

# The American Association for Respiratory Care



## REACH YOUR TARGET

with the Most Recognized Brand in Respiratory Care

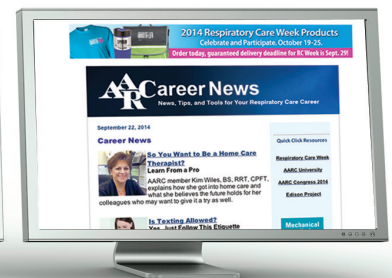
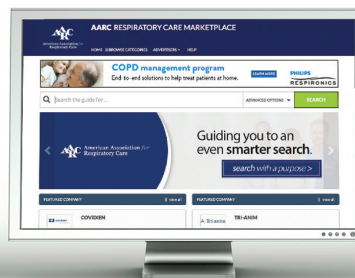


## 2018 MEDIA PLANNER



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DELIVERING TO OVER **47,000** RESPIRATORY THERAPISTS



### About the AARC

Founded in 1947, the AARC is a not-for-profit professional association with more than 47,000 members worldwide. The Association's primary membership consists of respiratory therapists, allied health practitioners who are trained at the 2- and 4-year college level to assist physicians in the care of patients with pulmonary disorders and other conditions. Respiratory therapists can be found in all areas of health care, including hospitals, home care, nursing homes, sleep labs, and physicians' offices – in short, anywhere patients are being treated for lung diseases and injury.

### Mission and Vision

The American Association for Respiratory Care (AARC) will continue to be the leading national and international professional association for respiratory care. The AARC will encourage and promote professional excellence, advance the science and practice of respiratory care, and serve as an advocate for patients, their families, the public, the profession and the respiratory therapist.

# The AARC Connects You with Respiratory Therapists

## MORE THAN ANYONE ELSE

AARC offers numerous advertising options to deliver your targeted messaging through numerous media channels such as print publications, digital advertising, websites, and e-newsletters. The AARC makes it easy and efficient to reach respiratory therapists who look to the AARC for expert and unbiased information.

## Highly Targeted Media Channels for Advertising

*The AARC delivers the most widely read publications, online services and e-media to over 47,000 members.*

### Your Respiratory Advertising Options are Limitless

Numerous media channels are offered so that you can strategically reach your target as often as needed.

- **Publication Print & Digital Advertising**
- **Email Digital Advertising**
- **Website Digital Advertising**
- **Conventions & Meetings Print & Digital Advertising**
- **Job Recruitment Digital & Print Advertising**
- **Reprints & Eprints**
- **Mailing Lists**
- **Educational Grants & Webcast Grants**
- **Sponsorship Opportunities for Webcasts, Meetings & Courses**
- **Corporate Partner Opportunities**

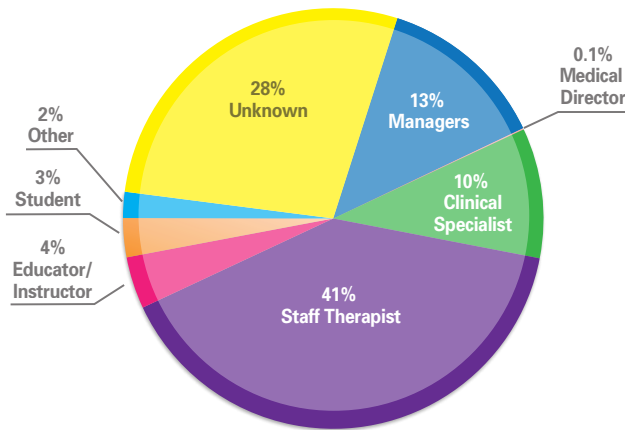


**When you advertise with the AARC, your message is surrounded by high-quality, peer-reviewed content. Your advertising will be seen by influential AARC members, non-members, and visitors.**

# The AARC Member: Demographics

## AARC Members Are More Than Just A Number

The respiratory therapists who visit our website, read our AARC publications and e-newsletters are more than a circulation number. They are the therapists who want to know what is happening in respiratory care and learn about cutting edge products and services.



## Member Job Titles

■ Manager	6,026	13%
■ Medical Director	60	0.1%
■ Clinical Specialist ( <i>Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep</i> )	4,349	10%
■ Staff Therapist	18,180	41%
■ Educator/Instructor ( <i>Work part-time in clinical setting</i> )	1,630	4%
■ Student ( <i>Work part-time in clinical setting</i> )	1,315	3%
■ Other ( <i>Unspecified RTs, Sales, Home Care Owners</i> )	868	2%
■ Unknown	12,348	28%
<b>AARC Membership Total</b>	<b>44,776</b>	

\*SOURCE: Analysis of AARC Membership Rolls as of August 1, 2017.

## Where AARC Members & Subscribers Work:

ACUTE CARE HOSPITALS • DURABLE MEDICAL EQUIPMENT SUPPLIERS • HOME HEALTH CARE COMPANIES • SUBACUTE CARE FACILITIES • LONG-TERM CARE/SKILLED NURSING FACILITIES • CLINICS • HEALTH INDUSTRY MANUFACTURERS • PHARMACEUTICAL COMPANIES • EDUCATIONAL PROGRAMS • OTHER FACILITIES

## Members Participate in Purchasing

Members, at all levels from directors to staff therapists, are **key members of the purchasing decision team.**

**67%** report that they are involved in their department's purchase of products and services.

**19.5%** approve or authorize purchases.

SOURCE: March 2017 *AARC Times* and August 2017 RESPIRATORY CARE Readex Survey



# The AARC Member: Demographics

## Members Work Where Your Products Are Used

Respiratory therapists work in virtually every health care setting. And they practice in every specialty of respiratory care.

Hospital	58%
Home Care/DME	5%
Respiratory Education Program/Clinical Instruction	4%
Long-Term Care/SNF	3%
Industry/Pharmaceutical	1%
Other (Sleep Lab, Military, Physician Office, Outpatient Facility, Temp Agency, Industry)	3%
Student Working Part time Clinical Setting	2%
Unknown	24%

\*SOURCE AARC: membership rolls as of August 2017

## Members Use the Products You Sell

91.5% of AARC members use the following products and services.

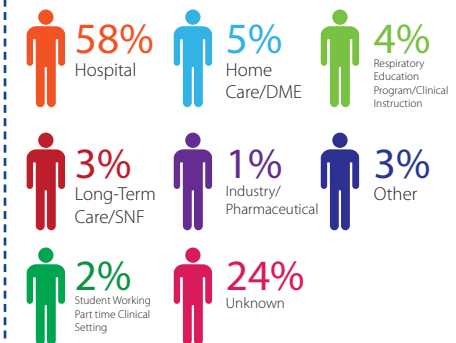
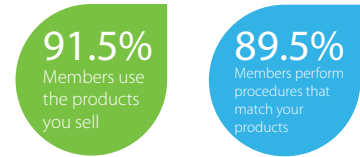
Airway Clearance Devices	79.5%	Oxygen Therapy	85%
Apnea Monitors	33.5%	Patient Monitoring Systems	67%
Arterial Line Insertion/Maintenance	24%	Peak Flow Meters	78%
Blood Gas Equipment/Data Management	62%	Pharmaceuticals	59%
Breathing Retrainers	24%	Polysomnographic Equipment	28%
Disposables	75.5%	Pulse Oximeters	86%
Dry Powder Inhalers	61%	Resuscitators	71.5%
Equipment Repair Services	35%	Spacers/Holding Chambers	78.5%
Exercise Testing Equipment	30%	Specialty Gas Therapy	46%
Humidification Systems/Accessories	75%	TB Protection Products	49%
Incentive Spirometers	74.5%	Tracheostomy Management	69%
Infection Control Products	50%	Ventilators	78.5%
Metered Dose Inhalers	77%	Indicated at Least One	92%
Nebulizers	85%	None of These	6%
Noninvasive Monitoring	72%	No Answer	3%
Oxygen Analyzers	67.5%		

SOURCE: March 2017 AARC Times and August 2017 RESPIRATORY CARE Readex Survey

## Members Perform the Procedures That Match Your Products

89.5% of AARC members perform one or more of these services.

