

Job Recruitment Advertising



You Want To Recruit The Very Best

AARC Is Where You Will Find Experienced RTs

You are looking for respiratory therapists, but there is only one place to find professional, quality, and highly skilled respiratory therapists.

- Post your job online through AARC.org's Job Board
- Advertise your job via AARCareer News e-newsletter
- Advertise your job through our print & digital publications

Instant Benefits of Advertising Your Job via the AARC

- Immediate online exposure with every print publication ad.
- Reach respiratory therapists; don't pay for non-RT circulation.
- Twice-monthly AARCareer News offers e-mail blast of your recruitment ad.
- A skilled, professional candidate pool.
- Paid subscribers who are interested in the publications and your ads.

Post Your Job with AARC's Online Job Board

Get results fast because your job can be online with 48 hours of your order. Your recruitment ad reaches respiratory care's largest pool of skilled, motivated, and experienced respiratory therapists in all care settings and specialties. **BONUS! Each Online Job Board listing is posted for 30 days and is distributed via the AARCareer News E-Newsletter, sent out twice-monthly.**

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



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



Run a Job Ad in Our Print Publications

- **BONUS! All print recruitment ads instantly receive a FREE online Job Board posting.***

* Recruitment display ads appear on AARC.org's Job Board for one month within 48 hours of receipt of an insertion order (often earlier) – no illustrations or display type.

Refer to next page for display ad pricing.



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



Job Recruitment Pricing

Online Job Board Text Ad Pricing

- \$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. 30% off for two or more insertions within the calendar year.

AARC Career News E-Newsletter

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

	LEADERBOARD*	SKYSCRAPER*	FEATURED JOB
CAREER NEWS 1X MEMBER	\$900	\$800	\$700
CAREER NEWS 1X NONMEMBER	\$1,200	\$900	\$800

*Every Banner 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 Card: Number 9
Effective with January 2019 issues

	MEMBER	NONMEMBER	ALL RATES NET
FULL PAGE	\$1,900	\$2,400	
1/2 PAGE	\$1,500	\$1,900	
1/3 PAGE	\$1,000	\$1,300	
1/4 PAGE	\$900	\$1,100	

*Academic receives 20% off

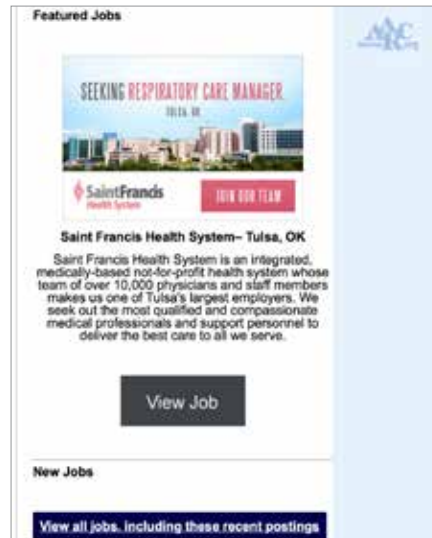
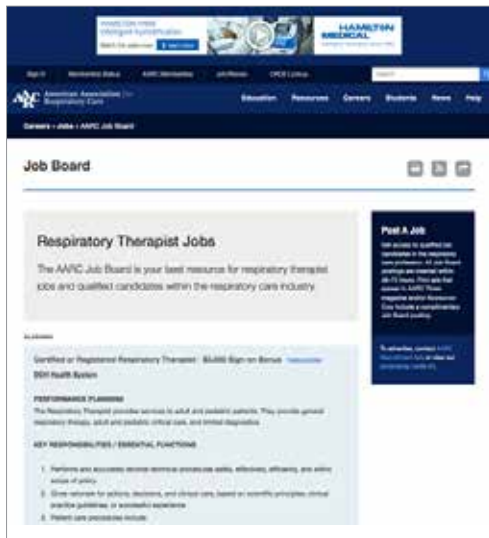
Featured Job Specifications: 353 x 235 pixels, 450 characters, including spaces.

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 AARC Career 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@aacrc.org for specifications.



CRT/RRT
Sign-On and Relo Bonuses Available
All BMCS Full-Time Shifts Eligible

Role Purpose

- As an intricate part of the interdisciplinary team, our Respiratory Therapists provide routine and advanced diagnostic/assessments.

BMCS Highlights

- 5 Adult critical care areas and a 40-bed ICU
- RT NICU transport team supported
- Level 2 trauma center ED averages 1000 cases per month

Requirements

- RRT - Valid license from the ASBMT
- CRT - Valid license from the ASBMT
- Graduate therapist with a tempo

Join central Alabama's largest health system
email: crhillard@baptistfirst.org

DIGITAL JOB BOARD

AARC.org is your best online source for RT job openings.

