

**BECAUSE SO MUCH IS RIDING ON YOUR EMPLOYEES
— YOU WANT TO RECRUIT THE VERY BEST**

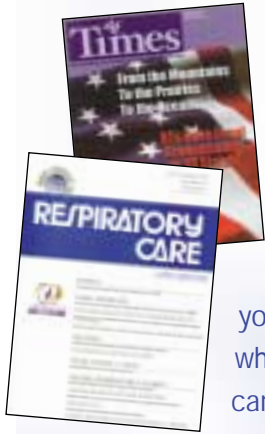
**RESPIRATORY
CARE**

&

**AARC
Times**

IS WHERE YOU FIND THEM

2005 RECRUITMENT ADVERTISING MEDIA KIT



**AARC Publications Give Your
Recruitment Advertising a
One-Two Punch Every Month**

Because so much is riding on
your employees, you want
the best candidates for
your job openings. That is
why **Where** you look for
candidates, **How** you hire,
and **Who** you hire are the key

elements in successful respiratory care
recruitment. Look in the wrong place and
How you hire might not be enough to
ensure that **Who** you hire is a highly
skilled respiratory therapist.

**AARC Members save money with
lower recruitment advertising rates
than nonmembers.**

Everyone is 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. Remember, looking in the right place helps
you find the who that you hire is a highly
skilled respiratory therapist.

**Immediate Internet exposure with
every publication insertion.**

So, look to the AARC to improve your
probability of a successful hiring.



AARC Times and RESPIRATORY CARE *There is a Difference*

Members have a choice and so do you. Most members elect to receive both AARC Times and RESPIRATORY CARE. However, many choose to receive only one magazine and that gives you **two distinct audiences** for your recruitment advertising. RESPIRATORY CARE delivers more library subscriptions whose readers are nonsubscribers.

<i>Job Title</i>	AARC Times	RESPIRATORY CARE
MANAGER	5,440	5,071
MEDICAL DIRECTOR	190	208
DIAGNOSTIC TECHNICIAN	596	546
THERAPIST/TECHNICIAN	11,587	10,168
STAFF NURSE	27	26
EDUCATOR/INSTRUCTOR	1,381	1,404
LIBRARY	217	1,222
SALES / MARKETING	1,191	1,092
STUDENT	3,844	3,667
OTHER	2,518	2,028
UNKNOWN	81	572
TOTAL CIRCULATION	27,072	26,004
AARC MEMBERSHIP	36,127	36,127

SOURCE: Daedalus Analysis Of Each Publication's Mailing List

ADDITIONAL AARC RECRUITMENT TOOLS:

- **AARC MEMBERSHIP MAILING LIST** — **updated daily** — select by zip code, credentials, title, and specialty. NBRC registry list — more cost-efficient than your local newspaper — select by credential or zip code. Rate: \$120 per thousand names. For more information, go to http://www.aarc.org/list_services/.
- **ATTEND THE INTERNATIONAL RESPIRATORY CONGRESS** and meet 5,500+ skilled therapist candidates. Plus, attendees can post positions on the FREE Job Board for the hot prospects to see. For more information, go to www.aarc.org/education/meetings/

FOR COMPLETE ADVERTISING INFORMATION CONTACT:

Tim Goldsbury, Email: goldsbury@aarc.org or Karen Camlet, Email: camlet@aarc.org
 (561) 745-6793 • Fax (561) 745-6795 • 725 North Highway A1A, Suite C-106 • Jupiter, FL 33477

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RESPIRATORY CARE

& AARC Times

HELP YOU RECRUIT THE VERY BEST...

RESPIRATORY CARE

For the past 50 years, the respiratory community has looked to RESPIRATORY CARE Journal for the latest and most trusted reviews and original research papers in respiratory health. The Journal is not primarily focused on research into the nature of diseases, but rather on topics for the clinician participating in the evaluation and care of patients with respiratory problems, particularly areas involving technology. Over the years the central feature of the Journal has been technology, including mechanical ventilation, artificial airways, aerosols, oxygen therapy, respiratory monitoring, and pulmonary diagnostics - as applied to the respiratory system.

RESPIRATORY CARE articles are unique, providing practical help not found in any other journal. The author list for these features reads like a "Who's Who" of respiratory care and pulmonary medicine of the last 20 years, and includes virtually all of the "main players" in the subject areas discussed.



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, and home care. In each care setting, AARC Times is the only publication that fully covers the respiratory profession from AARC news to clinical perspectives to regulatory initiatives in Washington with the "inside scoop." AARC Times is more than an association magazine. Seventy percent (70%) 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 2004 ANALYSIS OF EDITORIAL CONTENT.

- AARC Members save money with lower recruitment advertising rates than nonmembers.
- The lowest recruitment advertising rates in respiratory care.
- Immediate Internet exposure with every publication insertion. Ad is posted on AARC Online within 24 hours of receipt. (more than 1.5 million visitors a year). SOURCE: AARC ONLINE WEB STATISTICS
- The AARC website, www.aarc.org, is the most visited website in respiratory care. Visitors – 1,420,803 a year; 157,867 a month.
- Reach candidates in all specialties and care settings.

SOURCE: AARC MEMBERSHIP STATISTICS AUDITED BY GRANT THORTON ACCOUNTING

SUBSCRIBER LOYALTY GIVES YOU MORE EXPERIENCED CANDIDATES

Many AARC Times and RESPIRATORY CARE subscribers have been reading the AARC Times magazine for more than 15 years. Long-time subscribers are more likely to have the experience and expertise that you need in your facility.