ABGs	75%
Airway Management/Weaning	75.5%
ARDS Treatment	64%
Asthma Care/Education	73%
Bronchoscopy	52%
COPD Management/Education	73.5%
Cystic Fibrosis Care	40.5%
Discharge Planning	38%
Disease Management	51%
Intubations	63.5%
Laboratory Analysis	44%
Noninvasive Ventilation	80%
Outpatient/Ambulatory Resp Care	43%
Oxygen Therapy	85%
Patient Assessment	81%
Patient Monitoring	75.5%
Pediatric Respiratory Care	51.5%
Perinatal/Neonatal Care	47%
PFTs	66.5%
Pulmonary Rehab/Education	42%
Quality & Safety Initiatives	56%
Sleep Medicine	37.5%
Tracheostomy	68.5%
Ventilator Management	75%
Indicated at Least One	88.5%
None of These	9%
No Answer	2%



## Print Media: *AARC Times*

# Times

*The Official Monthly News and Feature Magazine of the AARC*

### **AARC Times IS MORE THAN AN ASSOCIATION MAGAZINE**

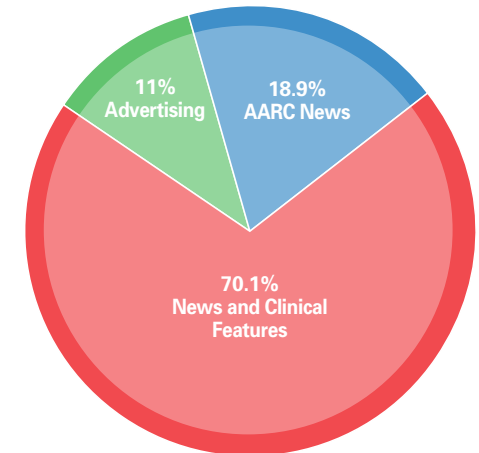
*AARC Times* is the only news and feature magazine mailed to the members of the American Association for Respiratory Care. But, it is more than an association magazine. Seventy percent of its editorial pages cover non-association news, including: peer-reviewed clinical topics and features, professional and management articles, regulatory and legislative updates, health care news, and industry news.

### **It Informs, Inspires, and Challenges Respiratory Therapists**

Since 1976, it has informed respiratory therapists around the world in every specialty and care setting. *AARC Times* publishes information not found anywhere else.

### **AARC Times is the world's leading respiratory news and feature magazine that:**

- Updates current clinical information
- Keeps respiratory therapists informed of new technologies, current professional and healthcare events, and regulatory issues
- Helps readers understand important issues and trends in the profession
- Guides respiratory therapists in providing better patient care
- Features employment advertising



### **66 Pages**

*AARC Times* publishes an average of 66 pages per issue.

#### **PUBLISHER**

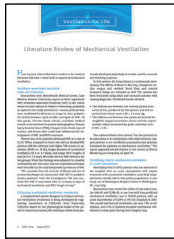
Published by Daedalus Enterprises, Inc., a wholly owned subsidiary of The American Association For Respiratory Care:  
9425 N. MacArthur Blvd, Ste. 100, Irving, TX 75063 • (972) 243-2272 • Fax (972) 484-2720 • [www.AARC.org](http://www.AARC.org) • [info@AARC.org](mailto:info@AARC.org)

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48 ABBEY WOODS LANE, SUITE 100, DALLAS, TX 75248

# Print Media: *AARC Times*

## FEATURES & COLUMNS OF *AARC Times*

**Clinical Focus** — Every month, *AARC Times* focuses on specific clinical aspects of respiratory care from diseases such as asthma, COPD, and sleep disordered breathing – to topics on mechanical ventilation, diagnostics, long-term oxygen therapy, pharmaceuticals, pediatrics, emergency care, and more.



### Ventilation for Life

Covers current concepts and technology in ventilation in all care settings. Its content addresses multiple modes of ventilation as well as articles on ventilatory support for specific populations or diseases.



### General Counsel

This column is the source that respiratory therapists turn to for commentary and answers to their professional practice questions, and legal advice. Written by Anthony L. DeWitt, JD RRT FAARC.



### Chronic Disease Manager

Disease management of the patient with chronic lung disease is crucial in today's health care and many respiratory therapists are managing patients under this model. Chronic Disease Manager illuminates the respiratory therapist's role in asthma and COPD disease.



### Industry Watch

Industry Watch updates respiratory care professionals on important news about the health industry, service industry, pharmaceutical companies, and the events that affect the profession.



### Sleep Waves

Written for respiratory therapists who manage and practice sleep care and diagnostics. This column delivers information on CPAP, Bi-PAP, limited channel sleep studies, non-pulmonary sleep disorders, instrumentation, and more.



### RC Currents

RC Currents is the most popular and most read column in *AARC Times* – features late-breaking news and industry updates.



### Coming Of Age

Geriatric respiratory care has a growing population of patients. This column covers the diseases, treatments, issues, and differences in the treatment and care of the elderly patient.



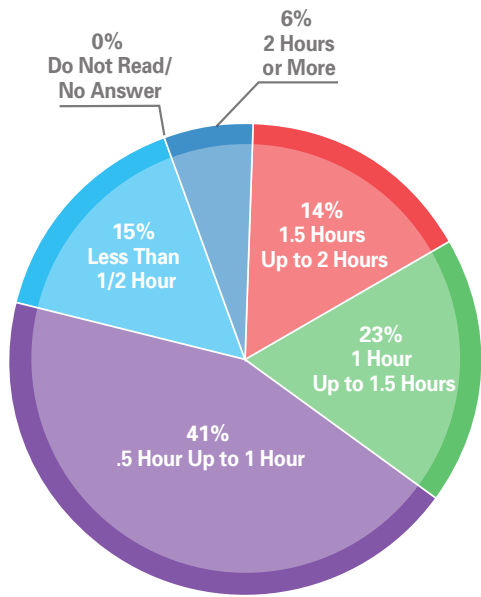
*AARC Times* is the only respiratory publication devoted to serving the entire spectrum of respiratory care in all care settings and all specialties including acute care, subacute care, postacute care, sleep labs, home care, and more.

SOURCE: Daedalus Analysis of Publication's Circulation List.

## Available in Print & Digital Versions

Members of the AARC receive *AARC Times* and can choose to receive their publications in all print editions, all digital editions, or a combination.

# Print Media: AARC Times



## Readers Spend More than an Hour With Your Ads

AARC Times readers spend an average of one hour and 10 minutes reading the publication and your advertising. This means more impressions for your advertisements.

### Time Spent Reading

2 Hours or More	6%
1.5 Hours up to 2 Hours	14%
1 Hour up to 1.5 Hours	23%
.5 Hour up to 1 Hour	41%
Less Than 1/2 Hour	15%
Do Not Read/No Answer	0%

SOURCE: March 2017 AARC Times Readex Survey

## 67% of Readers Act on Your Advertising

Readers of AARC Times read your digital advertisements and respond to them.

Visit Advertiser's Web Site/Click Banner	35%
E-mail the Advertiser	13%
Call the Advertiser's Sales Representative	10%
Call the Advertiser Directly	8%

SOURCE: March 2017 AARC Times Readex Survey



### Formats used by readers

Print	48%
Digital	7%
Both	43%
No answer	1%

SOURCE: March 2017 AARC Times Readex Survey

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# Extras for AARC Times Print Advertisers

## AARC Times Industry Update

Every print advertisement in *AARC Times* earns a bonus Industry Update advertisement in *AARC Times* – doubling your exposure. Qualifying advertisers must submit a camera-ready ad that is no more than 1.6 inches wide by 3.8 inches deep, including a border (no other sizes available). Insertions made on a space available basis.



## Free Advertising Research

**AARC Times March** – Place an advertisement in the March issue of *AARC Times* and receive a free Readex Research Ad Perception® Study. This free study offers advertisers the opportunity to gather some basic information about the impact of their ads. The study measures: attention-getting ability - the ad's stopping power; believability - whether or not it's credible; and information value - whether or not there is "meat on the bones."



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## A Top Rated Publication in the Respiratory Field

*AARC Times* is ranked by members as one of the most valuable resources for providing information about the practice of respiratory care.

RESPIRATORY CARE	58%
<b>AARC Times</b>	<b>32%</b>
Respiratory Therapy	1.5%
RT Magazine	3%
None of these	2%
No Answer	1.5%

SOURCE: March 2017 *AARC Times* and August 2017 RESPIRATORY CARE Readex Survey

## JOB RECRUITMENT PRINT ADVERTISING DEADLINES

### AARC Times Closing Dates Deadlines 2018

January Issue	<b>Closes</b> November 16, 2017	<b>Mails</b> December 21, 2017
February Issue	<b>Closes</b> December 15, 2017	<b>Mails</b> January 23, 2018
March Issue	<b>Closes</b> January 19, 2018	<b>Mails</b> February 22
April Issue	<b>Closes</b> February 21	<b>Mails</b> March 22
May Issue	<b>Closes</b> March 8	<b>Mails</b> April 24
June Issue	<b>Closes</b> April 19	<b>Mails</b> May 17
July Issue	<b>Closes</b> May 11	<b>Mails</b> June 21
August Issue	<b>Closes</b> June 15	<b>Mails</b> July 24
September Issue	<b>Closes</b> July 12	<b>Mails</b> August 21
October Issue	<b>Closes</b> August 10	<b>Mails</b> September 20
November Issue	<b>Closes</b> September 14	<b>Mails</b> October 25
December Issue	<b>Closes</b> October 11	<b>Mails</b> November 20

**MATERIALS DEADLINE** — Materials are due 6 days after close



# 2018 AARC Times ADVERTISING RATES

## AARC Times 2018 EDITORIAL CALENDAR

### JANUARY

Space Deadline NOVEMBER 16, 2017 | Ad Materials Due NOV. 22, 2017 | Mails DEC. 21, 2017

