

# 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 AARCareer 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 AARCareer 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 AARCareer News E-Newsletter, sent out twice-monthly.**

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



For AARCareer News E-Newsletter, highlight your job opening in AARCareer 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.

## AARCCareer News E-Newsletter

Highlight your job opening in AARCCareer 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 AARCCareer 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.

# Advertising Mechanical Specifications

## PRINT AD SIZES WIDTH x DEPTH

<b>STANDARD PAGE</b> <i>AARC Times</i> 7 3/8" w x 10" d	<b>ONE-FOURTH PAGE</b> 3 1/4" w x 4 7/8" d	<b>ONE-HALF PAGE (VERTICAL)</b> 3 1/2" w x 10" d
<b>RESPIRATORY CARE Journal</b> 7 1/4" w x 10" d	<b>ONE-HALF PAGE (HORIZONTAL)</b> 7" w x 4 7/8" d	<b>ONE-THIRD PAGE (VERTICAL)</b> 2" w x 10" d

Standard page (*safety area*) *AARC Times* . . . . . 7 3/8" w x 10" d

Standard page (*safety area*) *RESPIRATORY CARE Journal* . . 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:** AARC 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@aarc.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. AARC 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 AARC cannot be held liable for ads that do not meet our submission guidelines.

## SENDING FILES ELECTRONICALLY

E-mail advertising@aarc.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 AARC 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



# Contact Us



## AMERICAN ASSOCIATION FOR RESPIRATORY CARE

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

## PRINT ADVERTISING & EMAIL DIGITAL ADVERTISING

**Phil Ganz**  
Advertising Sales  
[phil.ganz@aacrc.org](mailto:phil.ganz@aacrc.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@aacrc.org](mailto:respiratory.jobs@aacrc.org)  
(972) 243-2272 Fax 972-484-2720  
9425 N MacArthur Blvd, Suite 100  
Irving, TX 75063

## REPRINT & EPRINTS

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

## MAILING LISTS

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

## EDUCATIONAL GRANT & WEBCAST GRANTS

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