The AARC Connects You with Respiratory Therapists

MORE THAN ANYONE ELSE

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

Highly Targeted Media Channels for Advertising

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

Your Respiratory Advertising Options are Limitless

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

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

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

AARC Members Are More Than Just A Number

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

Member Job Titles

- Manager: 6,247 (14%)
- Medical Director: 62 (0.1%)
- Clinical Specialist (Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep): 5,078 (11%)
- Staff Therapist: 19,536 (44%)
- Educator/Instructor (Work part-time in clinical setting): 1,590 (4%)
- Student: 1,529 (3%)
- Other (Unspecified RTs, Sales, Home Care Owners): 2,890 (7%)
- Unknown: 7,612 (17%)

AARC Membership Total: 44,544

*SOURCE: Analysis of AARC Membership Rolls as of August 1, 2018.

Where AARC Members & Subscribers Work:

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

Members Participate in Purchasing

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

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

19.5% approve or authorize purchases.

SOURCE: March 2018 AARC Times and August 2018 Respiratory Care Readex Survey
The AARC Member: Demographics

Members Work Where Your Products Are Used
Respiratory therapists work in virtually every health care setting. And they practice in every specialty of respiratory care.

Hospital 61%
Home Care/DME 8%
Respiratory Education Program/Clinical Instruction 4%
Long-Term Care/SNF 1%
Industry/Pharmaceutical 1%
Other (Sleep Lab, Military, Physician Office, Outpatient Facility, Temp Agency, Industry) 4%
Student Working Part time Clinical Setting 3%
Unknown 18%
*SOURCE AARC: membership rolls as of August 2018

Members Use the Products You Sell
92% of AARC members use the following products and services.

Airway Clearance Devices 81.5%
Apnea Monitors 31%
Arterial Line Insertion/Maintenance 28%
Blood Gas Equipment/Data Management 60.5%
Breathing Retrainers 33%
Disposables 77%
Dry Powder Inhalers 63%
Equipment Repair Services 37.5%
Exercise Testing Equipment 28%
Humidification Systems/Accessories 77%
Incentive Spirometers 72.5%
Infection Control Products 50%
Metered Dose Inhalers 74%
Nebulizers 86.5%
Noninvasive Monitoring 73%
Oxygen Analyzers 61.5%
Oxygen Therapy 82.5%
Patient Monitoring Systems 74%
Peak Flow Meters 78%
Pharmaceuticals 58%
Polysomnographic Equipment 24.5%
Pulse Oximeters 85.5%
Resuscitators 69.5%
Spacers/Holding Chambers 77%
Specialty Gas Therapy 46%
TB Protection Products 50%
Tracheostomy Management 71%
Ventilators 78%
Indicated at Least One 91%
None of These 6%
No Answer 3%
SOURCE: March 2018 AARC Times and August 2018 Respiratory Care Readex Survey

Members Perform the Procedures That Match Your Products
91% of AARC members perform one or more of these services.

ABGs 75%
Airway Management/Weaning 75.5%
ARDS Treatment 64%
Asthma Care/Education 72%
Bronchoscopy 52%
COPD Management/Education 73.5%
Cystic Fibrosis Care 37.5%
Discharge Planning 36%
Disease Management 54%
Intubations 60%
Laboratory Analysis 42.5%
Noninvasive Ventilation 78.5%
Outpatient/Ambulatory Resp Care 49%
Oxygen Therapy 82.5%
Patient Assessment 81%
Patient Monitoring 74%
Pediatric Respiratory Care 47.5%
Perinatal/Neonatal Care 45%
PFTs 64.5%
Pulmonary Rehab/Education 40%
Quality & Safety Initiatives 59%
Sleep Medicine 35%
Tracheostomy 64%
Ventilator Management 75.5%
Indicated at Least One 88.5%
None of These 6%
No Answer 2%
AARC Times
IS MORE THAN AN ASSOCIATION MAGAZINE

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

It Informs, Inspires, and Challenges Respiratory Therapists

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

AARC Times is the world’s leading respiratory news and feature magazine that:

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

66 Pages

AARC Times publishes an average of 66 pages per issue.
On October 27, 2015, watching her labored breathing all night, I suddenly realized that I was experiencing “the end.” Never in my wildest dreams did I think I would be dealing with hospice care. Just three years before, my mother was diagnosed with COPD. The time had come for me to honor her end-of-life wishes.

I had been preparing for this moment. Four years earlier, I had become the newest member of Intermountain Healthcare’s advanced care planning (ACP) team. Due to the Respiratory Care journal’s recent publications on the organization’s care services to lead the charge in changing the general perspective of respiratory therapists and their role in care delivery.