### FEBRUARY

Space Deadline DECEMBER 15, 2017 | Ad Materials Due DEC. 22, 2017 | Mails JAN. 23, 2018

### MARCH

Space Deadline JANUARY 19 | Ad Materials Due JANUARY 26 | Mails FEBRUARY 22, 2018

ADVERTISER BONUS Readex On Target® Advertising Study

### APRIL

Space Deadline FEBRUARY 21 | Ad Materials Due FEBRUARY 27 | Mails MARCH 22, 2018

### MAY

Space Deadline MARCH 8 | Ad Materials Due MARCH 14 | Mails APRIL 24, 2018

### JUNE

Space Deadline APRIL 19 | Ad Materials Due APRIL 25 | Mails MAY 17, 2018

### JULY

Space Deadline MAY 11 | Ad Materials Due MAY 18 | Mails JUNE 21, 2018

SPECIAL ISSUE Pre-Congress Issue with AARC Congress Advance Program

### AUGUST

Space Deadline JUNE 15 | Ad Materials Due JUNE 21 | Mails JULY 24, 2018

SPECIAL ISSUE AARC Congress Highlights

### SEPTEMBER

Space Deadline JULY 12 | Ad Materials Due JULY 19 | Mails AUGUST 21, 2018

BONUS DISTRIBUTION AARC Congress 2018, Las Vegas, Nevada, Pre-Congress

### OCTOBER

Space Deadline AUGUST 10 | Ad Materials Due AUGUST 17 | Mails SEPTEMBER 20, 2018

BONUS DISTRIBUTION AARC Congress 2018, Congress Highlights

### NOVEMBER

Space Deadline SEPTEMBER 14 | Ad Materials Due SEPTEMBER 21 | Mails OCTOBER 25, 2018

BONUS DISTRIBUTION AARC Congress 2018, Congress Highlights

### DECEMBER

Space Deadline OCTOBER 11 | Ad Materials Due OCTOBER 17 | Mails NOVEMBER 20, 2018

Rate Card # 20 Effective with January 2018 issue • Frequency: Monthly, Published Since 1976.

The Official News and Feature magazine of the American Association for Respiratory Care.

Publisher: Daedalus Enterprises, Inc., a subsidiary of the American Association for Respiratory Care.

	1x	3x	6x	12x	24x
Full Page	\$3,175	\$3,125	\$3,065	\$2,925	\$2,825
1/2 Page	\$2,490	\$2,460	\$2,420	\$2,300	\$2,355
1/3 Page	\$1,690	\$1,670	\$1,650	\$1,620	\$1,600
1/4 Page	\$1,510	\$1,490	\$1,470	\$1,445	\$1,445

Each AARC Times print ad is also included in the AARC Times digital edition.

## BEST VALUE ADVERTISING PACKAGES

		RATE
<b>MULTI-MEDIA PACKAGE 1</b>	1 print AARC Times Ad or RESPIRATORY CARE Ad, 1 e-Newsletter banner*	\$ 3,500
<b>MULTI-MEDIA PACKAGE 2</b>	1 print AARC Times Ad, RESPIRATORY CARE Ad, 1 e-Newsletter*	\$ 5,200

Package advertising insertions must be inserted in the same month or consecutive months.

\* E-Newsletter Choices: News Now @ AARC, AACRCareer News, AARC Times TOC; RESPIRATORY CARE TOC

## PREFERRED POSITIONS

Inside Front Cover: 10% extra

Back Cover: 15% extra

Opposite Regular Columns and  
Other Requests: 5% extra

Inside Back Cover: 5% extra



## Rules and Regulations for Advertisers:

Visit: <http://www.aarc.org/resources/publications/media-kit/rules-regulations-advertisers/>

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# RESPIRATORY CARE®



## The Official Science Journal of the AARC

### More Than 60 Years of Service to Health Care

Since 1956, the Journal has given respiratory clinicians the tools and information they need to provide quality healthcare. That's why RESPIRATORY CARE is the world's leading respiratory journal. As a result, RESPIRATORY CARE is indispensable to the clinician on the cutting edge of respiratory health today. It is published monthly, and is listed in Index Medicus and included in the Web of Science. Its contents are searchable via PubMed, Google Scholar, and other search engines. It has a 5-year Clinical Impact Factor of 2.127.

Source: <http://rc.rcjournal.com>

**RESPIRATORY CARE has the strength, history, reputation, and original content to help you educate your customers and sell your products.**

**Rated #1  
Publication by Members  
for Information in  
Respiratory Practice**

SOURCE: March 2017 *AARC Times* and August 2017  
RESPIRATORY CARE Readex Survey

### The Journal Sets the Standard for Original Research

RESPIRATORY CARE gives marketers access to a respiratory community that is involved and responsive to new ideas and technology found in editorial and advertising. These dynamic decision makers come to RESPIRATORY CARE looking for ideas and products to enhance their practice. They're the first adopters who have the greatest influence on others and the most impact on your business.

Focused on topics for the clinician participating in the evaluation and care of patients with respiratory problems, particularly areas involving technology. The author list for these features reads like a "Who's Who" of respiratory care and pulmonary medicine of the last 35 years.

**PUBLISHER:** Published by Daedalus Enterprises, Inc., a wholly owned subsidiary of 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) • [info@AARC.org](mailto:info@AARC.org)

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# Print Media: RESPIRATORY CARE

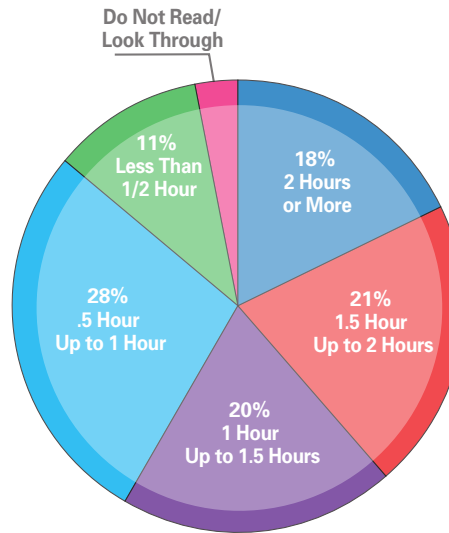
## A High-Powered Audience: RESPIRATORY CARE Readers Have Powerful Influence over Purchasing Decisions



**77%** of Readers Act  
RESPIRATORY CARE subscribers take action after reading the journal and your advertisements. 77% respond in one form or another.

Visit Advertiser's Web Site	36%
Call the Advertiser Directly	14%
Call the Advertiser's Sales Representative	14%
E-mail the Advertiser	12%
Fax the Advertiser	1%

SOURCE: August 2017 RESPIRATORY CARE Readex Survey



## 1.2 Hours Spent Reading RESPIRATORY CARE

RESPIRATORY CARE readers spend an average of 1.2 hours reading the publication and your advertising. This means more impressions for your advertisements.

SOURCE: August 2017 RESPIRATORY CARE Readex Survey

**70%** of Readers Say  
RESPIRATORY CARE is the most valuable publication for providing scientific information about the profession.

SOURCE: August 2017 RESPIRATORY CARE Readex Survey



RESPIRATORY CARE's subscribers participate in research and work for acute care hospitals, medical equipment suppliers, home health care companies, sleep labs, acute rehab hospitals, long-term acute care hospitals, skilled nursing facilities, physician clinics, clinics, health industry manufacturers, pharmaceutical companies, educational programs and others.

SOURCE: Daedalus Analysis of Publication's Circulation List

**CONTACT: PHIL GANZ, ADVERTISING SALES**  
PHIL.GANZ@AARC.ORG • 972.991.4994 • FAX 888.206.9006  
48 ABBEY WOODS LANE, SUITE 100, DALLAS, TX 75248

# Extras for RESPIRATORY CARE Print Advertisers



## AARC Times Industry Update

RESPIRATORY CARE advertisers can earn a bonus Industry Update advertisement in *AARC Times* – doubling your exposure. Qualifying advertisers must submit a camera-ready ad that is no more than 1.6 inches wide by 3.8 inches deep, including a border (no other sizes available). Insertions made on a space available basis.

RESPIRATORY CARE is published monthly, and listed in the *Index Medicus Web of Science*. It's contents are searchable via PubMed, Google Scholar, and other search engines. It has a 5-year Clnical Impact Factor of 2.127.

Source: <http://rc.rcjournal.com/site/misc/about.xhtml>

## Free Advertising Research



RESPIRATORY CARE August – Advertisements inserted in August RESPIRATORY CARE earn a free Readex™ Research Ad Advertising Effectiveness Study. This free study offers advertisers the opportunity to gather some basic information about the impact of their ads. The study measures: attention-getting ability - the ad's stopping power; believability - whether or not it's credible; and information value - whether or not there is "meat on the bones."



## Bonus Distribution/ Show Issues

October RESPIRATORY CARE – Respiratory Therapists at AARC Congress.

RESPIRATORY CARE is ranked by members as one of the most valuable resources for providing information about the practice of respiratory care.

