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 44,000 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.

<table>
<thead>
<tr>
<th>Member Job Titles</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager</td>
<td>6,319</td>
<td>14%</td>
</tr>
<tr>
<td>Medical Director</td>
<td>57</td>
<td>0.1%</td>
</tr>
<tr>
<td>Clinical Specialist (Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep)</td>
<td>4,518</td>
<td>10%</td>
</tr>
<tr>
<td>Staff Therapist</td>
<td>17,490</td>
<td>40%</td>
</tr>
<tr>
<td>Educator/Instructor (Work part-time in clinical setting)</td>
<td>808</td>
<td>1%</td>
</tr>
<tr>
<td>Student (Work part-time in clinical setting)</td>
<td>1,232</td>
<td>2%</td>
</tr>
<tr>
<td>Other (Unspecified RTs, Sales, Home Care Owners)</td>
<td>2,502</td>
<td>5%</td>
</tr>
<tr>
<td>Unknown</td>
<td>11,677</td>
<td>26%</td>
</tr>
</tbody>
</table>

**AARC Membership Total**  
44,603

*SOURCE: Analysis of AARC Membership Rolls as of August 1, 2016.

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.

68% report that they are involved in their department’s purchase of products and services.

19.5% approve or authorize purchases.

*SOURCE: March 2016 AARC Times and August 2016 Respiratory Care Readex Survey*
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.

<table>
<thead>
<tr>
<th>Setting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>61%</td>
</tr>
<tr>
<td>Home Care/DME</td>
<td>4%</td>
</tr>
<tr>
<td>Respiratory Education Program/Clinical Instruction</td>
<td>3%</td>
</tr>
<tr>
<td>Long-Term Care/SNF</td>
<td>4%</td>
</tr>
<tr>
<td>Industry/Pharmaceutical</td>
<td>1%</td>
</tr>
<tr>
<td>Other (Sleep Lab, Military, Physician Office, Outpatient Facility, Temp Agency, Industry)</td>
<td>6%</td>
</tr>
<tr>
<td>Student Working Part time Clinical Setting</td>
<td>2%</td>
</tr>
<tr>
<td>Unknown</td>
<td>19%</td>
</tr>
</tbody>
</table>

*SOURCE AARC: membership rolls as of August 2016

Members Use the Products You Sell
91.5% of AARC members use the following products and services.

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airway Clearance Devices</td>
<td>77%</td>
</tr>
<tr>
<td>Apnea Monitors</td>
<td>32%</td>
</tr>
<tr>
<td>Arterial Line Insertion/Maintenance</td>
<td>30%</td>
</tr>
<tr>
<td>Blood Gas Equipment/ Data Management</td>
<td>57%</td>
</tr>
<tr>
<td>Breathing Retrainers</td>
<td>30%</td>
</tr>
<tr>
<td>Disposables</td>
<td>70%</td>
</tr>
<tr>
<td>Dry Powder Inhalers</td>
<td>60%</td>
</tr>
<tr>
<td>Equipment Repair Services</td>
<td>31%</td>
</tr>
<tr>
<td>Exercise Testing Equipment</td>
<td>26%</td>
</tr>
<tr>
<td>Humidification Systems/ Accessories</td>
<td>75%</td>
</tr>
<tr>
<td>Incentive Spirometers</td>
<td>73%</td>
</tr>
<tr>
<td>Infection Control Products</td>
<td>46%</td>
</tr>
<tr>
<td>Metered Dose Inhalers</td>
<td>73%</td>
</tr>
<tr>
<td>Nebulizers</td>
<td>83%</td>
</tr>
<tr>
<td>Noninvasive Monitoring</td>
<td>69%</td>
</tr>
<tr>
<td>Oxygen Analyzers</td>
<td>65%</td>
</tr>
<tr>
<td>Oxygen Therapy</td>
<td>83%</td>
</tr>
<tr>
<td>Patient Monitoring Systems</td>
<td>65%</td>
</tr>
<tr>
<td>Peak Flow Meters</td>
<td>73%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>55%</td>
</tr>
<tr>
<td>Polysomnomographic Equipment</td>
<td>26%</td>
</tr>
<tr>
<td>Pulse Oximeters</td>
<td>85%</td>
</tr>
<tr>
<td>Resuscitators</td>
<td>71%</td>
</tr>
<tr>
<td>Spacers/Holding Chambers</td>
<td>76%</td>
</tr>
<tr>
<td>Specialty Gas Therapy</td>
<td>44%</td>
</tr>
<tr>
<td>TB Protection Products</td>
<td>46%</td>
</tr>
<tr>
<td>Tracheostomy Management</td>
<td>68%</td>
</tr>
<tr>
<td>Ventilators</td>
<td>79%</td>
</tr>
<tr>
<td>Indicated at Least One</td>
<td>91%</td>
</tr>
<tr>
<td>None of These</td>
<td>8%</td>
</tr>
<tr>
<td>No Answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