As the COPD disease trajectory, such as lung cancer, have a predictable disease trajectory, COPD does not (Figure 1). Approaching the medical director of our corporation’s advanced care planning strategic team, I drew the COPD disease trajectory on his whiteboard and asked him where he felt RTs would fit. He put a mark of here alive. I’m begging you to help me help her die without gasping for breath.

While patients can enter hospice care, the service is not offered to patients with CAPD or other pulmonary conditions. It provided medications delivered to our home, a nurse/nursing assistant for daily care as well as access to a social worker to order what my mother needed for breathing ease. The respiratory therapist? Or palliative care? Studies report key obstacles include lack of experience, avoidance of emotion, insensitivity, sense of guilt, assumptions of what might be best for a patient or care delivery. It is reactive with illness, and we assume the patient wants to be cured. Without honest, informative communication in both directions, we cannot uncover patient goals, fears, and concerns. Comfort care or answers to what happens “in death” matters.

The COPD disease trajectory for patients such as lung cancer have a predictable disease trajectory, COPD does not (Figure 1). Approaching the medical director of our corporation’s advanced care planning strategic team, I drew the COPD disease trajectory on his whiteboard and asked him where he felt RTs would fit. He put a mark of here alive. I’m begging you to help me help her die without gasping for breath.

What causes such hesitation in talking about end-of-life care? Studies report key obstacles include lack of experience, avoidance of emotion, insensitivity, sense of guilt, assumptions of what might be best for a patient or care delivery. It is reactive with illness, and we assume the patient wants to be cured. Without honest, informative communication in both directions, we cannot uncover patient goals, fears, and concerns. Comfort care or answers to what happens “in death” matters.

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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: 7%
- 1.5 Hours up to 2 Hours: 13%
- 1 Hour Up to 1.5 Hours: 23%
- .5 Hour Up to 1 Hour: 38%
- Less Than 1/2 Hour: 16%
- Do Not Read/No Answer: 3%

*Source: March 2018 AARC Times Readex Survey*

58% 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: 33%
- E-mail the Advertiser: 10%
- Call the Advertiser’s Sales Representative: 7%
- Call the Advertiser Directly: 8%

*Source: March 2018 AARC Times Readex Survey*

75% of AARC members consider *AARC Times* a valuable membership benefit.
Extras for AARC Times Print Advertisers

AARC Times Industry Update

AARC Times 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.

Free Advertising Research

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

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>RESPIRATORY CARE</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC Times</td>
<td>39%</td>
</tr>
<tr>
<td>Respiratory Therapy</td>
<td>2%</td>
</tr>
<tr>
<td>RT Magazine</td>
<td>6%</td>
</tr>
<tr>
<td>None of these</td>
<td>2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>0%</td>
</tr>
</tbody>
</table>

SOURCE: March 2018 AARC Times and August 2018 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
2019 AARC Times ADVERTISING RATES

AARC Times 2019 EDITORIAL CALENDAR

JANUARY
Space Deadline NOVEMBER 14, 2018 | Ad Materials Due NOV. 20, 2018 | Mails DEC. 18, 2018

FEBRUARY
Space Deadline DECEMBER 13, 2018 | Ad Materials Due DEC. 19, 2018 | Mails JAN. 16, 2019

MARCH
Space Deadline JANUARY 14 | Ad Materials Due JANUARY 21 | Mails FEBRUARY 18, 2019
ADVERTISER BONUS Readex On Target® Advertising Study

APRIL
Space Deadline FEBRUARY 11 | Ad Materials Due FEBRUARY 18 | Mails MARCH 18, 2019

MAY
Space Deadline MARCH 15 | Ad Materials Due MARCH 21 | Mails APRIL 17, 2019

JUNE
Space Deadline APRIL 12 | Ad Materials Due APRIL 18 | Mails MAY 15, 2019

JULY
Space Deadline MAY 13 | Ad Materials Due MAY 20 | Mails JUNE 14, 2019

AUGUST
Space Deadline JUNE 14 | Ad Materials Due JUNE 20 | Mails JULY 17, 2019

SEPTEMBER
Space Deadline JULY 15 | Ad Materials Due JULY 22 | Mails AUGUST 19, 2019
SPECIAL ISSUE Pre-Congress Issue with AARC Congress Advance Program
BONUS DISTRIBUTION AARC Congress 2019, Congress Highlights

OCTOBER
Space Deadline AUGUST 15 | Ad Materials Due AUGUST 21 | Mails SEPTEMBER 17, 2019
BONUS DISTRIBUTION AARC Congress 2019, Congress Highlights