RESPIRATORY CARE	58%
AARC Times	32%
Respiratory Therapy	1.5%
RT Magazine	3%
None of these	2%
No Answer	1.5%

SOURCE: March 2017 AARC Times and August 2017 RESPIRATORY CARE Readex Survey

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# 2017 RESPIRATORY CARE ADVERTISING RATES

## RESPIRATORY CARE Journal 2018 EDITORIAL CALENDAR

### JANUARY

Space Deadline NOVEMBER 16, 2017 | Ad Materials Due NOVEMBER 23, 2017 | Mails DECEMBER 20, 2017

Original Research, Reviews, Editorials

### FEBRUARY

Space Deadline DECEMBER 15, 2017 | Ad Materials Due DECEMBER 22, 2017 | Mails JANUARY 29, 2018

Original Research, Reviews, Editorials

### MARCH

Space Deadline JANUARY 19, 2018 | Ad Materials Due JANUARY 26, 2018 | Mails FEBRUARY 28, 2018

Original Research, Reviews, Editorials

### APRIL

Space Deadline FEBRUARY 16, 2018 | Ad Materials Due FEBRUARY 23, 2018 | Mails MARCH 28, 2018

Original Research, Reviews, Editorials

### MAY

Space Deadline MARCH 16, 2018 | Ad Materials Due MARCH 23, 2018 | Mails APRIL 27, 2018

Original Research, Reviews, Editorials

### JUNE

Space Deadline APRIL 17, 2018 | Ad Materials Due APRIL 24, 2018 | Mails MAY 29, 2018

**SPECIAL ISSUE:** Journal Conference

### JULY

Space Deadline MAY 18, 2018 | Ad Materials Due MAY 25, 2018 | Mails JUNE 28, 2018

Original Research, Reviews, Editorials

### AUGUST

Space Deadline JUNE 20, 2018 | Material Due JUNE 27, 2018 | Mails JULY 27, 2018

Original Research, Reviews, Case Reports, Editorials

**ADVERTISER BONUS:** Readex Ad Perception Study®

### SEPTEMBER

Space Deadline JULY 20, 2018 | Ad Materials Due JULY 27, 2018 | Mails AUGUST 28, 2018

Original Research, Reviews, Editorials

### OCTOBER

Space Deadline AUGUST 16, 2018 | Ad Materials Due AUGUST 24, 2018 | Mails SEPTEMBER 28, 2018

Original Research, Reviews, Editorials

**SPECIAL FEATURE:** OPEN FORUM Abstracts (scientific studies presented at AARC Congress)

**BONUS DISTRIBUTION:** AARC Congress 2018, Las Vegas, Nevada

### NOVEMBER

Space Deadline SEPTEMBER 18, 2018 | Ad Materials Due SEPTEMBER 25, 2018 | Mails OCTOBER 26, 2018

Original Research, Reviews, Editorials

**BONUS DISTRIBUTION:** AARC Congress 2018, Las Vegas, Nevada

### DECEMBER

Space Deadline OCTOBER 19, 2018 | Ad Materials Due OCTOBER 26, 2018 | Mails NOVEMBER 28, 2018

Original Research, Reviews, Editorials

**Rate Card # 48 Effective with January 2018 issue • Frequency:** Monthly, Published Since 1956.  
The Official Science Journal of the American Association for Respiratory Care.

**Publisher:** Daedalus Enterprises, Inc., a subsidiary of the American Association for Respiratory Care.

	1x	3x	6x	12x	24x
<b>Full Page</b>	\$3,175	\$3,125	\$3,065	\$2,925	\$2,825
<b>1/2 Page</b>	\$2,490	\$2,460	\$2,420	\$2,300	\$2,355
<b>1/3 Page</b>	\$1,690	\$1,670	\$1,650	\$1,620	\$1,600
<b>1/4 Page</b>	\$1,510	\$1,490	\$1,470	\$1,445	\$1,445

<b>MULTI-MEDIA PACKAGE 1</b>	1 print <i>AARC Times</i> Ad or RESPIRATORY CARE Ad, 1 e-Newsletter banner*	\$ 3,500
<b>MULTI-MEDIA PACKAGE 2</b>	1 print <i>AARC Times</i> Ad, RESPIRATORY CARE Ad, 1 e-Newsletter*	\$ 5,200

*Package advertising insertions must be inserted in the same month or consecutive months.*

\* E-Newsletter Choices: News Now @ AARC, AACRCareer News, *AARC Times* TOC; RESPIRATORY CARE TOC

### PREFERRED POSITIONS

**Inside Front Cover:** 10% extra

**Inside Back Cover:** 5% extra

**Back Cover:** 15% extra

**Opposite Regular Columns and Other Requests:** 5% extra

### Rules and Regulations for Advertisers:

Visit: <http://www.aarc.org/resources/publications/media-kit/rules-regulations-advertisers/>

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## AARC E-Newsletters Advertising

Advertise in any one of the AARC's targeted e-newsletters to reach AARC members.

### News Now@AARC

Weekly e-newsletter that is read by members for the latest news and information about the profession and the AARC. The most recognized e-newsletter in respiratory care. Mailed every Thursday.

### Career News

AARC's most read twice-monthly e-newsletter with career advice and new job listings. Each issue delivers impressions and results for your recruitment advertising. Mailed every other Monday

### AARC Times

#### Table of Contents (TOC)

AARC members and subscribers read this monthly e-newsletter to find links to the latest articles in *AARC Times*.

### Specialty Section e-News

Content that reaches specialty interest groups offering you targeted marketing. Sent quarterly.

Adult Acute Care   Diagnostics  
Education           Management  
Post Acute Care    Neonatal-Pediatrics  
Sleep                 Surface & Air Transport

### RESPIRATORY CARE

#### Table of Contents (TOC)

Sent monthly to AARC members and subscribers with links to the journal and the research they read.

### Congress News

Four special edition e-Newsletters leading into AARC Congress in the two months prior to the event.

### AARC Respiratory Care Showcase

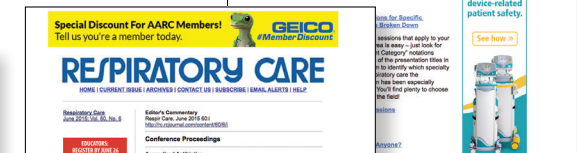
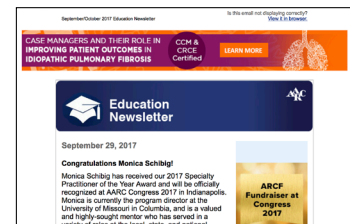
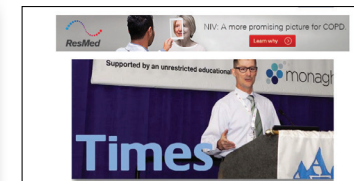
Quarterly e-newsletter highlighting new respiratory products. The showcase is a key resource for respiratory managers to make departmental purchases.

### ICRC News

With this e-newsletter you reach the international respiratory/pulmonology market and its influential readers. Presented by the International Council for Respiratory Care (ICRC) Sent Quarterly

### AARC Congress Gazette

This e-newsletter is sent 3 times during the AARC Congress to highlight activities leading into and during AARC Congress. Distributed to entire AARC membership.



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# E-Newsletters Pricing & Specifications

## AARC RESPIRATORY SHOWCASE E-NEWSLETTER

**Pricing:** \$2,500.00 per ad  
*Each showcase newsletter has 6 ad spaces available*

Quarterly e-newsletter with a responsive design that can easily be seen on multiple mobile devices. There is no better place to see today's technology. The AARC Showcase highlights new respiratory products. It is the best way to ensure that members are up to date on the latest technology. The AARC Showcase will be a key resource for making capital purchases. It will be sent out March, June, September and December.