Advertising Mechanical Specifications

PRINT AD SIZES WIDTH x DEPTH

<p>STANDARD PAGE <i>AARC Times</i> 7 3/8" w x 10" d</p> <p>RESPIRATORY CARE Journal 7 1/4" w x 10" d</p>	<p>ONE-FOURTH PAGE 3 1/4" w x 4 7/8" d</p> <p>ONE-HALF PAGE (HORIZONTAL) 7" w x 4 7/8" d</p>	<p>ONE-HALF PAGE (VERTICAL) 3 1/2" w x 10" d</p> <p>ONE-THIRD PAGE (VERTICAL) 2" w x 10" d</p>
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Standard page (<i>live area</i>) <i>AARC Times</i>	7 1/4" w x 9 7/8" d
Standard page (<i>live area</i>) <i>RESPIRATORY CARE Journal</i>	7 1/4" w x 10" d
Spread pages (<i>live area</i>) <i>AARC Times</i>	14 1/2" w x 9 7/8" d
Spread pages (<i>live area</i>) <i>RESPIRATORY CARE JOURNAL</i>	14 1/2" w x 10" d
One-half page (horizontal)	7" w x 4 7/8" d
One-half page (vertical)	3 1/2" w x 10" d
One-third page (vertical)	2" w x 10" d
One-fourth page	3 1/4" w x 4 7/8" d

DIGITAL ADVERTISING SIZES* EMAILS & ONLINE

- > Banner 600 wide x 100 pixels
 - > Leaderboard: 725 wide x 90 pixels
 - > Skyscraper: 160 wide x 600 pixels
 - JPG or GIF format.
 - Include URL for link (*rotation, animation or flash video not allowed*)
 - Conform to Interactive Advertising Bureau (IAB) specifications and guidelines.
- * **NOTE:** Linking to 3rd party websites or interstitial registration pages is not permitted. All advertising and landing pages are subject to AARC review.

ADDITIONAL PRINT SPECIFICATIONS:

BINDING: *AARC Times* is Saddle Stitched; *RESPIRATORY CARE* is Perfect Bound.

TRIM SIZE: *AARC Times* is 8 1/4" x 10 7/8" and *RESPIRATORY CARE* is 8 1/8" x 10 7/8".

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".

PAPER STOCK – INSIDE PAGES: For *AARC Times* – 45 lb. #4 Gloss; for *RESPIRATORY CARE* – 45 lb. Somerset Gloss 80.

PAPER STOCK – COVERS: For *AARC Times* – 80 lb. #3 Gloss; For *RESPIRATORY CARE* – 80 lb. Opus Gloss.

HALFTONE SCREEN: For *AARC Times* and *RESPIRATORY CARE* – 133 Line Screen.

REPRODUCTION PROCESS: For *AARC Times* and *RESPIRATORY CARE* – Webb Offset.

COLOR ROTATION: For *AARC Times* and *RESPIRATORY CARE* – Black, cyan, magenta, yellow.

MATERIALS DEADLINE: For *AARC Times* and *RESPIRATORY CARE* see editorial calendar for dates.

EMAIL & SHIPPING ADDRESS FOR MATERIALS: Email digital files to advertising@aacrc.org 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

INSERT REQUIREMENTS

DEADLINE FOR INSERTS: For *AARC Times* and *RESPIRATORY CARE* see Editorial Calendar for dates.

CALL FOR MECHANICAL SPECIFICATIONS. Advertisers must submit a mock-up or sample for approval. Call 972-243-2272 and ask for Advertising or Production.

SHIPPING ADDRESS FOR INSERTS:

AARC Times Inserts:

RR Donnelly, *AARC Times*, Month of Issue, 1025 North Washington Street, Greenfield, OH 45123.

RESPIRATORY CARE Inserts:

Cenveo, *RESPIRATORY CARE*, Month of Issue, 2901 Byrdhill Road, Richmond, VA 23228-5867

QUESTIONS ABOUT AD MATERIAL REQUIREMENTS

Contact Jeanette Chawdhury at Jeanette.Chawdhury@aacrc.org

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ADVERTISING CONTACT: PHIL GANZ, ADVERTISING SALES • PHIL.GANZ@AACRC.ORG • 972-991-4994 • FAX 888-206-9006

RECRUITMENT CONTACT: AACRC RESPIRATORY JOBS • RESPIRATORY.JOBS@AACRC.ORG

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