NOVEMBER
Space Deadline SEPTEMBER 16 | Ad Materials Due SEPTEMBER 23 | Mails OCTOBER 21, 2019
BONUS DISTRIBUTION AARC Congress 2019, Congress Highlights

DECEMBER
Space Deadline OCTOBER 18 | Ad Materials Due OCTOBER 24 | Mails NOVEMBER 20, 2019
AARC Times Final Print Edition

JANUARY 2020
Space Deadline NOVEMBER 18, 2019 | Ad Materials Due Nov. 25, 2019 | Mails DEC. 20, 2019

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

Rate Card # 21 Effective with January 2019 issue • Frequency: Monthly, Published Since 1976.
The Official News and Feature magazine of the American Association for Respiratory Care.
Publisher: Daedalus Enterprises, Inc., a subsidiary of the American Association for Respiratory Care.

BEST VALUE ADVERTISING PACKAGES

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 print AARC Times Ad or Respiratory Care Ad, 1 e-Newsletter*</td>
<td>$3,500</td>
</tr>
<tr>
<td>1 print AARC Times Ad, Respiratory Care Ad, 1 e-Newsletter*</td>
<td>$5,200</td>
</tr>
</tbody>
</table>

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

* E-Newsletter Choices: News Now @ AARC, AARCareer News, AARC Times TOC, Respiratory Care TOC

Rules and Regulations for Advertisers:
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 ISI’s Web of Science. Its contents are searchable via PubMed, Google Scholar, and other search engines. It has a 5-year Impact Factor of 2.272.

Source: http://rc.rcjournal.com

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.

Click HERE for the editorial board information.
Print Media: RESPIRATORY CARE

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

79% of Readers Act: RESPIRATORY CARE subscribers take action after reading the journal and your advertisements. 79% respond in one form or another.

Visit Advertiser’s Web Site: 42%
Call the Advertiser Directly: 9%
Call the Advertiser’s Sales Representative: 14%
E-mail the Advertiser: 14%
Fax the Advertiser: 1%

SOURCE: August 2018 RESPIRATORY CARE Readex Survey

1.1 Hours Spent Reading RESPIRATORY CARE

RESPIRATORY CARE readers spend an average of 1.1 hours reading the publication and your advertising. This means more impressions for your advertisements.

SOURCE: August 2018 RESPIRATORY CARE Readex Survey

78% of Readers Say: RESPIRATORY CARE is the most valuable publication for providing scientific information about the profession.

SOURCE: August 2018 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.

**Free Advertising Research**

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

**Bonus Distribution/Show Issues**

September and October RESPIRATORY CARE – Respiratory Therapists at AARC Congress.

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 Impact Factor of 2.272.

Source: [http://rc.rcjournal.com/site/misc/about.xhtml](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>Source: August 2018 Respiratory Care Readex Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESPIRATORY CARE</td>
</tr>
<tr>
<td>Critical Care Medicine</td>
</tr>
<tr>
<td>Chest</td>
</tr>
<tr>
<td>AJRCCM</td>
</tr>
<tr>
<td>None of these</td>
</tr>
<tr>
<td>No Answer</td>
</tr>
</tbody>
</table>
**2019 RESPIRATORY CARE ADVERTISING RATES**

**Respiratory Care 2019 Editorial Calendar**

**January**
- Space Deadline: November 14, 2018
- Ad Materials Due: November 21, 2018
- Mails: December 21, 2018
- Original Research, Reviews, Editorials

**February**
- Space Deadline: December 14, 2018
- Ad Materials Due: December 18, 2018
- Mails: February 8, 2019
- Original Research, Reviews, Editorials

**March**
- Space Deadline: January 15, 2019
- Ad Materials Due: January 21, 2019
- Mails: February 28, 2019
- Original Research, Reviews, Editorials

**April**
- Space Deadline: February 12, 2019
- Ad Materials Due: February 18, 2019
- Mails: March 28, 2019
- Original Research, Reviews, Editorials

**May**
- Space Deadline: March 25, 2019
- Ad Materials Due: April 1, 2019
- Mails: April 29, 2019
- Original Research, Reviews, Editorials

**June**
- Space Deadline: April 9, 2019
- Ad Materials Due: April 15, 2019
- Mails: May 28, 2019
- Original Research, Reviews, Editorials

**July**
- Space Deadline: May 13, 2019
- Ad Materials Due: May 20, 2019
- Mails: June 28, 2019
- Original Research, Reviews, Editorials

**August**
- Space Deadline: June 14, 2019
- Ad Materials Due: June 20, 2019
- Mails: July 29, 2019
- Original Research, Reviews, Editorials

