

2012 AARC DIGITAL ADVERTISING



With over 700,000 page views per month, AARC.org is one of the most visited Internet sites for respiratory care professionals worldwide as well as consumers interested in respiratory health care. Your customers are here, reading, downloading information, and learning all about the constantly evolving field of respiratory health care.

The AARC offers opportunities to market your products and services to our membership through our website, e-newsletters, e-list groups, as well as our digital editions of *AARC Times* magazine and *RESPIRATORY CARE* journal.

DIGITAL ADVERTISING ACCESS REQUIREMENT

Access to AARC Digital Advertising is limited to, and exclusive to, marketers placing advertisements in the print editions of *AARC Times* magazine and *RESPIRATORY CARE* journal. Those not placing print advertisements under “4 for \$5,000” are not allowed to place AARC Digital Advertising.

AARC.ORG ONLINE ADVERTISING

ANNUAL VISITS TO WEBSITES: 2,336,008 (International 13.18%)
ANNUAL PAGE VIEWS: 8,453,692 impressions
SITE ENGAGEMENT: 18 average minutes per user

ANNUAL VISITORS: 971,340 prospects
AVERAGE PAGE VIEWS: 3.59 per visit
SITES LINKING TO AARC.ORG: 910

MOST FREQUENTED PAGES	VISITS (monthly)	VEWS (monthly)	LEADERBOARD
AARC Headlines (Premium Page)	388,562	704,644	\$2,000
Member Log-In (Premium Page)	132,614	213,051	\$2,000
AARC: Education (Premium Page)	124,040	198,989	\$2,000
AARC Continuing Respiratory Care Education (CRCE) (Premium Page)	105,351	185,993	\$2,000
AARC Benefits and Services	72,412	99,573	\$1,800
Resources	49,029	61,187	\$1,800
Career: Job Bank, Advice, How to Be an RT	46,420	55,641	\$1,800
AARC Podcasts	40,037	43,972	\$1,800
AARC Meetings	38,808	50,180	\$1,800
AARC Webcast Central	37,628	50,898	\$1,800
Other Pages as Requested (except home page)			

RATES

Premium Page (100,000+ visits) Leaderboard (728 x 90) **\$2,000 per month** (After April 30, 2012 requires a 3 month commitment)
Regular Page Leaderboard (728 x 90) **\$1,800 per month** (After April 30, 2012 requires a 3 month commitment)

Specifications: *One Position Per Page with Two Rotating Ads.* Leaderboard 728 wide x 90 tall; jpg or gif format; include URL for link; animation limit of 8 seconds with a maximum of 3 loops; flash video not allowed. Conform to Interactive Advertising Bureau (IAB) specifications and guidelines. **NOTE:** Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.

SPECIALTY SECTION DISCUSSION GROUP LIST PAGES AT AARCONNECT

Advertisement also appears on each group's real time emails or digest emails of postings — generating additional exposures.

- Adult Acute Care
- Continuing Care/Rehab
- Diagnostics
- Education
- Home Care
- Long-Term Care
- Management
- Neonatal-Pediatrics
- Sleep
- Surface & Air Transport

RATE: Specialty Section Skyscraper (150 x 240) \$2,500 per month (introductory rate) (After April 30, 2012 requires a 3 month commitment)

Specifications: *One Position Per Page — No Rotation.* Skyscraper 150 wide x 240 tall; jpg or gif format; include URL for link; flash video not allowed. Conform to Interactive Advertising Bureau (IAB) specifications and guidelines. **NOTE:** Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.

ROUNDTABLE DISCUSSION GROUP LIST PAGES AT AARCONNECT

Advertisement also appears on each group's real time emails or digest emails of postings — generating additional exposures.

- Asthma Disease Management
- Disaster Response
- Geriatrics
- Hyperbarics
- Informatics
- Military
- Neurorespiratory
- Research
- Simulation
- Tobacco-Free Lifestyle
- International Medical Missions

RATE: Roundtable Skyscraper (150 x 240) \$2,500 per month (introductory rate) (After April 30, 2012 requires a 3 month commitment)

Specifications: *One Position Per Page — No Rotation.* Skyscraper 150 wide x 240 tall; jpg or gif format; include URL for link; flash video not allowed. Conform to Interactive Advertising Bureau (IAB) specifications and guidelines. **NOTE:** Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.



FOR COMPLETE ADVERTISING INFORMATION CONTACT: Tim Goldsbury, RRT Sales Director at goldsbury@aacr.org, Andrea Conte' Sales Consultant at andrea@aacr.org or James F. Adams Sales Consultant at james@aacr.org (561) 745-6793 • Fax (561) 745-6795 • 725 North Highway A1A, Suite C-106, Jupiter, FL 33477

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E-NEWSLETTER ADVERTISING

Advertise on one of thirteen different targeted e-newsletters reaching up to all members with email addresses.

News Now — Sent Weekly (Thursday) to 43,000+ member email addresses

RESPIRATORY CARE Journal Update — Sent monthly. *Advertiser must have ad in that month's print edition.*

AARC Times magazine Update — Sent monthly. *Advertiser must have ad in that month's print edition.*

Specialty Section e-News — Sent monthly

- Adult Acute Care
- Diagnostics
- Long-Term Care
- Home Care
- Sleep
- Continuing Care/Rehab
- Education
- Management
- Neonatal-Pediatrics
- Surface & Air Transport

RATES/SIZES

News Now Leaderboard (728 x 90) \$1,450 per week (*After April 30, 2012 requires a 1 month commitment*)—one advertiser per email.
All Other Leaderboards, (728 x 90) \$1,450 per month (*After April 30, 2012 requires a 3 month commitment*)—one advertiser per email.

Specifications: Leaderboard 728 wide x 90 wide; jpg or gif format; include URL for link; flash video not allowed. Conform to Interactive Advertising Bureau (IAB) specifications and guidelines. **NOTE:** Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.

SPONSORED CONTENT E-NEWSLETTER ADVERTISING

Literature Update e-newsletter — The AARC will prepare customized literature searches from RESPIRATORY CARE journal on a subject of your choosing and email to a specified audience. Examples of topics include:

- VAP
- Mechanical Ventilation
- Asthma/COPD management
- Readmissions
- Pharmaceuticals
- Arterial Blood Gases
- Monitoring
- Sleep Disease
- Airway Management
- Aerosol Delivery
- LTOT
- *and more*

RATES/SIZES (single sponsorship)

Skyscraper (only) (160 x 600) *Call for Quote.* Rate based on segment targeted and number of email addresses. (*After April 30, 2012 requires a 3 month commitment*)

Specifications: Skyscraper 160 wide x 600 tall; jpg or gif format; include URL for link; flash video not allowed. Conform to Interactive Advertising Bureau (IAB) specifications and guidelines.

NOTE: Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.

DIGITAL MAGAZINE ADVERTISING

AARC Times magazine and RESPIRATORY CARE journal Advertising Enhancements.

Enhancements to your advertisements increase engagement with your message and increase response to your ad.

Insert Flash video files (per file)	\$450
Insert mp3 audio files (per file)	\$225
Insert custom Flash code (per file)	\$855
Animate existing print ad	\$855

NOTE: Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.



PRINT MAGAZINE ADVERTISING

Advertisers in the print editions of AARC Times magazine and RESPIRATORY CARE journal automatically receive placement in the digital editions. These digital editions extend the life of advertising because of their availability weeks before delivery of the print edition and for years after release. Only advertisers in the print editions of AARC Times and RESPIRATORY CARE are allowed access to AARC Digital Advertising. Print Advertising Media Kit: www.aarc.org/marketplace/media_kit/



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