SOURCE: March 2016 AARC Times and August 2016 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: 70%
- Airway Management/Weaning: 74%
- ARDS Treatment: 57%
- Asthma Care/Education: 68%
- Bronchoscopy: 51%
- COPD Management/Education: 68%
- Cystic Fibrosis Care: 37%
- Discharge Planning: 33%
- Disease Management: 46%
- Intubations: 56%
- Laboratory Analysis: 34%
- Noninvasive Ventilation: 76%
- Outpatient/Ambulatory Resp Care: 42%
- Oxygen Therapy: 82%
- Patient Assessment: 78%
- Patient Monitoring: 75%
- Pediatric Respiratory Care: 49%
- Perinatal/Neonatal Care: 43%
- PFTs: 63%
- Pulmonary Rehab/Education: 37%
- Quality & Safety Initiatives: 49%
- Sleep Medicine: 35%
- Tracheostomy: 64%
- Ventilator Management: 76%
- Indicated at Least One: 88%
- None of These: 10%
- No Answer: 2%
**AARC Times**

**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 including employment advertising

**69 Pages**

*AARC Times* publishes an average of 69 pages per issue.
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, 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. Monthly except for March.

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. March and July.

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.

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.

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.

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.

Government Advocacy
This column keeps respiratory therapists current with the legislative and regulatory issues in state capitals and Washington D.C. Written by the AARC legislative affairs team. Every other month.

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

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.
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: 16%
- 1 Hour Up to 1.5 Hours: 18%
- .5 Hour Up to 1 Hour: 43%
- Less Than 1/2 Hour: 15%
- 0% Do Not Read/No Answer

**71% 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: 14%
- Call the Advertiser Directly: 11%
- Call the Advertiser’s Sale Representative: 11%

**1.2 Readers per Copy**

Pass along readership extends your ad’s reach beyond the circulation of *AARC Times* with 50% of readers passing their copy to another person.

SOURCE: March 2016 *AARC Times* Readex Survey

**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 *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.”

**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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respiratory Care</td>
<td>44%</td>
</tr>
<tr>
<td><em>AARC Times</em></td>
<td>47%</td>
</tr>
<tr>
<td>Respiratory Therapy</td>
<td>2%</td>
</tr>
<tr>
<td>RT Magazine</td>
<td>4%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

*SOURCE: March 2016 AARC Times and August 2016 Respiratory Care Readex Survey*

**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
# AARC Times 2017 Editorial Calendar

## January
- **Space Deadline**: November 16, 2016  
  - **Ad Materials Due**: November 22, 2016  
  - **Mails**: December 19, 2017

## February
- **Space Deadline**: December 15, 2016  
  - **Ad Materials Due**: December 22, 2016  
  - **Mails**: January 18, 2017

## March
- **Space Deadline**: January 20, 2017  
  - **Ad Materials Due**: January 26, 2017  
  - **Mails**: February 20, 2017

