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.



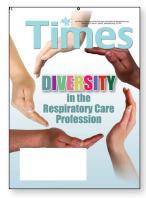
For AARCareer News E-Newsletter, highlight your job opening in AARCareer News with a digital ad. Choose from Leaderboard or Skyscraper digital ad sizes. Emailed twice-monthly.



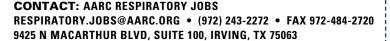
Run a Job Ad in Our **Print Publications**

- 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.







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.

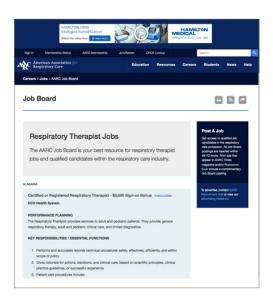
AARCareer News E-Newsletter

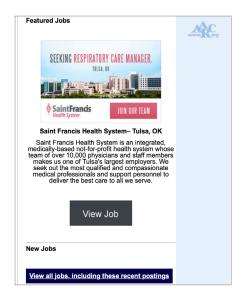
Highlight your job opening in AARCareer News with a digital ad. Choose from Leaderboard or Skyscraper digital ad sizes. Emailed twice-monthly.

	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 Care: Number 8

Effective with January 2018 issues

	MEMBER	NONMEMBER		
FULL PAGE	\$1,650	\$2,050	ALL	
1/2 PAGE	\$875	\$1,310	RATES	
1/3 PAGE	\$585	\$875	NET	
1/4 PAGE	\$445	\$655	NEI	
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 AARCareer 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 for specifications.



Advertising Mechanical Specifications

PRINT AD SIZES WIDTH X DEPTH

STANDARD PAGE AARC Times 7 3/8" w x 10" d RESPIRATORY CARE JOURNAL 7 1/4" w x 10" d ONE-FOURTH PAGE 3 1/4" w x 4 7/8" 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

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 page3	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 $8\ 1/4" \times 10\ 7/8"$ and RESPIRATORY CARE is $8\ 1/8" \times 10\ 7/8"$.

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@aarc.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@aarc.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@AARC.ORG • 972-991-4994 • FAX 888-206-9006

RECRUITMENT CONTACT: AARC RESPIRATORY JOBS • RESPIRATORY.JOBS@AARC.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@aarc.org www.AARC.org

PRINT ADVERTISING & EMAIL DIGITAL ADVERTISING

Phil Ganz
Advertising Sales
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 (972) 402-7023

JOB RECRUITMENT ADVERTISING

AARC Respiratory Jobs 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 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 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 9425 N MacArthur Blvd, Suite 100 Irving, TX 75063 main line: 972-243-2272 direct line: 972-358-0018