	AARC Times	RESPIRATORY CARE
More than 30 years	4%	5%
26-30 years	4%	10%
21-25 years	15%	19%
16-20 years	21%	23%
11-15 years	18%	13%
6-10 years	12%	10%
4-5 years	4%	4%
2-3 years	7%	7%
1 year	8%	8%

SOURCE: READEX 2003 RESPIRATORY CARE COMPANION SURVEY

AARC MEMBERS RANK AARC Times #1 & RESPIRATORY CARE #2 in RESPIRATORY PUBLISHING AVERAGE RANK FOR ALL SIX CATEGORIES

AARC Times	RANKED #1.5
RESPIRATORY CARE	RANKED #1.6
Advance for Practitioners	RANKED #2.8
RT	RANKED #4.1
Advance for Managers	RANKED #4.6
Focus Journal	RANKED #6

SOURCE: READEX 2000 PROFILE SURVEY

RECRUITMENT ADVERTISING RATES

RECRUITMENT ADVERTISING RATE CARD NUMBER 5 • EFFECTIVE WITH JANUARY 2005 ISSUES

RECRUITMENT DISPLAY ADVERTISEMENT RATES, DIMENSIONS, AND DEADLINES

DISPLAY ADVERTISEMENT RATES

SIZE	DIMENSIONS	NONMEMBER B/W RATE	MEMBER B/W RATE*
FULL PAGE	7 3/4"w x 10"d	\$1,500	\$1,200
1/2 PAGE (ISLAND)	4 1/4"w x 7"d	\$1075	\$775
1/2 PAGE (HORIZONTAL)	7 1/4"w x 4 7/8"d	\$953	\$635
1/2 PAGE (VERTICAL)	3 1/2"w x 10"d	\$953	\$635
1/3 PAGE (ISLAND)	4 1/4"w x 4 7/8"d	\$760	\$545
1/3 PAGE (VERTICAL)	2"w x 10"d	\$635	\$423
1/4 PAGE	3 1/4"w x 4 7/8"d	\$476	\$317
1/6 PAGE	2"w x 4 7/8"d	\$318	\$212
1/12 PAGE	2"w x 2 1/2"d	\$159	\$106

FOUR-COLOR: Add \$800

ONE STANDARD COLOR: Add \$350

*Human resource departments or agencies placing ads with a valid AARC member number are eligible for the member discount. Agency commissions and prompt pay discounts are not allowed on classified word advertisements.

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

- All ads are set in 8-point type. Bold face, italic type, and logos are not used in Classifieds. All copy should be submitted in a Microsoft Word® text file.
- Advertising must be accompanied by an insertion order.
- To calculate the cost per advertisement, a "word" is considered to be one or more letters, numbers, or special characters with a space before and after.
- Blind advertising available - call for details.
- AARC Times reserves the right to make editorial changes for reasons of clarity and consistency. Every effort is taken to avoid mistakes, but AARC Times cannot be responsible for clerical or printing errors.
- FREE INTERNET PLACEMENT WITH EACH RECRUITMENT AD**
Recruitment ads appear on AARC Online (www.aarc.org) for one month within 24 hours of receipt of an insertion order - no illustrations or display type. 1.2 million annual visitors.

2005 DEADLINES

AARC Times

JANUARY ISSUE Delivered December 20, 2004.....Closes November 24, 2004
FEBRUARY ISSUE Delivered January 20.....Closes December 27, 2004
MARCH ISSUE Delivered February 18.....Closes January 25, 2004
APRIL ISSUE Delivered March 18.....Closes February 25
MAY ISSUE Delivered April 18.....Closes March 25
JUNE ISSUE Delivered May 18.....Closes April 25
JULY ISSUE Delivered June 17.....Closes May 25
AUGUST ISSUE Delivered July 19.....Closes June 24
SEPTEMBER ISSUE Delivered August 18.....Closes July 25
OCTOBER ISSUE Delivered September 20.....Closes August 25
NOVEMBER ISSUE Delivered October 18.....Closes September 26
DECEMBER ISSUE Delivered November 18.....Closes October 25
Job Mart Issue With Bonus Distribution To Respiratory Schools
JANUARY 2006 ISSUE Delivered December 20.....Closes November 23
FEBRUARY 2006 ISSUE Delivered January 19, 2006..Closes December 27
MATERIALS DEADLINE— 2 Business Days After Close

RESPIRATORY CARE

JANUARY ISSUE Delivered January 5, 2005.....Closes December 10, 2004
FEBRUARY ISSUE Delivered February 4.....Closes January 10
MARCH ISSUE Delivered March 4.....Closes February 10
APRIL ISSUE Delivered April 5.....Closes March 10
MAY ISSUE Delivered May 5.....Closes April 11
JUNE ISSUE Delivered June 7.....Closes May 10
JULY ISSUE Delivered July 6.....Closes June 10
AUGUST ISSUE Delivered August 5.....Closes July 11
SEPTEMBER ISSUE Delivered September 7.....Closes August 10
OCTOBER ISSUE Delivered October 5.....Closes September 9
NOVEMBER ISSUE Delivered November 4.....Closes October 11
DECEMBER ISSUE Delivered December 6.....Closes November 10
JANUARY 2006 ISSUE Delivered January 5, 2006....Closes December 9
FEBRUARY 2006 ISSUE Delivered February 6, 2006Closes January 10
MATERIALS DEADLINE— 2 Business Days After Close

FOR COMPLETE ADVERTISING INFORMATION CONTACT:

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