**Advertiser Bonus**: Readex On Target® Advertising Study

## April
- **Space Deadline**: February 21, 2017  
  - **Ad Materials Due**: February 27, 2017  
  - **Mails**: March 20, 2017

## May
- **Space Deadline**: March 8, 2017  
  - **Ad Materials Due**: March 14, 2017  
  - **Mails**: April 18, 2017

## June
- **Space Deadline**: April 19, 2017  
  - **Ad Materials Due**: April 25, 2017  
  - **Mails**: May 26, 2017

## July
- **Space Deadline**: May 12, 2017  
  - **Ad Materials Due**: May 18, 2017  
  - **Mails**: June 16, 2017

**Special Issue**: Pre-Congress Issue with AARC Congress Advance Program

## August
- **Space Deadline**: June 15, 2017  
  - **Ad Materials Due**: June 21, 2017  
  - **Mails**: July 18, 2017

**Special Issue**: AARC Congress Highlights

## September
- **Space Deadline**: July 12, 2017  
  - **Ad Materials Due**: July 19, 2017  
  - **Mails**: August 17, 2017

**Bonus Distribution**: AARC Congress 2017, Indianapolis, IN

## October
- **Space Deadline**: August 11, 2017  
  - **Ad Materials Due**: August 17, 2017  
  - **Mails**: September 15, 2017

**Bonus Distribution**: AARC Congress 2017

## November
- **Space Deadline**: September 15, 2017  
  - **Ad Materials Due**: September 22, 2017  
  - **Mails**: October 23, 2017

## December
- **Space Deadline**: October 11, 2017  
  - **Ad Materials Due**: October 17, 2017  
  - **Mails**: November 16, 2017

**Special Issue**: Annual International Issue

**International Feature**: International Respiratory Care Update
1. EARNED RATES / CONTRACT YEAR
   a. Rates based on number of insertions year used within one contract (January 1-December 31), regardless of size. Space purchased by a parent company and its subsidiaries can be combined for a better earned rate.
   b. Insertions in both AARC Times and Respiratory Care can be combined for a better earned rate.
   c. Frequency discounts are based on the total number of insertions within a calendar year. Insertions from a previous or following year cannot be used to earn a better frequency.
   d. Only contracted rates are protected through the December issue.

2. COLOR AND BLEED
   a. Standard color: Colors AAAA/ABP standard magenta, cyan, yellow, black.
   b. Bleed: No charge for bleed.

3. INSERTS FURNISHED BY ADVERTISER
   a. Standard Business Reply Post Card:
      - 15% to recognized agencies.
      - All other agencies: contact publisher.
   b. Opposite Regular Columns and Other Requests:
      - 15% extra for insertions in arrears 30 days or more after invoice date.
      - All contracts are subject to approval by the Publisher.

4. MATERIAL REQUIREMENTS
   a. AARC Times is printed using digital technology. Materials must conform to digital requirements and specifications, published online at https://www.aarc.org/resources/publications/media-kit/.
   b. AARC Times and Publisher are not responsible for printing errors resulting from an advertisement submitted in a format that does not meet requirements and specifications.

5. AGENCY COMMISSION
   a. 15% to recognized agencies.
   b. Disallowed on all insertions in arrears 60 days or more after invoice date.
   c. No prompt pay discount allowed.

6. PAYMENT
   a. Publisher reserves right to require payment with order from advertisers and/or agencies whose accounts are in arrears or who have not established credit with the Publisher.
   b. Billing directed to the advertising agency at the net rate is approved on condition that the advertiser is responsible for the payment if the agency does not remit within 60 days.
   c. Payments received 30 days after due date are subject to possible loss of ad agency discount.
   d. Advertising agencies are responsible for payment of advertising ordered on behalf of their clients. The publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