## EMAILS & E-NEWSLETTERS

	BANNER 1	BANNER 2	BANNER 3
<b>News Now x1</b>	\$1,525	\$975	\$775

**SPECIFICATIONS:** 600 by 100 pixels for all News Now banner ads.

	LEADERBOARD	SKYSCRAPER 1	SKYSCRAPER 2
<b>Career News x1</b>	\$1,525	\$975	\$775
<b>AARC Times TOC x1</b>	\$1,525	\$975	\$775
<b>RESPIRATORY CARE TOC x1</b>	\$1,525	\$975	\$775

## SPECIALTY SECTION E-NEWS BI-MONTHLY (TARGETED EMAILING)

**CORPORATE PARTNER RATE** \$0.65 per subscriber for single edition  
**NON CORPORATE PARTNER** \$0.75 per subscriber for single edition

Discount provided for multiple insertions

### SECTIONS AVAILABLE:



Adult Acute



Diagnostic



Education



Sleep



Management



Neo/Pediatrics



Post Acute Care



Transport

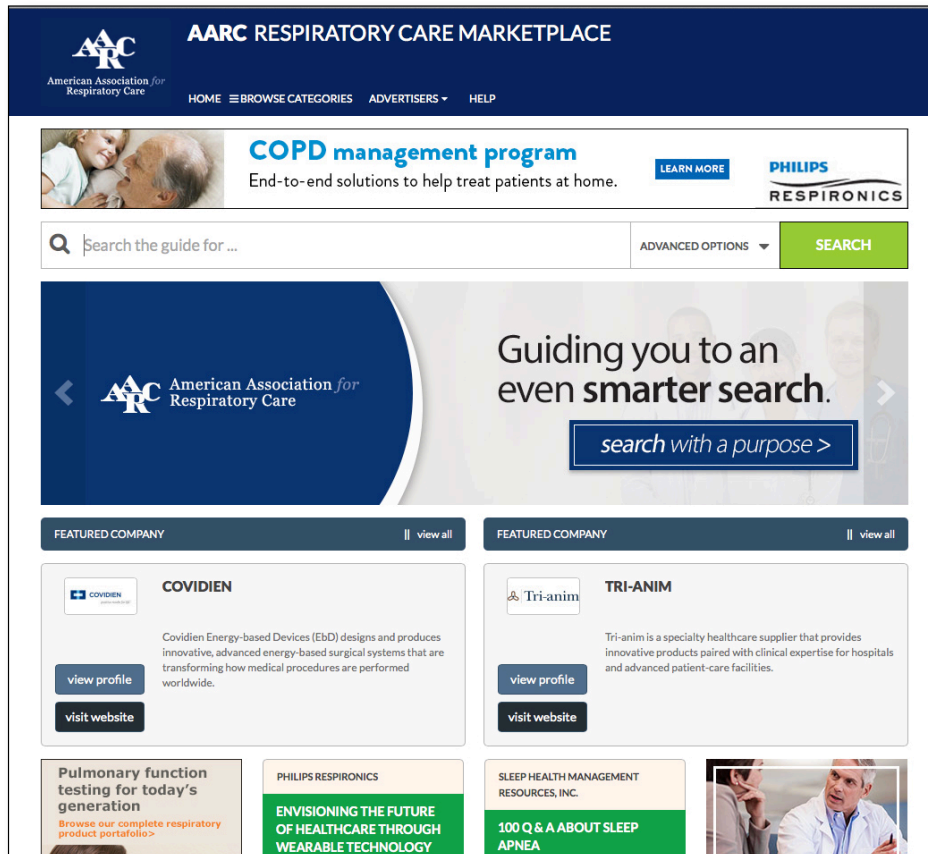


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## Targeted Choices for Website Advertising

The American Association for Respiratory Care (AARC) and MultiView, Inc. are partners offering digital advertising on the AARC's websites, **AARC.org**, **respiratorycaremarketplace.com**, **AARCconnect** and **RCJOURNAL.com**. This relationship provides greater access to the respiratory care market for health industry manufacturers and pharmaceutical companies around the world. Together, the two organizations make it easier for marketers to connect their business with the largest audience in respiratory care.



[respiratorycaremarketplace.com](https://respiratorycaremarketplace.com)

## AARC's Online Buying Guide Provides Exposure 365 Days a Year

Respiratory therapists now search smarter for your respiratory care products & services at the *AARC's Respiratory Care Marketplace*. Now, respiratory therapists can cut through the clutter of traditional search engines to find you and your products. *AARC Respiratory Care Marketplace* also has a system for Clinicians and Consumers to provide Ratings and Reviews for those companies listed. Make sure you have the presence to attract their attention.

### The Marketplace Provides Options:

#### Branding Opportunities

The AARC's Respiratory Care Marketplace gives you many opportunities to reach your target market.

#### Completed Listing

Get the exposure your company needs with the full contact information, site links, social media integration and more.

#### Click Here for the Marketplace Media Kit

with Rates and Complete Advertising Information. Or, contact us at: (800) 816-6710 or [AARC@multiview.com](mailto:AARC@multiview.com)

## Additional Website Advertising Options:

### AARC.org

#### AARC.org Online Advertising

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

### connect.aarc.org

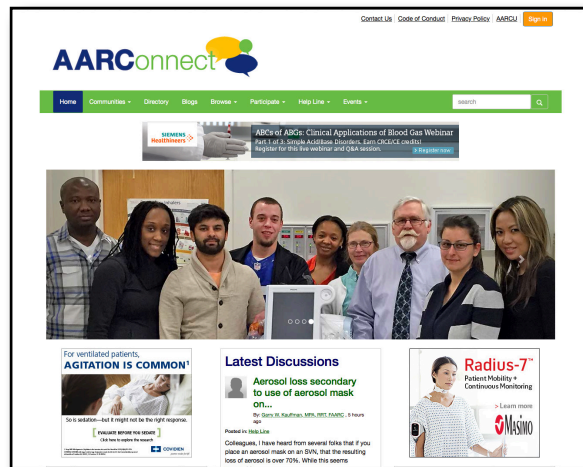
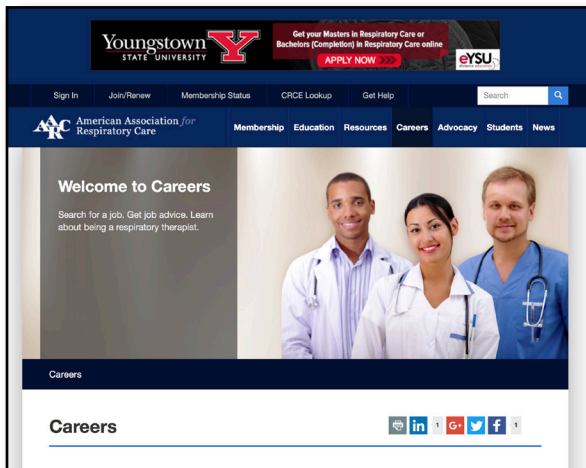
#### AARConnect

AARConnect is the private social and professional network of the AARC and its members. It is where members interact with other AARC member, participate in discussion groups, get answers to clinical questions, and more.

### rcjournal.com

#### Respiratory Care Journal

RESPIRATORY CARE Journal online is the flagship of digital respiratory publications. Every issue contains the same original research that appears in the print edition. And the website delivers the impressions that you demand.



The following placements give your company the attention it deserves in front of the 48,000 members of the AARC plus nonmembers who visit the AARC website.

### Leaderboard Campaign

Campaign consists of a Leaderboard ad that is located on select pages of the website.

*Availability is limited – only 20 offered per year.*

**Rate:** \$8,770

**Specifications:** 728 wide x 90 tall.

### Box Ad Campaign

Campaign consists of a Box Ad that is located on the homepage of AARConnect (Connect.aarc.org).

*Availability is limited – only 20 offered per year.*

**Rate:** \$5,530

**Specifications:** 300 wide x 250 tall.

### Package Campaign

Includes one Box Ad and one Leaderboard Ad at a discounted rate.

**Rate:** \$9,500

**Specifications:** Leaderboard 728 wide x 90 tall; Box 300 wide x 250 tall.

## RESPIRATORY CARE Journal Web Ad pricing

### Journal Leaderboard

This campaign consists of a horizontal leaderboard banner at the top of the page and is run of site on **rc.rcjournal.com**. Availability is limited - only 10 offered per year.

**Rate:** \$3,750

**Specifications:** 728p x 90p

### Journal Sky 1

This campaign consists of a vertical format banner on the right side of the page and is run of site on **rc.rcjournal.com**. Availability is limited - only 10 offered per year.

**Rate:** \$3,250

**Specifications:** 160p x 600p

### Journal Sky 2

This campaign consists of a vertical format skyscraper on the right side of the page (below sky 1) and is run of site on **rc.rcjournal.com**. Availability is limited - only 10 offered per year.

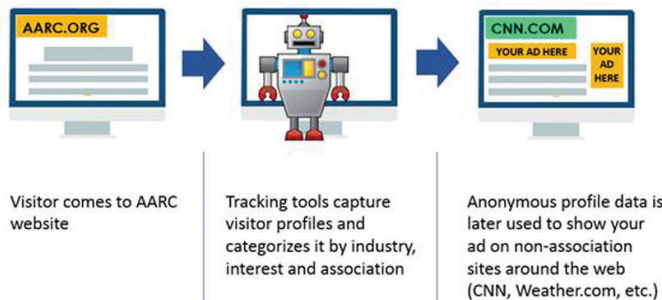
**Rate:** \$2,950

**Specifications:** 160p x 600p

### Journal Package

This campaign consists of all campaigns on the Respiratory Care Journal Site at a discounted rate.

**Rate:** \$6,790



### Retargeting Campaign:

This opportunity allows your message to reach association site visitors across the web. Our tools capture the visitor profile based on their interests and industry and retargets them allowing your banner advertisement to display on websites site users visit.

Cost - \$7,950/year

This opportunity is limited. For more information, contact MultiView at [aarc@multiview.com](mailto:aarc@multiview.com)

# AARC Congress Advertising Opportunities

## Congress eNews

E-Newsletter for Attendees and Managers. Pre-Congress promotion is available for your brand in the Congress e-Newsletter. Each issue, mailed prior to Congress, features Congress highlights, Congress News, and tips.

