress Gazette, Congress Preliminary Program, Congress Program, and the Exhibitor Guide. [Contact Tim Goldsbury](#) or [Media Kit](#) web page.

Good Things Happen When Education Meets Opportunity

Webcast Educational Grants

The AARC’s popular webcast educational series is extremely popular with AARC members because it provides high quality educational programs through the convenience of their own computer. All while receiving continuing education credit that is tracked by the AARC through personalized transcripts. These programs are very effective for health industry vendors. That is because they link your company as a sponsor to a specific topic of interest that matches your product. This allows for excellent time-durable targeted marketing. [Contact Bill Dubbs](#). [Webcast Central](#)

Professor’s Rounds Educational Grants

Professor’s Rounds delivers to Respiratory Care departments an outstanding lineup of topics and speakers that provide a targeted marketing opportunity for your brand and company. All programs are delivered throughout the year in a convenient DVD format with a complete continuing education packet. This format gives longer life, and more exposure, to your sponsorship. Plus, new subscribers purchase the programming throughout the year. With every program, sites have sixty days for their staff to view the videotape program, take the post-test, and return the attendance log for CRCE credit. They can continue to, and often do, use the tape for future in-service programs. This gives sponsorships longer exposure and longer life. And, your sponsorship will continue to appear on the DVDs sold for two to three years after release. [Contact Dale Griffiths](#) or [Professor’s Rounds](#) website.

Professor’s Rounds Educational Scholarships

Professor’s Rounds delivers to Respiratory Care departments a lineup of highly-focused continuing education topics. All programs are delivered throughout the year in a convenient DVD format with a complete continuing education packet. With every program, sites have sixty days for their staff to complete the program for CRCE credit. You distribute to the sites to reward your best customers or use as a value-added product to close the sale with a new customer. This is an especially effective program if a company is sponsoring a session with an Educational Grant. The AARC will distribute participation instructions and course materials directly to each site registered by you. (minimum 12 sites) [Contact Dale Griffiths](#) or [Professor’s Rounds](#) website

AARC Membership - - Bulk Purchases

AARC membership keeps professionals on top of the latest treatment, medications, equipment, and regulatory issues affecting the profession. Use memberships to keep your staff on top of the market and in tune with your customers. Also an ideal value-added program to reward your best customers - - they will remember you throughout the year. Purchase 10 or more AARC memberships and save with bulk membership rates. The program is simple: You purchase bulk membership coupons, each one good for an AARC new or renewal membership. Regular membership in the AARC is \$90 per year. Through our discounted group program, you can save on bulk membership purchases. Bulk memberships are good for one year from date of issue. You can pass out these coupons all at once or reserve them for use throughout the year. [Contact Pat Lee](#) or [Group Membership Website](#).

CRCE Online Educational Scholarships

CRCE Online delivers high quality, classroom-type continuing education on the Internet. These programs help facilities meet JCAH and regulatory requirements and earn participants CRCE continuing education credit. You distribute to the sites to reward your best customers for their loyalty or to use as a value-added product to close the sale with a new customer. The selection of programs helps you target key topics that support your products. Contact [William Dubbs](#). [CRCE Online](#) webpage.

American Respiratory Care Foundation (ARCF)

The ARCF is a not-for-profit organization formed for the purposed of supporting research, education, and charitable activities. The Foundation funds clinical and economic research, education recognition awards, educational activities, literary awards, and scholarly publications. Health industry and pharmaceutical companies can make a difference and demonstrate their support by making a charitable contribution to the ARCF. Plus, the ARCF is active in globalizing the respiratory care profession through several international programs including the [International Fellowship Program](#). Learn more about [Educational Award Endowments](#). [ARCF Website](#)

THE AMERICAN ASSOCIATION FOR RESPIRATORY CARE

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