2017 AARC Times ADVERTISING RATES

**BEST VALUE ADVERTISING PACKAGES**

<table>
<thead>
<tr>
<th>PACKAGE 1</th>
<th>PRINT MEDIA</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC Times Print Ad</td>
<td>$3,176</td>
<td></td>
</tr>
<tr>
<td>AARC Times Digital</td>
<td>$2,646</td>
<td></td>
</tr>
<tr>
<td>Digital, Management Mail List***</td>
<td>$5,066</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE 2</th>
<th>MULTI-MEDIA</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC Times Print Ad of Respiratory Care Print Ad, e-Newsletter, AARC Times Digital</td>
<td>$3,356</td>
<td></td>
</tr>
<tr>
<td>AARC Times Print Ad, e-Newsletter, AARC Times Digital</td>
<td>$5,625</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PACKAGE 3</th>
<th>MULTI-MEDIA PKG</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC Times Print Ad, Respiratory Care Print Ad, e-Newsletter, AARC Times Digital, Management Mail List***</td>
<td>$5,066</td>
<td></td>
</tr>
</tbody>
</table>

* Minimum size for packages is 1/2 page.
** E-Newsletter Choices: News Now®@AARC, AARC Career News, AARC Times TOC, Respiratory Care TOC
*** Management List includes 4,000 names mailed through AARC List Services (marketer pays printing, mailing, and postage)

PREFERRED POSITIONS

Inside Front Cover: 25% extra
Inside Back Cover: 15% extra
Back Cover: 50% extra

Opposite Regular Columns and Other Requests: 15% extra
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. It’s contents are searchable via PubMed, Google Scholar, and other search engines. It has a 5-year Clinical Impact Factor of 2.057.

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

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.
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  Harvard Medical School
  Boston, MA

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  Universita di Bologna
  Bologna, Italy

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  Tokushima, Japan

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  San Antonio, Texas

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  Harvard Medical School
  Boston, Massachusetts

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  Akron, Ohio
## Respiratory Care 2017 Editorial Calendar

The Only Official Science Journal of The American Association For Respiratory Care  
— Published Continuously Since 1956.

<table>
<thead>
<tr>
<th>Month</th>
<th>Space Deadline</th>
<th>Ad Materials Due</th>
<th>Mails</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td>NOVEMBER 16, 2016</td>
<td>NOVEMBER 23, 2016</td>
<td>DECEMBER 28, 2016</td>
<td>Original Research, Reviews, Editorials</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td>DECEMBER 16, 2016</td>
<td>DECEMBER 23, 2016</td>
<td>JANUARY 26, 2017</td>
<td>Original Research, Reviews, Editorials</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td>JANUARY 20, 2017</td>
<td>JANUARY 27, 2017</td>
<td>FEBRUARY 28, 2017</td>
<td>Original Research, Reviews, Editorials</td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td>FEBRUARY 17, 2017</td>
<td>FEBRUARY 23, 2017</td>
<td>MARCH 28, 2017</td>
<td>Original Research, Reviews, Editorials</td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td>MARCH 17, 2017</td>
<td>MARCH 24, 2017</td>
<td>APRIL 28, 2017</td>
<td>Original Research, Reviews, Editorials</td>
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<tr>
<td><strong>JUNE</strong></td>
<td>APRIL 17, 2017</td>
<td>APRIL 24, 2017</td>
<td>MAY 26, 2017</td>
<td>Special Issue: Journal Conference – Neonatal-Pediatric Respiratory Care</td>
</tr>
<tr>
<td><strong>JULY</strong></td>
<td>MAY 19, 2017</td>
<td>MAY 26, 2017</td>
<td>JUNE 29, 2017</td>
<td>Original Research, Reviews, Editorials</td>
</tr>
</tbody>
</table>

**AUGUST**  
Space Deadline JUNE 20, 2017 | Material Due JUNE 27, 2017 | Mails JULY 27, 2017  
Original Research, Reviews, Case Reports, Editorials  
**ADVERTISER BONUS:** Readex Ad Perception Study®

