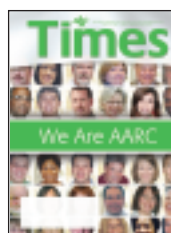


2011 RECRUITMENT ADVERTISING MEDIA KIT



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

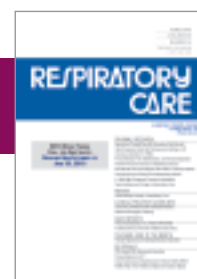
AARC Times and *RESPIRATORY CARE* Is Where You Find Them



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. 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. Eighty three 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.

76,581
AARC Times
Total 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.

60,582
RESPIRATORY CARE
Total readers*

*SOURCE: INCLUDES CIRCULATION AND PASS ALONG READERS BASED ON MARCH 2010 AARC TIMES READEX SURVEY, AUGUST 2010 RESPIRATORY CARE READEX SURVEY.



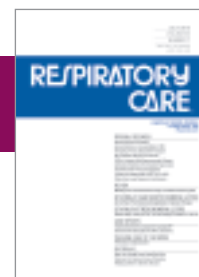
DAEDALUS ENTERPRISES, INC.
PUBLISHERS FOR THE AMERICAN ASSOCIATION FOR RESPIRATORY CARE

9425 N. MacArthur Blvd,
 Ste. 100,
 Irving, TX 75063
 (972) 243-2272
 Fax (972) 484-2720
www.aarc.org

FOR COMPLETE ADVERTISING INFORMATION CONTACT:

Tim Goldsbury at goldsbury@aarc.org or Anna Blydenstein at anna@aarc.org • (561) 745-6793 • Fax (561) 745-6795

RECRUITMENT ADVERTISING



AARC Times & 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.

Snapshot of AARC Members

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	5,761	5,184
MEDICAL DIRECTOR/PHYSICIAN	251	282
DIAGNOSTIC TECHNICIAN	734	606
THERAPIST/TECHNICIAN	18,676	15,471
NURSE	228	198
EDUCATOR/INSTRUCTOR	1,556	1,655
STUDENT (working part-time in clinical setting)	3,199	2,952
OTHER (libraries, unclassified RTs)	4,074	5,965
INDUSTRY	743	844
TOTAL CIRCULATION*	35,222	33,157
JUNE BPA CIRCULATION STATEMENT	33,848	32,069
AARC MEMBERSHIP**	50,420	50,420

SOURCE: *Daedalus Analysis of Publication's September 2010 Mailing List
**AARC October 2010 Membership Roll
***Six Month Average

WHERE SUBSCRIBER'S WORK	AARC Times	RESPIRATORY CARE
HOSPITAL	70%	75%
RESPIRATORY EDUCATION PROGRAM/INSTRUCTION	4%	5%
SLEEP LAB/LONG-TERM CARE/SNF/ SUB-ACUTE CARE/DME/HME/ HOME HEALTH CARE COMPANY/ OTHER/UNKNOWN	26%	20%

SOURCE: March 2010 AARC Times Survey, August 2010 RESPIRATORY CARE Readex Survey

▼
AARC International Respiratory Congress
Attend the AARC International Respiratory Congress and meet 6,000 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

65%
of Readers
Respond to Ads in
RESPIRATORY CARE

SOURCE: March 2010 AARC Times Readex Survey and August 2010 RESPIRATORY CARE Readex Survey

62%
of Readers
Respond to Ads
in **AARC Times**

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

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

SOURCE: March 2010 AARC Times Readex Survey and August 2010 RESPIRATORY CARE Readex Survey

Additional AARC Recruitment Tools:

Mailing Lists—More Cost-Efficient Than Your Local Newspaper

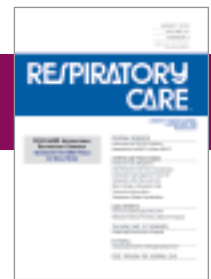
AARC membership mailing list — updated daily — select by zip code, credentials, title, and specialty. NBRC registry list — select by credential or zip code. Rate: \$125 per thousand names. For more information, go to www.aarc.org/list_services/.

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RECRUITMENT DISPLAY ADVERTISING RATES

RECRUITMENT ADVERTISING RATE CARD NUMBER 6 • EFFECTIVE WITH JANUARY 2011 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 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 2011

Issue	Closes	Delivered
January Issue	November 24, 2010	December 20, 2010
February Issue	December 23, 2010	January 20, 2011
March Issue	January 25, 2011	February 21
April Issue	February 25	March 21
May Issue	March 25	April 20
June Issue	April 25	May 20
July Issue	May 25	June 20
August Issue	June 24	July 20
September Issue	July 25	August 20
October Issue	August 25	September 20
November Issue	September 26	October 20
December Issue	October 25	November 21

December is Job Mart Issue with Bonus Distribution to Respiratory Schools

RESPIRATORY CARE Deadlines 2011

Issue	Closes	Delivered
January Issue	December 10, 2010	January 5, 2011
February Issue	January 10, 2011	February 4
March Issue	February 10	March 4
April Issue	March 10	April 5
May Issue	April 11	May 5
June Issue	May 10	June 6
July Issue	June 7	July 1
August Issue	July 7	August 1
September Issue	August 8	September 1
October Issue	September 7	October 1
November Issue	October 7	November 1
December Issue	November 7	December 1

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

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