**September**
- Space Deadline: July 26, 2019
- Ad Materials Due: August 1, 2019
- Mails: August 28, 2019
- Original Research, Reviews, Editorials

**October**
- Space Deadline: August 12, 2019
- Ad Materials Due: August 19, 2019
- Mails: September 30, 2019
- Original Research, Reviews, Editorials, Open Forum abstracts

**November**
- Space Deadline: September 27, 2018
- Ad Materials Due: October 3, 2019
- Mails: October 28, 2019
- Original Research, Reviews, Editorials

**December**
- Space Deadline: October 28, 2019
- Ad Materials Due: November 4, 2019
- Mails: November 28, 2019
- Original Research, Reviews, Editorials

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>1x</td>
</tr>
<tr>
<td>Rate</td>
<td>$3,175</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,490</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,690</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,510</td>
</tr>
</tbody>
</table>

**Multi-Media**
- 1 print *AARC Times* Ad or *Respiratory Care* Ad, PACKAGE 1
- 1 e-Newsletter* | 1x | $3,500 |
- PACKAGE 2
- 1 print *AARC Times* Ad, *Respiratory Care* Ad, 1 e-Newsletter* | 12x | $5,200 |

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


**Preferred Positions**
- Inside Front Cover: 5% extra
- Inside Back Cover: 5% extra
- Back Cover: 10% extra
- Opposite Regular Columns and Other Requests: 5% extra

**Rules and Regulations for Advertisers:**

**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 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.

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

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

AARC Times Table of Contents (TOC)
AARC members and subscribers read this monthly e-newsletter to find links to the latest articles in AARC Times.

Respiratory Care Table of Contents (TOC)
Sent monthly to AARC members and subscribers with links to the journal and the research they read.

Specialty Section e-News
Content that reaches specialty interest groups offering you targeted marketing. Sent quarterly.
Adult Acute Care
Diagnostics
Education
Management
Post Acute Care
Neonatal-Pediatrics
Sleep
Surface & Air Transport

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

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

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
E-Newsletters Pricing & Specifications

AARC RESPIRATORY SHOWCASE E-NEWSLETTER

Pricing: $2,000.00 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 our 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, October and December.

E-NEWSLETTERS

<table>
<thead>
<tr>
<th>News Now x1</th>
<th>BANNER 1</th>
<th>BANNER 2</th>
<th>BANNER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>AARC Times TOC x1</td>
<td>$1,525</td>
<td>$975</td>
<td>$775</td>
</tr>
</tbody>
</table>

SPECIFICATIONS: 600 wide x 100 pixels for all News Now banner ads.

<table>
<thead>
<tr>
<th>Career News x1</th>
<th>BANNER 1</th>
<th>SKYSCRAPER 1</th>
<th>SKYSCRAPER 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respiratory Care TOC x1</td>
<td>$1,525</td>
<td>$975</td>
<td>$775</td>
</tr>
</tbody>
</table>

SPECIFICATIONS: Banner 1, 2 & 3: 600 wide x 100 pixels; Skyscraper: 160 wide x 600 pixels

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

<table>
<thead>
<tr>
<th>CORPORATE PARTNER RATE</th>
<th>$0.65 per subscriber for single edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>NON CORPORATE PARTNER</td>
<td>$0.75 per subscriber for single edition</td>
</tr>
</tbody>
</table>

Contact Phil Ganz for pricing. Discount provided for multiple insertions.

SPECIFICATIONS: Banner: 600 wide x 100 pixels; Skyscraper: 160 wide x 600 pixels

SECTIONS AVAILABLE:

- Adult Acute
- Diagnostic
- Education
- Sleep
- Management
- Neo/Pediatrics
- Post Acute Care
- Transport

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PHIL.GANZ@AARC.ORG • 972.991.4994 • FAX 888.206.9006
48 ABBEY WOODS LANE, SUITE 100, DALLAS, TX 75248
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 RCJOURNAL.com. This relationship provides greater access to the respiratory care market for health industry manufacturers and pharmaceutical companies around the world. Together, the two organizations make it easier for marketers to connect their business with the largest audience in respiratory care.

respiratorycaremarketplace.com

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

FOR MARKETPLACE ADVERTISING INFORMATION CONTACT:
MULTIVIEW • (972) 402-7023 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.

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

rcjournal.com
Respiratory Care Journal
Respiratory Care Journal online is the flagship of digital respiratory publications. Every issue contains the same original research that appears in the print edition. And the website delivers the impressions that you demand.
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: $7,950
Specifications: 728 wide x 90 tall.