## AARC Congress E-Gazette

This is the E-Newsletter version of the print Gazette. Sent 3 times during the AARC Congress to highlight activities during the AARC Congress. Distributed to the entire AARC membership.

**Contact:** Phil Ganz at phil.ganz@aacr.org or 972-991-4994.



Thousands of respiratory care professionals from the U.S. and abroad converge once every year for the AARC's biggest and most influential respiratory care meeting in the world – the International Respiratory Convention & Exhibition. Advertising during AARC's convention season will deliver captive audiences that are centered on your products and services.

## AARC Congress Gazette-Print Version

This newsletter is handed-out 3 times during the AARC Congress to highlight activities leading into and during AARC Congress.

Submit files as Hi-Res PDF files with crops. CMYK, 266 dpi

Publication Specifications and Pricing:  
**Contact:** Phil Ganz at phil.ganz@aacr.org or 972-991-4994.



## Bonus Distribution/Show Issues

The AARC helps you maximize your marketing at the AARC Congress. Ads placed in Congress show issues of AARC Times and RESPIRATORY CARE are distributed at the Congress.

**Contact:** Phil Ganz at phil.ganz@aacr.org or 972-991-4994.

## AARC Congress 2017

The 63rd International Respiratory Convention & Exhibition



## Final Program

Indianapolis Convention Center • Indianapolis, Indiana USA  
October 4 - 7, 2017 (Wed-Sat) • AARC.org

## Final Congress Program

The Official Program is the source for everything attendees need to know about the AARC Congress educational sessions. They refer to it as they plan their continuing education activities and refer to it again and again for room locations and times. It is distributed to full registration attendees, thus reaching a high-quality audience.

• Submit files as Hi-Res PDF files with crops. CMYK, 266 dpi

**Contact:** Phil Ganz at phil.ganz@aacr.org or 972-991-4994.

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# Other Marketing Opportunities

## Reprints and Eprints

### Reprints and Eprints

Use *RESPIRATORY CARE* and *AARC Times* reprints to provide a credible endorsement that augments your company's in-house marketing literature. Our glossy high-quality paper reprints in publication formats support your marketing effort for use as: press handouts, sales prospect support, customer mailings, trade shows, company seminars, direct mail campaigns, distributor promotions, and for internal sales meetings. Include publication cover for maximum effect. Contact **Jeanette Chawdhury** for price quotes.

*RESPIRATORY CARE* original research papers and *AARC Times* articles and columns are available as eprints that can be placed on your website. They are purchased for a specific period of time for your website. Eprints can also be used as a marketing piece and emailed to your prospects and clients or to anyone within your company. Eprints are an impressive addition to article reprints because they strengthen the total branding of your product. Contact **Jeanette Chawdhury** for price quotes.



### Mailing Lists

Through Daedalus Enterprises, the American Association for Respiratory Care (AARC) makes its membership list available to direct marketers of respiratory products and services, respiratory educational programs, and respiratory book publishers. The AARC list is available only through our mailing service – lists are not sent to the direct marketer but affixed to the mail pieces and mailed from Texas.

### AARC membership mailing list —

*updated daily* — select by state, credential, title, and specialty.

**Rate:** \$150 per thousand names.

For more information, go to:

<https://www.aarc.org/resources/publications/media-kit/basic-information-rates/>

**Contact:** [advertising@aarc.org](mailto:advertising@aarc.org)

## Webcast Educational Grants



The AARC's **webcast educational series** is extremely popular with AARC members because it provides high quality Internet based educational programs that earn continuing education credit. These programs are very effective for health industry vendors. That is because they link your company as a sponsor to a specific topic of interest that matches your product. This allows for excellent time-durable targeted marketing. Contact **Tim Myers**

## Custom Education

The AARC offers customized patient and professional learning solutions for respiratory departments, corporations, government agencies, and nonprofit organizations. Leveraging the research and work of AARC staff and volunteers, the AARC has a track record of developing high-value learning solutions. By making an investment in a custom education program, your company will benefit from focused content that maximizes your educational spending in support of your marketing efforts.

Whether the customized education solutions is a single lecture, a course, or a complete program, the AARC works with each client to meet expectations and achieve projected learning outcomes. We'll work with you to develop a complete educational package – in print, video, webcast, online, or live. Contact **Tim Myers**

## Educational Grants

Current Topics in Respiratory Care delivers to respiratory care departments an outstanding lineup of topics and speakers that provide a targeted marketing opportunity for your brand and company. All programs are delivered throughout the year in a convenient DVD format with a complete continuing education packet. And, your sponsorship will continue to appear on the DVDs sold for two to three years after release – giving longer life and more exposure to your sponsorship. Contact **Tim Myers**

# Job Recruitment Advertising



## You Want To Recruit The Very Best

### AARC Is Where You Will Find Experienced RTs

You are looking for respiratory therapists, but there is only one place to find professional, quality, and highly skilled respiratory therapists.

- Post your job online through AARC.org's Job Board
- Advertise your job via AACareer News e-newsletter
- Advertise your job through our print & digital publications

### Instant Benefits of Advertising Your Job via the AARC

- Immediate online exposure with every print publication ad.
- Reach respiratory therapists; don't pay for non-RT circulation.
- Twice-monthly AACareer News offers e-mail blast of your recruitment ad.
- A skilled, professional candidate pool.
- Paid subscribers who are interested in the publications and your ads.

## Post Your Job with AARC's Online Job Board

Get results fast because your job can be online with 48 hours of your order. Your recruitment ad reaches respiratory care's largest pool of skilled, motivated, and experienced respiratory therapists in all care settings and specialties. **BONUS! Each Online Job Board listing is posted for 30 days and is distributed via the AACareer News E-Newsletter, sent out twice-monthly.**

DRAW Extra attention to your Job Post by listing it as a **FEATURED JOB**.



For AACareer News E-Newsletter, highlight your job opening in AACareer News with a digital ad. Choose from Leaderboard or Skyscraper digital ad sizes. Emailed twice-monthly.



## Run a Job Ad in Our Print Publications

- **BONUS! All print recruitment ads instantly receive a FREE online Job Board posting.\***

\* Recruitment display ads appear on AARC.org's Job Board for one month within 48 hours of receipt of an insertion order (often earlier) – no illustrations or display type.

Refer to next page for display ad pricing.



**CONTACT: AARC RESPIRATORY JOBS**  
RESPIRATORY.JOBS@AARC.ORG • (972) 243-2272 • FAX 972-484-2720  
9425 N MACARTHUR BLVD, SUITE 100, IRVING, TX 75063



# Job Recruitment Pricing

## Online Job Board Text Ad Pricing

- \$425 AARC Members (Net)
- \$655 Nonmembers (Net)

Limited to 1,500-2000 characters and spaces. Display type, pictures, logos, color, or hot-link URLs are *not available* for Text Ads. 30% off for two or more insertions within the calendar year.

## AARC Career News E-Newsletter

Highlight your job opening in AARC Career News with a digital ad. Choose from Leaderboard or Skyscraper digital ad sizes. Emailed twice-monthly.

	LEADERBOARD*	SKYSCRAPER*	FEATURED JOB
CAREER NEWS 1X MEMBER	\$799	\$735	\$655
CAREER NEWS 1X NONMEMBER	\$1,200	\$1,000	\$985

\*Every Leaderboard, Skyscraper, and Featured Job ad includes an online Job Board text ad of 1,000 characters and spaces.

**Specifications:** Leaderboard is 728 x 90; Skyscraper is 160 x 600; No animation or rotation. URL must be provided with ad. All ads are subject to approval.

## Print - Job Recruitment Display Advertising

Recruitment Advertising Rate Card: Number 8  
Effective with January 2018 issues

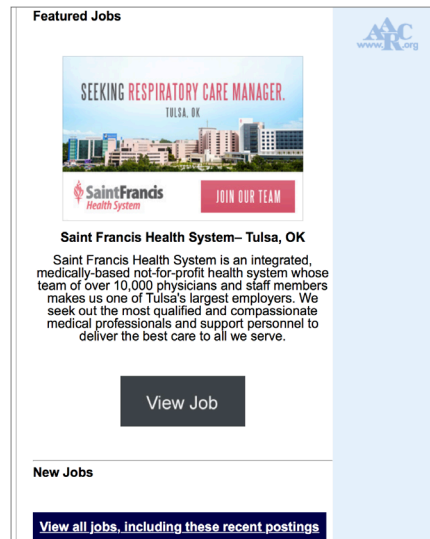
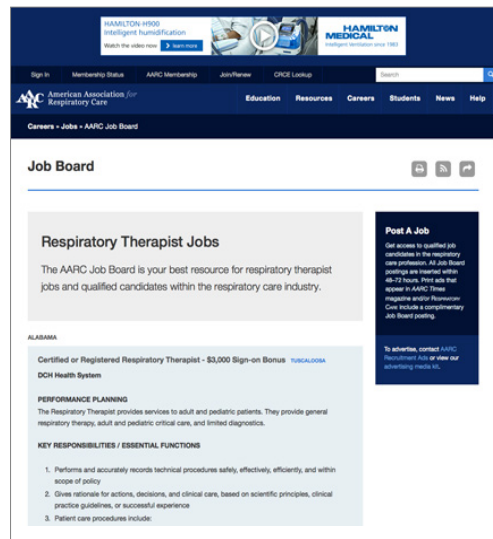
	MEMBER	NONMEMBER	ALL RATES NET
FULL PAGE	\$1,650	\$2,050	
1/2 PAGE	\$875	\$1,310	
1/3 PAGE	\$585	\$875	
1/4 PAGE	\$445	\$655	
JOB BANK TEXT AD (ONLINE)	\$425	\$655	

**Featured Job Specifications:** 353 x 235 pixels, 450 characters, including spaces.

**Congress Special:** This is a great advertising package that includes the following for just \$300:

- 30-day posting on our online Job Board
- 1-time posting in AARC Career News, our bi-weekly member newsletter
- Posting on the digital job board on display at AARC Congress 2018, running December 4-6, when the booth closes

Contact [Respiratory.Jobs@aarc.org](mailto:Respiratory.Jobs@aarc.org) for specifications.