**SEPTEMBER**  
Original Research, Reviews, Editorials

**OCTOBER**  
Original Research, Reviews, Editorials  
**SPECIAL FEATURE:** Open Forum Abstracts (scientific studies presented at AARC Congress  
**BONUS DISTRIBUTION:** AARC Congress 2017, Indianapolis, IN

**NOVEMBER**  
Space Deadline SEPTEMBER 18, 2017 | Ad Materials Due SEPTEMBER 25, 2017 | Mails OCTOBER 27, 2017  
Original Research, Reviews, Editorials

**DECEMBER**  
Space Deadline OCTOBER 19, 2017 | Ad Materials Due OCTOBER 26, 2017 | Mails NOVEMBER 30, 2017  
Original Research, Reviews, Editorials
Print Media: RESPIRATORY CARE

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

97% of Readers Act

RESPIRATORY CARE subscribers take action after reading the journal and your advertisements. 97% respond in one form or another.

- Visit Advertiser’s Web Site: 26%
- E-mail the Advertiser: 13%
- Call the Advertiser Directly: 10%
- Call the Advertiser’s Sale Representative: 9%

SOURCE: August 2015 RESPIRATORY CARE Readex Survey

1.1 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 2015 RESPIRATORY CARE Readex Survey

74% of Readers Say

RESPIRATORY CARE is the most valuable publication for providing scientific information about the profession.

SOURCE: August 2016 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.

Bonus Distribution/Show Issues

October Respiratory Care – Respiratory Therapists at AARC Congress.

Free Advertising Research

Respiratory Care August – Advertisements inserted in August Respiratory Care earn 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.”

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 Clinical Impact Factor of 2.057.

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

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

<table>
<thead>
<tr>
<th>Resource</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respiratory Care</td>
<td>44%</td>
</tr>
<tr>
<td>AARC Times</td>
<td>47%</td>
</tr>
<tr>
<td>Respiratory Therapy</td>
<td>2%</td>
</tr>
<tr>
<td>RT Magazine</td>
<td>4%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: March 2016 AARC Times and August 2016 Respiratory Care Readex Survey
**2017 Respiratory Care Advertising Rates**

**1. EARNED RATES / CONTRACT YEAR**
- a. Rates based on number of insertions year used within one contract (January 1-December 31), regardless of size. Space purchased by a parent company and its subsidiaries can be combined for a better earned rate.
- b. Insertions in both AARC Times and Respiratory Care can be combined for a better earned rate.
- c. Frequency discounts are based on the total number of insertions within a calendar year. Insertions from a previous or following year cannot be used to earn a better frequency.
- d. Only contracted rates are protected through the December issue.

**2. COLOR AND BLEED**
- a. Standard color: Colors AAAA/ABP standard magenta, cyan, yellow, black.
- b. Bleed: No charge for bleed.

**3. INSERTS FURNISHED BY ADVERTISER**
- a. Standard Business Reply Post Card: one time the earned black and white rate.
- b. 2-page insert: two times the earned black and white rate.
- c. 4-page insert: four times the earned black and white rate.
- d. Others: contact publisher.

**4. MATERIAL REQUIREMENTS**
- a. AARC Times is printed using digital technology. Materials must conform to digital requirements and specifications, published online at https://www.aarc.org/resources/publications/media-kit/.
- b. AARC Times and Publisher are not responsible for printing errors resulting from an advertisement submitted in a format that does not meet requirements and specifications.

**5. AGENCY COMMISSION**
- a. 15% to recognized agencies.
- b. Discounted on all insertions in arrears 60 days or more after invoice date.
- c. No prompt pay discount allowed.

