

# 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.

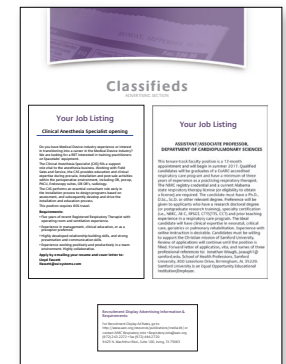


## Run a Job Ad in Our Print Publications

- **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 — additional 300 characters and spaces can be purchased for \$100. 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	\$1,199	\$1,095	\$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 2017 issues

Regular color charges apply	MEMBER	NONMEMBER	ALL RATES NET
<b>FULL PAGE</b>	\$1,650	\$2,050	
<b>1/2 PAGE ISLAND</b>	\$875	\$1,310	
<b>1/2 PAGE</b>	\$875	\$1,310	
<b>1/3 PAGE ISLAND</b>	\$750	\$1,045	
<b>1/3 PAGE</b>	\$585	\$875	
<b>1/4 PAGE</b>	\$445	\$655	
<b>1/6 PAGE</b>	\$295	\$440	
<b>JOB BANK TEXT AD (ONLINE)</b>	\$425	\$655	

**Respiratory Therapist Jobs**

The AARC Job Board is your best resource for respiratory therapist jobs and qualified candidates within the respiratory care industry.

**ALABAMA**

Certified or Registered Respiratory Therapist - \$3,000 Sign-on Bonus [View Job](#)  
DCH Health System

**PERFORMANCE PLANNING**  
The Respiratory Therapist provides services to adult and pediatric patients. They provide general respiratory therapy, adult and pediatric critical care, and limited diagnostics.

**KEY RESPONSIBILITIES / ESSENTIAL FUNCTIONS**

1. Performs and accurately records technical procedures safely, effectively, efficiently, and within scope of policy
2. Gives rationale for actions, decisions, and clinical care, based on scientific principles, clinical practice guidelines, or successful experience
3. Patient care procedures include:

**Post A Job**  
Get access to qualified job candidates in the respiratory care profession. All Job Board postings are viewed within 48-72 hours. Print ads that appear in AARC Times magazine and/or Respiration Care include a complimentary 400 board posting.

To advertise, contact AARC Recruitment at [recruitment@aacrc.org](mailto:recruitment@aacrc.org) or call our advertising media kit.

## JOB RECRUITMENT PRINT ADVERTISING DEADLINES

### AARC Times Closing Dates Deadlines 2017

<b>January Issue</b>	<b>Closes</b> November 16, 2016	<b>Mails</b> December 19, 2016
<b>February Issue</b>	<b>Closes</b> December 15, 2016	<b>Mails</b> January 18, 2017
<b>March Issue</b>	<b>Closes</b> January 20, 2017	<b>Mails</b> February 20
<b>April Issue</b>	<b>Closes</b> February 21	<b>Mails</b> March 20
<b>May Issue</b>	<b>Closes</b> March 8	<b>Mails</b> April 18
<b>June Issue</b>	<b>Closes</b> April 19	<b>Mails</b> May 26
<b>July Issue</b>	<b>Closes</b> May 12	<b>Mails</b> June 16
<b>August Issue</b>	<b>Closes</b> June 15	<b>Mails</b> July 18
<b>September Issue</b>	<b>Closes</b> July 12	<b>Mails</b> August 18
<b>October Issue</b>	<b>Closes</b> August 11	<b>Mails</b> September 15
<b>November Issue</b>	<b>Closes</b> September 15	<b>Mails</b> October 23
<b>December Issue</b>	<b>Closes</b> October 11	<b>Mails</b> November 16

**MATERIALS DEADLINE** — Materials are due 3 days after close

### RESPIRATORY CARE Deadlines 2017

<b>January Issue</b>	<b>Closes</b> November 16, 2016	<b>Mails</b> December 28, 2016
<b>February Issue</b>	<b>Closes</b> December 16, 2016	<b>Mails</b> January 26, 2017
<b>March Issue</b>	<b>Closes</b> January 1, 2017	<b>Mails</b> February 28
<b>April Issue</b>	<b>Closes</b> February 17	<b>Mails</b> March 28
<b>May Issue</b>	<b>Closes</b> March 17	<b>Mails</b> April 28
<b>June Issue</b>	<b>Closes</b> April 17	<b>Mails</b> May 26
<b>July Issue</b>	<b>Closes</b> May 19	<b>Mails</b> June 29
<b>August Issue</b>	<b>Closes</b> June 20	<b>Mails</b> July 27
<b>September Issue</b>	<b>Closes</b> July 21	<b>Mails</b> August 28
<b>October Issue</b>	<b>Closes</b> August 16	<b>Mails</b> September 28
<b>November Issue</b>	<b>Closes</b> September 18	<b>Mails</b> October 27
<b>December Issue</b>	<b>Closes</b> October 19	<b>Mails</b> November 30

**MATERIALS DEADLINE** — Materials are due 3 days after close

# 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>RESPIRATORY CARE Journal</b> 7 1/4" w x 10" d	<b>TWO-THIRDS PAGE</b> 4 1/4" w x 10" d	<b>ONE-HALF PAGE (VERTICAL)</b> 3 1/2" w x 10" d  <b>ONE-SIXTH PAGE</b> 2" w x 4 7/8" d
<b>ONE-THIRD PAGE (VERTICAL)</b> 2" w x 10" d  <b>ONE-THIRD SQUARE AD</b> 4 1/4" w x 4 7/8" d	<b>ONE-FOURTH PAGE</b> 3 1/4" w x 4 7/8" d  <b>ONE-HALF PAGE (HORIZONTAL)</b> 7" w x 4 7/8" d	<b>ONE-HALF ISLAND AD</b> 4 1/4" w x 7" d

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
Two-thirds page . . . . .	4 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-half Island . . . . .	4 1/4" w x 7" d
One-third page (vertical) . . . . .	2" w x 10" d
One-third Square . . . . .	4 1/4" w x 4 7/8" d
One-fourth page . . . . .	3 1/4" w x 4 7/8" d
One-sixth page . . . . .	2" 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".

**TWO-THIRDS PAGE OUTSIDE OR GUTTER BLEED:** For *AARC Times* and *RESPIRATORY CARE* – 5 1/4" 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  
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**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