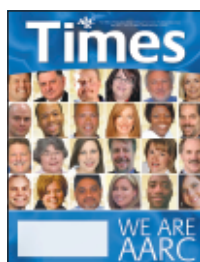


## 2012 RECRUITMENT ADVERTISING MEDIA KIT

**BECAUSE SO MUCH IS RIDING ON YOUR EMPLOYEES**  
*You Want To Recruit The Very Best*



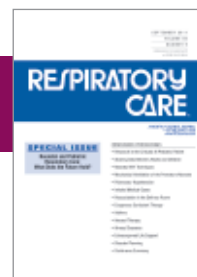
### **AARC Times and RESPIRATORY CARE Is Where You Find Them**



You are looking for respiratory therapists, but there is only one place to find professional, quality, and highly skilled respiratory therapists. You'll find them reading *AARC Times* and *RESPIRATORY CARE*. Unlike other recruitment magazines, our readers have demonstrated their professionalism by joining the American Association for Respiratory Care. And, because they pay for our publications, they read them and your recruitment ads.

- ▶ **Immediate Internet exposure with every publication insertion**
- ▶ **Low cost rates — even lower for AARC members**
- ▶ **Reach respiratory therapists — you don't pay for non-RT circulation**
- ▶ **Twice-monthly schedule offers planning flexibility**
- ▶ **A skilled, professional candidate pool**
- ▶ **Paid subscribers who read the publications and your ads**

# RECRUITMENT ADVERTISING



## AARC Times

AARC Times is the only news and feature magazine mailed to the members of the American Association for Respiratory Care. It is written for the cardiopulmonary clinician in all care settings including acute care, subacute care, postacute care, sleep labs and home care. AARC Times is more than an

association magazine. Seventy six percent (76%) of its pages cover clinical topics and features, professional and management articles, regulatory and legislative updates, health care news, industry news, and career guidance.\*

\*SOURCE: DAEDALUS ANALYSIS OF EDITORIAL CONTENT.

**63,606**  
**AARC Times**  
**Total readers\***  
**Even more with**  
**Digital Edition Readers**

## RESPIRATORY CARE

For more than 50 years, respiratory therapists have looked to RESPIRATORY CARE journal for the latest and most trusted reviews and original research papers in respiratory health. The Journal features topics for the clinician participating in the evaluation and care of patients with respiratory problems, particularly areas involving technology. Over the years the Journal has featured technology,

including mechanical ventilation, artificial airways, aerosols, oxygen therapy, respiratory monitoring, and pulmonary diagnostics.

RESPIRATORY CARE is the profession's only peer-reviewed science journal and its articles are unique, and not found in any other journal.

\*SOURCE: INCLUDES CIRCULATION AND PASS ALONG READERS BASED ON MARCH 2011 AARC TIMES READEX SURVEY, AUGUST 2011 RESPIRATORY CARE READEX SURVEY.

**70,009**  
**RESPIRATORY CARE**  
**Total readers\***  
**Even more with**  
**Digital Edition Readers**



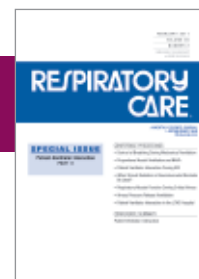
**DAEDALUS ENTERPRISES, INC.**  
**PUBLISHERS FOR THE AMERICAN ASSOCIATION FOR RESPIRATORY CARE**

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

(972) 243-2272  
 Fax (972) 484-2720

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

# RECRUITMENT ADVERTISING



## AARC Times & RESPIRATORY CARE

The membership of the American Association for Respiratory Care (AARC) represents an educated, skilled, professional, and experienced audience that delivers respiratory health care in virtually every care setting, specialty, and position. As the AARC is the only professional association in the field of respiratory care, 50,000+ therapists look to its publications, web site, and electronic products for leading clinical, professional, and regulatory information.



SUBSCRIBER'S JOB TITLE	AARC Times	RESPIRATORY CARE
MANAGER.....	6,428	6,428
MEDICAL DIRECTOR/PHYSICIAN .....	292	292
DIAGNOSTIC TECHNICIAN.....	816	816
THERAPIST/TECHNICIAN.....	30,186	30,186
NURSE.....	236	236
EDUCATOR/INSTRUCTOR.....	1,906	1,906
STUDENT .....	8,113	8,113
(working part-time in clinical setting)		
NONMEMBER SUBSCRIBERS .....	355	919
OTHER (libraries, industry, unclassified RTs).....	4,834	4,861
TOTAL CIRCULATION* .....	53,166	53,757
AARC MEMBERSHIP* .....	52,561	52,561

Effective with January 2012 issues all AARC members will receive both AARC Times and RESPIRATORY CARE in print or digital format.