### CRT/RRT

Sign-On and Relo Bonuses Available  
All BMCS Full-Time Shifts Eligible

**Role Purpose**

- As an intricate part of the interdisciplinary team, our Respiratory Therapists provide routine and advanced diagnostic/assessments.

**BMCS Highlights**

- 5 Adult critical care area's and a 40-bed ICU
- RT NICU transport team supported
- Level 2 trauma center ED averages 1000+ admissions

**Requirements**

- RRT - Valid license from the ASBFR
- CRT - Valid license from the ASBFR and Graduate therapist with a tempo

Join central Alabama's largest health system  
email: [rchilliard@baptistfirst.org](mailto:rchilliard@baptistfirst.org) or [hr@baptistfirst.org](mailto:hr@baptistfirst.org)

## DIGITAL JOB BOARD

AARC.org is your best online source for RT job openings.

# Advertising Mechanical Specifications

## PRINT AD SIZES WIDTH x DEPTH

<p><b>STANDARD PAGE</b> <i>AARC Times</i> 7 3/8" w x 10" d</p> <p><b>RESPIRATORY CARE Journal</b> 7 1/4" w x 10" d</p>	<p><b>ONE-FOURTH PAGE</b> 3 1/4" w x 4 7/8" d</p> <p><b>ONE-HALF PAGE (HORIZONTAL)</b> 7" w x 4 7/8" d</p>	<p><b>ONE-HALF PAGE (VERTICAL)</b> 3 1/2" w x 10" d</p> <p><b>ONE-THIRD PAGE (VERTICAL)</b> 2" w x 10" d</p>
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Standard page ( <i>safety area</i> ) <i>AARC Times</i> . . . . .	7 3/8" w x 10" d
Standard page ( <i>safety area</i> ) <i>RESPIRATORY CARE Journal</i> . . . . .	7 1/4" w x 10" d
One-half page (horizontal) . . . . .	7" w x 4 7/8" d
One-half page (vertical) . . . . .	3 1/2" w x 10" d
One-third page (vertical) . . . . .	2" w x 10" d
One-fourth page . . . . .	3 1/4" w x 4 7/8" d

## DIGITAL ADVERTISING SIZES\*

### EMAILS & ONLINE

- > Banner 600 wide x 100 pixels
- > Leaderboard 728 wide x 90 pixels
- > Skyscraper 160 wide x 600 pixels
- JPG or GIF format.
- Include URL for link (*rotation, animation or 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.

## ADDITIONAL PRINT SPECIFICATIONS:

**BINDING:** *AARC Times* is Saddle Stitched; *RESPIRATORY CARE* is Perfect Bound.

**TRIM SIZE:** *AARC Times* is 8 1/4" x 10 7/8" and *RESPIRATORY CARE* is 8 1/8" x 10 7/8".

**SPREAD FULL BLEED:** For *AARC Times* 16 3/4" x 11 1/4" and *RESPIRATORY CARE* 16 1/2" x 11 1/4". Allow 3/32 mill out per page when art or copy crosses gutter.

**PAGE FULL BLEED:** For *AARC Times* 8 3/4" x 11 1/4" and *RESPIRATORY CARE* 8 1/2" x 11 1/4".

**PAGE GUTTER BLEED:** For *AARC Times* 8 1/2" x 10" and *RESPIRATORY CARE* 8 3/8" x 10".

**HALF PAGE HORIZONTAL FULL BLEED:** For *AARC Times* 8 1/2" x 5 1/2" and *RESPIRATORY CARE* 8 3/8" x 5 1/2".

**HALF PAGE VERTICAL OUTSIDE OR GUTTER BLEED:** For *AARC Times* and *RESPIRATORY CARE* – 4" x 11 1/4".

**PAPER STOCK – INSIDE PAGES:** For *AARC Times* – 45 lb. #4 Gloss; for *RESPIRATORY CARE* – 45 lb. Somerset Gloss 80.

**PAPER STOCK – COVERS:** For *AARC Times* – 80 lb. #3 Gloss; For *RESPIRATORY CARE* – 80 lb. Opus Gloss.

**HALFTONE SCREEN:** For *AARC Times* and *RESPIRATORY CARE* – 133 Line Screen.

**REPRODUCTION PROCESS:** For *AARC Times* and *RESPIRATORY CARE* – Webb Offset.

**COLOR ROTATION:** For *AARC Times* and *RESPIRATORY CARE* – Black, cyan, magenta, yellow.

**MATERIALS DEADLINE:** For *AARC Times* and *RESPIRATORY CARE* see editorial calendar for dates.

### EMAIL & SHIPPING ADDRESS FOR MATERIALS:

Email digital files to [advertising@aacrc.org](mailto:advertising@aacrc.org) or ship to Advertising Dept., Name of Magazine, Month of Issue, 9425 N. MacArthur Blvd., Ste. 100, Irving, TX 75063 or

**STORAGE POLICY:** For *AARC Times* and *RESPIRATORY CARE* – Digital files are held for one year, then destroyed unless instructed otherwise

## INSERT REQUIREMENTS

**DEADLINE FOR INSERTS:** For *AARC Times* and *RESPIRATORY CARE* see Editorial Calendar for dates.

**CALL FOR MECHANICAL SPECIFICATIONS.** Advertisers must submit a mock-up or sample for approval. Call 972-243-2272 and ask for Advertising or Production.

### SHIPPING ADDRESS FOR INSERTS:

#### *AARC Times* Inserts:

RR Donnelly, *AARC Times*, Month of Issue, 1025 North Washington Street, Greenfield, OH 45123.

#### *RESPIRATORY CARE* Inserts:

Cenveo, *RESPIRATORY CARE*, Month of Issue, 2901 Byrdhill Road, Richmond, VA 23228-5867

### QUESTIONS ABOUT AD MATERIAL REQUIREMENTS

Contact Jeanette Chawdhury at [Jeanette.Chawdhury@aacrc.org](mailto:Jeanette.Chawdhury@aacrc.org)

**PUBLISHER:** Published by Daedalus Enterprises, Inc., a wholly owned subsidiary of The American Association For Respiratory Care

**ADVERTISING CONTACT:** PHIL GANZ, ADVERTISING SALES • [PHIL.GANZ@AACRC.ORG](mailto:PHIL.GANZ@AACRC.ORG) • 972-991-4994 • FAX 888-206-9006

**RECRUITMENT CONTACT:** AACRC RESPIRATORY JOBS • [RESPIRATORY.JOBS@AACRC.ORG](mailto:RESPIRATORY.JOBS@AACRC.ORG)

(972) 243-2272 • FAX 972-484-2720 • 9425 N MACARTHUR BLVD, SUITE 100, IRVING, TX 75063



# Advertising Mechanical Specifications

QUESTIONS ABOUT AD  
MATERIAL  
REQUIREMENTS  
Contact Jeanette  
Chawdhury at Jeanette.  
Chawdhury@aacrc.org

## DIGITAL & PRINT AD MATERIAL SUBMISSIONS\*

All digital ads and print ads are reviewed for specification requirements.

\* Although we make every attempt to identify all errors in supplied files, the publisher shall assume no responsibility for advertiser supplied files which are incomplete or files not adhering to the publisher's specifications.

## PDF DIGITAL FILES

Digital data is required for ad submission, presented in PDF format. AACRC cannot be held liable for any errors, omissions or art alterations that may occur. Only one ad per PDF file.

- **PDF/X1a Format** — This is the preferred format of file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved. Only use Type 1 Fonts — no TrueType Fonts or Font Substitutions.
- Print Advertising: images must be set to U.S. Web Coated (SWOP)v2 (CMYK or Grayscale), Image should be in TIFF format between 266 and 300 dpi. No RGB or JPEG images. Do not nest EPS or TIFF files into other EPS or TIFF files. All required image trapping must be included in the files if desired by the advertiser.