**6. PAYMENT**
- a. Publisher reserves right to require payment with order from advertisers and/or agencies whose accounts are in arrears or who have not established credit with the Publisher.
- b. Billing directed to the advertising agency at the net rate is approved on condition that the advertiser is responsible for the payment if the agency does not remit within 60 days.
- c. Payments received 30 days after due date are subject to possible loss of ad agency discount.
- d. Advertising agencies are responsible for payment of advertising ordered on behalf of their clients. The publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

**MAKE GOODS**
- a. The Publisher must be notified of any error with an advertisement within thirty days of publication.
- b. AARC Times and Publisher are not responsible for incorrect copy or materials submitted by the advertiser or for typographical errors which do not lessen the effectiveness of the advertisement.
- c. Make goods of an ad published with an error, as determined by the Publisher, will be inserted in the next available issue of AARC Times.
- d. Payment of the original order is due upon publication of the make good.

**8. CONTRACT AND COPY REGULATIONS**
- a. All contracts subject to approval of Publisher.
- b. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.
- c. All contracts, copy, and art are subject to the terms and conditions of Daedalus Contract and Copy Regulations. These terms and conditions are available at https://www.aarc.org/resources/publications/media-kit/.

**9. ADDRESSES**
- a. Advertising Sales Representative: Phil Ganz, Advertising Sales, 48 Abbey Woods Lane, Suite 100, Dallas, TX 75248 email: phil.ganz@aarc.org  •  972.991.4994, Fax 888.206.9006.
- b. Materials: Advertising Dept., Respiratory Care, Month of Issue, 9425 N. MacArthur Blvd. Ste. 100, Irving, TX 75063, advertising@aarc.org.
- c. Insert: RR Donnelly, Respiratory Care, Month of Issue, 1025 North Washington Street, Greenfield, OH 45123.

**Rate Card # 48 Effective with January 2017 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.**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
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<tr>
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<td>$3,124</td>
<td>$3,066</td>
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<td>$2,599</td>
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<td>$2,420</td>
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<td>$2,357</td>
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<tr>
<td>1/3 Page Island</td>
<td>$2,090</td>
<td>$2,069</td>
<td>$2,027</td>
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<td>$1,979</td>
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<tr>
<td>1/3 Page</td>
<td>$1,691</td>
<td>$1,670</td>
<td>$1,649</td>
<td>$1,622</td>
<td>$1,610</td>
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<tr>
<td>1/4 Page</td>
<td>$1,512</td>
<td>$1,491</td>
<td>$1,470</td>
<td>$1,444</td>
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</tr>
<tr>
<td>1/6 Page</td>
<td>$1,339</td>
<td>$1,313</td>
<td>$1,292</td>
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</tr>
</tbody>
</table>

**BEST VALUE ADVERTISING PACKAGES**

<table>
<thead>
<tr>
<th></th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT MEDIA PACKAGE</td>
<td>AARC Times Print Ad, Respiratory Care Print Ad*</td>
</tr>
<tr>
<td>MULTI-MEDIA PACKAGE 2</td>
<td>AARC Times Print Ad or Respiratory Care Print Ad, e-Newsletter, ** AARC Times Digital</td>
</tr>
<tr>
<td>DUAL-MEDIA PACKAGE 3</td>
<td>AARC Times Print Ad, Respiratory Care Print Ad, e-Newsletter, ** AARC Times Digital</td>
</tr>
<tr>
<td>MULTI-MEDIA PKG</td>
<td>AARC Times Print Ad, Respiratory Care Print Ad, e-Newsletter, AARC Times Digital, Management Mail List***</td>
</tr>
</tbody>
</table>

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

* Minimum size for packages is 1/2 page.
** E-Newsletter Choices: News Now@aarc, AARC Career News, AARC Times TOC, Respiratory Care TOC
*** Mangement List includes 4,000 names mailed through AARC List Services (marketer pays printing, mailing, and postage)

**PREFERRED POSITIONS**

- **Inside Front Cover:** 25% extra  
- **Inside Back Cover:** 15% extra  
- **Back Cover:** 50% extra

Opposite Table of Contents: 25% extra

**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
Emails & E-Newsletters

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.

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
Six special edition e-Newsletters leading into AARC Congress in the two months prior to the event. Distributed every two weeks.

