



# The AARC Online Respiratory Buyer's Guide

Where Decision Makers Look First  
When They're Ready To Buy  
— 365 Days A Year.

The Purchasing Source for

- Respiratory Therapy
- Cardiopulmonary Diagnostics
- Sleep Diagnostics
- Respiratory Home Care
- In All Care Settings
- [www.aarc.org](http://www.aarc.org) - Click on Buyer's Guide

The AARC Online Respiratory Buyers Guide is the **most widely used purchasing directory** in the field of respiratory care and cardiopulmonary diagnostics. It's the source where buyers and decision makers look first when they're ready to buy. Here's why:

- ▶ Oldest Respiratory Buyer's Guide – Published in Print Since 1983, Online since 1997.
- ▶ Most Comprehensive Buyer's Guide in Respiratory Care
- ▶ Delivers Year-Round Exposure
- ▶ Used by Health Care Professionals in All Care Settings
- ▶ Used by Clinicians Worldwide
- ▶ Updated Continually Throughout the Year
- ▶ Listings by Product/Service, Trademark/Brand Name, and Company

---

## Year Round Market Coverage

---

The AARC Online Respiratory Buyer's Guide **delivers year-round exposure** to the respiratory care community. It is designed to increase your visibility and ensure that your company will be seen throughout the year, whenever decision-makers are ready to buy.

- ▶ Reach key decision makers
- ▶ Achieve targeted exposure
- ▶ Update Your Listing Yourself When You Need It Changed
- ▶ Generate quality leads
- ▶ Maximize your visibility

Your basic online listing is free, but, there are options that can enhance your presence and boost sales leads throughout the year.

- ▶ Logos That Increase Your Company Visibility
- ▶ Product Announcements That Let You Promote New Products or Company News
- ▶ Sponsored Rankings--Your Company Name Appears at the Top of Individual Product Listings online

(See Rate on Next Page)

Advertising Sales Representative • **Tim Goldsbury & Associates**

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

Telephone (561) 745-6793 • Facsimile (561) 745-6795 • [Email goldsbury@aarc.org](mailto:goldsbury@aarc.org)

# Advertising Rates

## Enhancements

### AARC's Online Respiratory Buyer's Guide

[www.AARC.org](http://www.AARC.org)

Rate Card #4

Effective November 1, 2005

---

#### Sponsored Ranking !!NEW!!

---

Ensure that your company appears at the top of buyers' searches. With Sponsored Ranking, you can guarantee that your company is among the top three names in the Products and Services categories that are important to you. Example: Windy Ventilator Supplies is normally the last company listed under Circuits/Adapters and Airy Circuits is listed first, alphabetically, when buyers search for circuits. Windy Ventilator Supplies purchases a Sponsored Ranking and is now listed ahead of Airy Circuits. The order of the top three Sponsored Ranking positions rotate.

Sponsored Position (per category)      **12 Months**      **\$1,620 (Only \$135/mo)**  
Positions available on a first come, first serve basis – only three positions per category.  
Multi-category discount – Purchase Ranking in five or more categories and earn a 10% discount.

---

#### Logo in Company Description

---

Your company logo will appear each time a user visits your company directory listing.

**12 Months**    \$900 (\$75/mo.)

*Format: gif, jpg or png only. Image should not exceed width of 120 pixels and height of 75 pixels. Maximum file size should not exceed 1 MB.*

---

#### Industry News (Product Announcements)

---

*Now you control what you want and when you want it.*

Post your new product announcements and company news that will appear in a rotating window on the home page of the Buyer's Guide. For flexibility and maximum support of your sales efforts, Industry News product announcements allow you to personally change your product or message. Or, use this program for company announcements such as assignments of new sales representatives or dividend performance.

	<b>3 Months</b>	<b>6 Months</b>	<b>12 Months</b>
Industry News Announcement	\$525 (\$175/mo.)	\$900 (\$150/mo.)	\$1,500 (\$125/mo.)

*Industry News announcements accept up to 75 words with one image file. Format: gif, jpg or png only. Image should not exceed width of 120 pixels and height of 75 pixels. Maximum file size should not exceed 1 MB.*

▪ **Order Your Online Respiratory Buyer's Guide Enhancements Today** ▪

Advertising Sales Representative • Tim Goldsbury & Associates

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

Telephone (561) 745-6793 • Facsimile (561) 745-6795 • [Email\\_goldsbury@aarc.org](mailto:Email_goldsbury@aarc.org)