\*AARC membership rolls and nonmember subscribers as of September 30, 2011

### ▼ AARC Congress

Attend the AARC Congress and meet skilled therapist candidates. Plus, attendees can post positions on the **FREE Job Board** for hot prospects to see. For more information, go to [www.aarc.org/education/meetings](http://www.aarc.org/education/meetings)

WHERE SUBSCRIBER'S WORK	AARC Times	RESPIRATORY CARE
HOSPITAL .....	62%	70%
RESPIRATORY EDUCATION PROGRAM/INSTRUCTION .....	6%	13%
SLEEP LAB/LONG-TERM CARE/SNF/SUB-ACUTE CARE/DME/HME/HOME HEALTH CARE COMPANY/OTHER/UNKNOWN .....	32%	17%

SOURCE: March 2011 AARC Times Survey, August 2011 RESPIRATORY CARE Readex Survey

**77%**  
of Readers  
Respond to Ads in  
RESPIRATORY CARE

SOURCE: March 2011 AARC Times Readex Survey and August 2011 RESPIRATORY CARE Readex Survey

**71%**  
of Readers  
Respond to Ads  
in AARC Times

**59.4 Minutes**  
Spent Reading AARC Times  
and Your Advertisement

**1.2 Hours**  
Spent Reading RESPIRATORY CARE  
and Your Advertisement

SOURCE: March 2011 AARC Times Readex Survey and August 2011 RESPIRATORY CARE Readex Survey

### Additional AARC Recruitment Tools:

#### Mailing Lists — More Cost-Efficient Than Your Local Newspaper

AARC membership mailing list — updated daily — select by zip code, credentials, title, and specialty. NBRC registry list — select by credential or zip code. Rate: \$125 per thousand names. For more information, go to [www.aarc.org/list\\_services/](http://www.aarc.org/list_services/).

# RECRUITMENT DISPLAY ADVERTISING RATES

RECRUITMENT ADVERTISING RATE CARD NUMBER 7 • EFFECTIVE WITH JANUARY 2012 ISSUES



## DISPLAY ADVERTISEMENT RATES

SIZE	DIMENSIONS	NONMEMBER B/W RATE	MEMBER B/W RATE**	COST PER READER*
Full Page	7 3/4" w x 10" d	\$1,500	\$1,200	\$0.04
1/2 page (HORIZONTAL)	7 1/4" w x 4 7/8" d	\$953	\$635	\$0.02
1/2 page (VERTICAL)	3 1/2" w x 10" d	\$953	\$635	\$0.02
1/3 page (SQUARE)	4 1/4" w x 4 7/8" d	\$760	\$545	\$0.02
1/3 page (VERTICAL)	2" w x 10" d	\$635	\$423	\$0.01
1/4 page	3 1/4" w x 4 7/8" d	\$476	\$317	\$0.01
1/6 page	2" w x 4 7/8" d	\$318	\$212	\$0.01

Four-Color: Add \$800 per page    One Standard Color: Add \$350 per color, per page (Cyan, Magenta, or Yellow)

Compare AARC Times and RESPIRATORY CARE recruitment rates at \$159 for a 3-inch ad and \$635 for a 1/3 Page ad (members save even more) – A **\$339 to \$1,445 savings** compared to other publications.



## AARC ONLINE JOB BANK RECRUITMENT ADVERTISING

Those looking for jobs can find them at the AARC Job Bank. AARC.org is the website where respiratory therapists gather to keep up with the profession and their career. Place an ad now and reach respiratory care's largest pool of skilled, motivated, and experienced respiratory therapists in all care settings and specialties. You'll get results fast because your job can be online with 24 hours of your order.

### Online Job Bank Banner

- \$495 AARC Members (Net)
- \$742 Nonmembers (Net)

### Online Job Bank Text Ad

- \$317 AARC Members (Net)
- \$476 Nonmembers (Net)

### Online Job Bank Job Clip – Online Video Commercial

- \$495 AARC Members (Net)
- \$742 Nonmembers (Net)

### Online Job Bank Text Ad and Job Clip

- \$649 AARC Members (Net)
- \$974 Nonmembers (Net)

### Free Internet Placement With Each Recruitment Print Display Ad

Recruitment display ads appear on [www.AARC.org](http://www.AARC.org) for one month within 24 hours of receipt of an insertion order – no illustrations or display type. **AARC web site receives 3.2 million unique visitors annually.**

SOURCE: Webtrends, not audited.

### CLASSIFIED WORD ADVERTISEMENT RATES

**AARC members:**  
\$50 for 50 words or less. Each additional word \$1.00.

**Nonmembers:**  
\$60 for 50 words or less. Each additional word \$1.20

## AARC Times Deadlines 2012

Issue	Closes	Delivered
January Issue	November 21, 2011	December 16, 2011
February Issue	December 19, 2011	January 16, 2012
March Issue	January 19, 2012	February 13
April Issue	February 20	March 15
May Issue	March 19	April 16
June Issue	April 19	May 14
July Issue	May 18	June 14
August Issue	June 19	July 16
September Issue	July 19	August 13
October Issue	August 20	September 13
November Issue	September 19	October 15
December Issue	October 19	November 15

December is Job Mart Issue with Bonus Distribution to Respiratory Schools

## RESPIRATORY CARE Deadlines 2012

Issue	Closes	Delivered
January Issue	December 7, 2011	January 3, 2012
February Issue	January 6, 2012	February 1
March Issue	February 7	March 1
April Issue	March 7	April 2
May Issue	April 6	May 1
June Issue	May 7	June 1
July Issue	June 7	July 2
August Issue	July 6	August 1
September Issue	August 7	September 3
October Issue	September 7	October 1
November Issue	October 8	November 1
December Issue	November 7	December 3

**MATERIALS DEADLINE** — 2 Business Days after Close for both magazines.

**FOR COMPLETE ADVERTISING INFORMATION CONTACT:** Tim Goldsbury, RRT Sales Director at [goldsbury@aacr.org](mailto:goldsbury@aacr.org), Andrea Conte' Sales Consultant at [andrea@aacr.org](mailto:andrea@aacr.org) or James F. Adams Sales Consultant at [james@aacr.org](mailto:james@aacr.org) • (561) 745-6793 • Fax (561) 745-6795