AARC Respiratory Care Showcase
The showcase highlights new respiratory products. The showcase is a key resource for respiratory managers to make departmental purchases.

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 monthly:
- Adult Acute Care
- Continuing Care/Rehab
- Diagnostics
- Education
- Home Care
- Long-Term Care
- Management
- Neonatal-Pediatrics
- Sleep
- Surface & Air Transport

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

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
AARC RESPIRATORY SHOWCASE E-NEWSLETTER

Pricing: $3,000.00 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 are 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

<table>
<thead>
<tr>
<th></th>
<th>LEADERBOARD</th>
<th>SKYSCRAPER 1</th>
<th>SKYSCRAPER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Now 1X</td>
<td>$1,525</td>
<td>$999</td>
<td>$775</td>
</tr>
<tr>
<td>(1 mo. – Four insertions placed in one month)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career News 1X</td>
<td>$1,525</td>
<td>$999</td>
<td>$775</td>
</tr>
<tr>
<td>Career News 2X</td>
<td>$2,275</td>
<td>$1,499</td>
<td>$1,175</td>
</tr>
<tr>
<td>ICRC News 1X</td>
<td>$1,525</td>
<td>$999</td>
<td>$775</td>
</tr>
<tr>
<td>Section Quarterly 1X</td>
<td>$1,525</td>
<td>$999</td>
<td>$775</td>
</tr>
<tr>
<td>AARC Times TOC 1X</td>
<td>$1,525</td>
<td>$999</td>
<td>$775</td>
</tr>
<tr>
<td>RESPIRATORY CARE TOC 1X</td>
<td>$1,525</td>
<td>$999</td>
<td>$775</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>LEADERBOARD</th>
<th>SKYSCRAPER 1</th>
<th>SKYSCRAPER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Partner Rate</td>
<td>$1.15</td>
<td>$1.15</td>
<td>$1.15</td>
</tr>
<tr>
<td>Non Corporate Partner</td>
<td>$1.30</td>
<td>$1.30</td>
<td>$1.30</td>
</tr>
</tbody>
</table>

Discount provided for multiple insertions

SECTIONS AVAILABLE:

- Adult Acute
- Management
- Diagnostic
- Neo/Pediatrics
- Education
- Continuing Care/Rehab
- Home Care
- Long-term Care
- Sleep
- Transport
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, AARConnect and RESPIRATORYCARE.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.

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
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.

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.

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.
AARC Website Advertising Pricing

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:** 160p x 600p.

### 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.

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

### 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.

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FOR MARKETPLACE ADVERTISING INFORMATION CONTACT: MULTIVIEW • (972) 402-7023 OR 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 Congress attendees only.
Contact: Phil Ganz at phil.ganz@aarc.org or 972-991-4994.

AARC Congress Gazette-Print Version
This newsletter is sent 3 times during the AARC Congress to highlight activities leading into and during AARC Congress. Distributed to entire AARC membership.
Submit files as Hi-Res PDF files with crops. CMYK, 266 dpi
Publication Specifications and Pricing:
Contact: Phil Ganz at phil.ganz@aarc.org or 972-991-4994.

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@aarc.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@aarc.org or 972-991-4994.

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
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. Daedalus also brokers the mailing list of the National Board for Respiratory Care (NBRC) – the testing and credentialing agency for the respiratory care profession. 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. The NBRC list is available in label formats that are sent to the direct marketer.

AARC membership mailing list — updated daily — select by state, credential, title, and specialty.

NBRC registry list — select by state, zipcode or credentials.

Rate: $150 per thousand names.

For more information, go to: https://www.aarc.org/resources/publications/media-kit/basic-information-rates/

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

Professor’s Rounds 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.
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.

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
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.

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.