**Box Ad Campaign**
Campaign consists of a Box Ad that is located on the homepage of AARConnect (Connect.aarc.org).
Availability is limited – only 20 offered per year.
Rate: $5,530
Specifications: 300 wide x 250 tall.

**Package Campaign**
Includes one Box Ad and one Leaderboard Ad at a discounted rate.
Rate: $9,500
Specifications: Leaderboard 728 wide x 90 tall; Box 300 wide x 250 tall.

**RESPIRATORY CARE Journal Web Ad pricing**

**Journal Leaderboard**
This campaign consists of a horizontal leaderboard banner at the top of the page and is run of site on rc.rcjournal.com. Availability is limited - only 10 offered per year.
Rate: $4,250
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 - $5,950/year
This opportunity is limited. For more information, contact MultiView at aarc@multiview.com

FOR MARKETPLACE ADVERTISING INFORMATION CONTACT: MULTIVIEW • (972) 402-7023 OR AARC@MULTIVIEW.COM
**AARC Congress Advertising Opportunities**

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

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

**Open Forum Abstract Guide**
The Open Forum Guide contains the abstracts accepted for presentation at AARC Congress and is distributed to Congress attendees. The abstracts are also available on the Journal website at www.rcjournal.com.

**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.

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

**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.

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

Run a Job Ad in Our Print Publications
• BONUS! All print recruitment ads instantly receive a FREE online Job Board posting.*

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.

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

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.

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.

* 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.
Online Job Board Text Ad Pricing

- $430 AARC Members (Net)
- $660 Nonmembers (Net)

Limited to 2,000-2,500 characters and spaces. Display type, pictures, logos, color, or hot-link URLs are not available for Text Ads. Receive 30%* off two or more AARC Job Board insertions with the purchase of one full price AARC Job Board insertion.

*30% Discount requires that the Job Board insertions be purchased and posted within the same calendar year.

AARCareer News E-Newsletter

Highlight your job opening in AARCareer News with a digital ad. Choose from one of three ad sizes. Emailed twice-monthly.

<table>
<thead>
<tr>
<th>BANNER*</th>
<th>SKYSCRAPER*</th>
<th>FEATURED JOB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAREER NEWS 1X MEMBER</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>CAREER NEWS 1X NONMEMBER</td>
<td>$1,200</td>
<td>$900</td>
</tr>
</tbody>
</table>

*Every ad and Featured Job ad includes an online Job Board text ad of 2,000 characters and spaces.

Specifications: URL must be provided with ad. All ads are subject to approval.

Print - Job Recruitment Display Advertising*

Recruitment Advertising Rate Care: Number 9
Effective with January 2019 issues

<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>NONMEMBER</th>
<th>ALL RATES NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$1,900</td>
<td>$2,400</td>
<td></td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$1,500</td>
<td>$1,900</td>
<td></td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$1,000</td>
<td>$1,300</td>
<td></td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$900</td>
<td>$1,100</td>
<td></td>
</tr>
</tbody>
</table>

*Academic receives 20% off

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 TV display at the AARC Congress Booth and on TV displays throughout the convention center.

Contact Respiratory.Jobs@aarc.org for specifications.

Online Job Board Text Ad Pricing

- $430 AARC Members (Net)
- $660 Nonmembers (Net)

Limited to 2,000-2,500 characters and spaces. Display type, pictures, logos, color, or hot-link URLs are not available for Text Ads. Receive 30%* off two or more AARC Job Board insertions with the purchase of one full price AARC Job Board insertion.

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</tr>
</tbody>
</table>

*Every ad and Featured Job ad includes an online Job Board text ad of 2,000 characters and spaces.

Specifications: URL must be provided with ad. All ads are subject to approval.
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”.

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”.

SPREAD TRIM SIZE: For AARC Times 16 1/2” x 10 7/8” and Respiratory Care 16 1/4” x 10 7/8”. Allow 3/32 mill out per page when art or copy crosses gutter.

SPREAD FULL BLEED: For AARC Times 17” x 11 3/8” and Respiratory Care 17” x 11 1/4”. Allow 3/32 mill out per page when art or copy crosses gutter.

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”.


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

STORAGE POLICY: For AARC Times and Respiratory Care – Digital files are held for one year, then destroyed unless instructed otherwise.

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

Advertising Mechanical Specifications

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 Phil Ganz at Phil.Ganz@aarc.org and 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, 160 x 600 pixels; 728 x 90 pixels; jpg or gif format; include URL for link; rotation, animation or flash video not allowed for e-newsletter ads. 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 270 characters
Title can be maximum 30 characters
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
(972) 243-2272 Fax (972) 484-2720

MAILING LISTS
advertising@aarc.org
(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