## NATIVE DIGITAL FILES

Native application files in Macintosh platform are also accepted. InDesign, Adobe Photoshop, Adobe Illustrator files only. Include ALL supporting files placed in your page layout, including fonts used in all artwork, images, and logos. It is best to outline all fonts in Adobe Illustrator if possible before placing into page layout program. All artwork must be CMYK color mode. TIFF image format preferred. All elements should be placed in file at 100%, no scaling. If you are using layers to build your ad, please flatten the layers before creating your PDF to be sure that it processes correctly for printing.

**NOTE:** Materials that require conversion to publisher's specifications may not print correctly and AACRC cannot be held liable for ads that do not meet our submission guidelines.

## SENDING FILES ELECTRONICALLY

E-mail advertising@aacrc.org. It is recommended that you use a compression utility (such as Stuffit Deluxe) to compress all print files into ONE folder for e-mail.

## EMAILING YOUR FILES

Electronic ad submissions must include the following information when emailed: Name of advertiser, publication title, issue date, contact person handling the submission, contact phone and/or email address.

## PRINT AD ADDITIONAL SPECIFICATIONS

- Build document to ad size — see reverse side.
- Image resolution 266 dpi – 300 dpi.
- Do not use 4/C black for text
- 133 line screen, ink density 280%
- Fractional ads do not bleed and require a border, or background fill as border.
- Full page bleed should extend at least 1/8" per side.
- Keep live matter within a 7 1/2" x 10" safety area for full bleed ads.
- Standard trim, bleed, and printer marks with full page ads. No marks included in live image area, or bleed.
- PDF files should be created at the highest resolution possible for quality output. Be sure to embed ALL fonts, and that the images imported into the file that you are creating a PDF file from are the highest resolution possible.
- All color must be converted to CMYK with spot designation removed. All ads must not contain any PMS metallic or fluorescent inks, and all spot colors must be converted to CMYK. Do not PDF ads containing spot colors.
- Transparency and layers built in Adobe CS programs such as InDesign and Illustrator must be flattened or rasterized prior to creation of PDF and file submission. Publisher is not responsible for transparencies and/or printing problems related to ad submissions that are not properly flattened before the PDF is created. Manual trapping to be applied in application layout by the ad designer.
- We only accept native files for ads created in Indesign, Adobe Illustrator and Photoshop. Include ALL supporting files and fonts placed in your page layout. All ads created in layout programs other than specified must be submitted in PDF format.
- When creating text with attributes such as bold or italic, use that specific font (i.e. HelveticaBoldOblique). DO NOT USE the style menus in layout programs such as QuarkXpress and Indesign to assign font attributes.

## DIGITAL ADVERTISING ADDITIONAL SPECIFICATIONS

Banner 600 wide x 100 pixels; Leaderboard 728 wide x 90 pixels; Skyscraper 160 wide x 600 pixels; jpg or gif format; include URL for link; *rotation, animation or 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 AACRC review.

## Showcase Newsletter Digital Advertising

Specs: Submit the content in a word document with no formatting  
Picture needs to be in JPG 72 dpi and can be 265x100 pixels  
Content can be maximum 269 characters  
Title can be maximum 30 characters



# Contract and Copy Regulations

Publisher refers to the American Association for Respiratory Care and Daedalus Enterprises, Inc. and publication refers to *AARC Times* magazine, RESPIRATORY CARE and advertising on [www.AARC.org](http://www.AARC.org), other AARC websites and in AARC emails, e-newsletters, and any Daedalus or Association digital vehicle.

1. Insertion orders shall be supplied for every advertisement. Insertion orders / contracts shall clearly state the following: name of publication, name of advertiser, name of agency (if applicable), gross rate of insertion, contract frequency, date to be inserted, size of advertisement, identification of advertisement such as first words (proof of ad to be furnished if possible), plus any special instructions such as bleed, color, etc, billing address and phone, and a contact person's name.
2. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
3. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
4. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the rate change become effective without incurring a short rate, provided the rate has been earned up to the date of cancellation.
5. The forwarding of an order to the publisher is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
6. A contract year, or twelve-month period, starts from the first day of the calendar year (January 1). Twelve-month periods do not overlap: in other words, space counted in one contract period to determine the rate for that period, cannot be counted again toward determining the rate for the subsequent or past periods.

7. Contracts may be discontinued by either party on 30 days' written notice.
8. Publishers will accept cancellation of advertising space only on space canceled prior to the publication's published space deadline.
9. T.F. (till forbid) contracts will be billed at rate earned through contract year period without incurring short rate, provided that the same frequency is maintained up to the time of cancellation.
10. If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. Cancellation of space order forfeits the right to position protection.
11. Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability or content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted.
12. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertisement which it feels is not in keeping with the publication's standards.
13. The advertisers' index is prepared under the regulations, policies, and style of the publisher as an extra service to the advertiser over and above the space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
14. The publisher assumes no liability for error or omissions in key numbers, or AARC Congress exhibit booth numbers.

15. The publisher's liability for any error will not exceed the charge for the advertisement in question.
16. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
17. Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher in production or delivery in any manner.
18. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
19. Only paid and publisher guaranteed position requests are honored, all others are ROP.
20. Agencies and advertisers are entitled to only one copy each of an issue regardless of the number of advertisements placed by the agency in the publication.
21. When change of an advertisement or copy, covered by an uncanceled insertion order, is not received by the closing date, advertisement or copy run in the previous issue will be inserted.
22. Any attempt to simulate the publication's format is not permitted. The publisher reserves the right to place the word "ADVERTISEMENT" on advertisements or copy that, in the publisher's opinion, resembles editorial matter.
23. No allowance is made to advertisers for furnishing complete digital files, plates, text and illustrations for their advertisements.
24. Advertisements requiring typesetting and digital production will be charged at the published rate. Advertisements ordered produced and not used will be charged.
25. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
26. Advertiser agrees to direct questions regarding regulations, payment terms, and billing to publisher.

## Credit Policy

Credit is extended to Daedalus Customers under the following terms:

1. An advertising account which becomes ninety (90) days outstanding will result in the cancellation of credit privileges.
2. Advertising privileges will be suspended until all outstanding invoices are paid.
3. A 1 1/2% finance charge may be assessed on the 61st day of delinquency.
4. When the outstanding invoices, plus finance charges, are paid, credit privileges for the advertiser will be restored and advertising privileges will be reinstated.
5. Questions: call accounts payable (972) 243-2272.

## Daedalus Enterprises, Inc.

9425 N. MacArthur Blvd. Ste. 100, Irving, TX 75063 - (972) 243-2272 - FAX: (972) 484-2720

**CONTACT: PHIL GANZ, ADVERTISING SALES**

**PHIL.GANZ@AARC.ORG • 972.991.4994 • FAX 888.206.9006**

**48 ABBEY WOODS LANE, SUITE 100, DALLAS, TX 75248**

# Contact Us



## AMERICAN ASSOCIATION FOR RESPIRATORY CARE

9425 N MacArthur Blvd Suite 100 •  
Irving, TX 75063  
(972) 243-2272 Fax (972) 484-2720  
[info@aarc.org](mailto:info@aarc.org)  
[www.AARC.org](http://www.AARC.org)

### PRINT ADVERTISING & EMAIL DIGITAL ADVERTISING

**Phil Ganz**  
Advertising Sales  
[phil.ganz@aarc.org](mailto:phil.ganz@aarc.org)  
972.991.4994, Fax: 888.206.9006  
48 Abbey Woods Lane, Suite 100 • Dallas, TX 75248

### WEBSITE & MARKETPLACE DIGITAL ADVERTISING

**MultiView**  
[AARC@MultiView.com](mailto:AARC@MultiView.com)  
(972) 402-7023

### JOB RECRUITMENT ADVERTISING

**AARC Respiratory Jobs**  
[respiratory.jobs@aarc.org](mailto:respiratory.jobs@aarc.org)  
(972) 243-2272 Fax 972-484-2720  
9425 N MacArthur Blvd, Suite 100  
Irving, TX 75063

### REPRINT & EPRINTS

**Jeanette Chawdhury**  
[Jeanette.Chawdhury@aarc.org](mailto:Jeanette.Chawdhury@aarc.org)  
9425 N MacArthur Blvd Suite 100  
Irving, TX 75063  
(972) 243-2272 Fax (972) 484-2720

### MAILING LISTS

**advertising@aarc.org**  
9425 N MacArthur Blvd Suite 100  
Irving, TX 75063  
(972) 243-2272 Fax (972) 484-2720

### EDUCATIONAL GRANT & WEBCAST GRANTS

**Tim Myers**  
[myers@aarc.org](mailto:myers@aarc.org)  
9425 N MacArthur Blvd, Suite 100  
Irving, TX 75063  
main line: 972-243-2272  
direct line: 972-406-4656

### SPONSORSHIP OPPORTUNITIES

**Tim Myers**  
[myers@aarc.org](mailto:myers@aarc.org)  
9425 N MacArthur Blvd, Suite 100  
Irving, TX 75063  
main line: 972-243-2272  
direct line: 972-358-0018