<table>
<thead>
<tr>
<th>CAREER NEWS 1X MEMBER</th>
<th>LEADERBOARD*</th>
<th>SKYSCRAPER*</th>
<th>FEATURED JOB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$799</td>
<td>$735</td>
<td>$655</td>
</tr>
</tbody>
</table>

| 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 Care: Number 8 Effective with January 2017 issues

<table>
<thead>
<tr>
<th>Regular color charges apply</th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$1,650</td>
<td>$2,050</td>
</tr>
<tr>
<td>1/2 PAGE ISLAND</td>
<td>$875</td>
<td>$1,310</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$875</td>
<td>$1,310</td>
</tr>
<tr>
<td>1/3 PAGE ISLAND</td>
<td>$750</td>
<td>$1,045</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$585</td>
<td>$875</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$445</td>
<td>$655</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>$295</td>
<td>$440</td>
</tr>
</tbody>
</table>

ALL RATES NET

| JOB BANK TEXT AD (ONLINE) | $425 | $655 |

Respiratory Care Deadlines 2017

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

MATERIALS DEADLINE — Materials are due 3 days after close

AARC Times Closing Dates Deadlines 2017

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

MATERIALS DEADLINE — Materials are due 3 days after close
# Advertising Mechanical Specifications

## Print Ad Sizes

<table>
<thead>
<tr>
<th>Style</th>
<th>Width x Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Page</td>
<td>7 3/8&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>AARC Times</td>
<td>7 1/4&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>Respiratory Care Journal</td>
<td>7 3/4&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>Two-thirds Page</td>
<td>4 1/4&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>One-half Page (vertical)</td>
<td>3 1/2&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>One-sixth Page</td>
<td>2&quot; w x 4 7/8&quot; d</td>
</tr>
<tr>
<td>One-third page (vertical)</td>
<td>2 1/4&quot; w x 4 7/8&quot; d</td>
</tr>
<tr>
<td>One-quarter page</td>
<td>2&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>ISLAND AD</td>
<td>8 1/2&quot; w x 11 1/4&quot;</td>
</tr>
<tr>
<td>One-third Square AD</td>
<td>4 1/4&quot; w x 7 1/8&quot; d</td>
</tr>
<tr>
<td>One-half Island AD</td>
<td>4 1/4&quot; w x 7 1/8&quot; d</td>
</tr>
<tr>
<td>One-fourth page</td>
<td>3 1/4&quot; w x 4 3/8&quot; d</td>
</tr>
</tbody>
</table>

## 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.
- For AARC Times – 80 lb. #3 Gloss; for Respiratory Care – 80 lb. Opus Gloss.

## Halftone Screen
- AARC Times and Respiratory Care – 133 Line Screen.

## Reproduction Process
- For AARC Times and Respiratory Care – Webb Offset.

## Color Rotation
- 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 Respiratory Care, Month of Issue, 2901 Byrdhill Road, Richmond, VA 23228-5867.

## 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 third party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.

---

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 • RESPIRATORYJOBS@AARC.ORG
(972) 243-2272 • FAX 972-484-2720 • 9425 N MACARTHUR BLVD, SUITE 100, IRVING, TX 75063
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 TrueType 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
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, 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 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 becomes 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 sold 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. (tilt forbidden) contracts will 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 advertising 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, action by any governmental or quasi-governmental entity, act of terrorism, fire, flood, insurrection, 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. Commissions and discounts: 15% to recognized agencies and publishers (disallowed on all insertions in arrears 60 days or more). 2% cash or prompt pay discount is not allowed.

2. An advertising account which becomes ninety (90) days outstanding will result in the cancellation of credit privileges.

3. Advertising privileges will be suspended until all outstanding invoices are paid.

4. A 1 1/2% finance charge may be assessed on the 61st day of delinquency.

5. When the outstanding invoices, plus finance charges, are paid, credit privileges for the advertiser will be restored and advertising privileges will be reinstated.


Daedalus Enterprises, Inc.

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

Questions: call accounts payable (972) 243-2272.

PHIL.GANZ@AARC.ORG • 972.991.4994 • FAX 888.206.9006
48 ABBEY WOODS LANE, SUITE 100, DALLAS, TX 75248
Contact Us

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