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 (Work part-time in clinical setting) 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.

<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>8%</td>
</tr>
<tr>
<td>Respiratory Education Program/Clinical Instruction</td>
<td>4%</td>
</tr>
<tr>
<td>Long-Term Care/SNF</td>
<td>1%</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>4%</td>
</tr>
<tr>
<td>Student Working Part time Clinical Setting</td>
<td>3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>18%</td>
</tr>
</tbody>
</table>

*SOURCE AARC: membership rolls as of August 2018

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%

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
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

AARC Times publishes information not found anywhere else.

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

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.

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.

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.

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

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.

Clinical Perspectives
The Clinical Perspectives column informs respiratory care professionals of updates on a wide variety of current clinical information about respiratory care. It informs readers of best practices and discusses new trends in care delivery.

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.

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: 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.

<table>
<thead>
<tr>
<th>Rate Card</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$3,175</td>
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<td>$3,065</td>
<td>$2,925</td>
</tr>
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<td>$2,460</td>
<td>$2,420</td>
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<tr>
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<td>$1,690</td>
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<td>$1,510</td>
<td>$1,490</td>
<td>$1,470</td>
<td>$1,445</td>
</tr>
</tbody>
</table>

**BEST VALUE ADVERTISING PACKAGES**

**PACKAGE 1**
1 print AARC Times Ad or Respiratory Care Ad, 1 e-Newsletter*
RATE: $3,500

**PACKAGE 2**
1 print AARC Times Ad, Respiratory Care Ad, 1 e-Newsletter*
RATE: $5,200

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

**PREFERRED POSITIONS**

Inside Front Cover: 5% extra
Back Cover: 10% extra
Inside Back Cover: 5% extra
Opposite Regular Columns and Other Requests: 5% extra

Rules and Regulations for Advertisers:
RESPIRATORY CARE

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 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.

RESPIRATORY CARE has the strength, history, reputation, and original content to help you educate your customers and sell your products.

Rated #1
Publication by Members for Information in Respiratory Practice

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

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.
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
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 is 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

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</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respiratory Care</td>
<td>78%</td>
</tr>
<tr>
<td>Critical Care Medicine</td>
<td>10%</td>
</tr>
<tr>
<td>Chest</td>
<td>5%</td>
</tr>
<tr>
<td>AJRCCM</td>
<td>0%</td>
</tr>
<tr>
<td>None of these</td>
<td>4%</td>
</tr>
<tr>
<td>No Answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: August 2018 Respiratory Care Readex Survey
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 29, 2019
- Special Issue: Journal Conference: Noninvasive Respiratory Support in Adults

**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
- Advertiser Bonus: Readex Ad Perception Study®

**September**
- Space Deadline: July 26, 2019
- Ad Materials Due: August 1, 2019
- Mails: August 28, 2019
- Original Research, Reviews, Editorials
- Bonus Distribution: AARC Congress 2019, New Orleans, Louisiana

**October**
- Space Deadline: August 12, 2019
- Ad Materials Due: August 19, 2019
- Mails: September 30, 2019
- Original Research, Reviews, Editorials, Open Forum abstracts
- Bonus Distribution: AARC Congress 2019, New Orleans, Louisiana

**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

Rate Card # 49 Effective with January 2019 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>Package</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
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<tbody>
<tr>
<td>Full Page</td>
<td>$3,175</td>
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<td>1/4 Page</td>
<td>$1,510</td>
<td>$1,490</td>
<td>$1,470</td>
<td>$1,445</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

CORPORATE PARTNER RATE $0.65 per subscriber for single edition
NON CORPORATE PARTNER $0.75 per subscriber for single edition

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
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.

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 Website Advertising

Additional Website Advertising Options:

**AARC.org**

**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.

FOR MARKETPLACE ADVERTISING INFORMATION CONTACT: MULTIVIEW • (972) 402-7023 OR AARC@MULTIVIEW.COM
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
### 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.

### AARC Congress Advertising Opportunities
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

瞬时利益 与 AARC 广告您的职位

立即的在线曝光与每一份印刷版广告。
• 达到呼吸治疗师; 不要为非 RT 圈子付费。
• 每月两次的 AARCareer News 提供电子邮件群发。
• 专业、熟练的候选人池。
• 支付的订阅者，对您的广告感兴趣。

发表您的工作与 AARC 的在线招聘板

由于您的工作可以在 48 小时内在线发布。您的招聘广告可以接触到呼吸科最大的熟练、有动力和经验的呼吸治疗师在所有护理设置和专业领域。

BONUS! 每个在线招聘板的职位发布被发布的 AARCareer News 电子邮件通讯，每两个月一次。

联系:
AARC 呼吸疗法工作
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. 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>CAREER NEWS 1X MEMBER</th>
<th>BANNER*</th>
<th>$900</th>
<th>SKYSCRAPER*</th>
<th>$800</th>
<th>FEATURED JOB</th>
<th>$700</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAREER NEWS 1X NONMEMBER</td>
<td>$1,200</td>
<td>$900</td>
<td>$800</td>
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</tbody>
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*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*

XRecruitment 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>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$1,900</td>
<td>$2,400</td>
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<td>1/2 PAGE</td>
<td>$1,500</td>
<td>$1,900</td>
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<tr>
<td>1/3 PAGE</td>
<td>$1,000</td>
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<tr>
<td>1/4 PAGE</td>
<td>$900</td>
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*Academic receives 20% off

Featured 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

Online Job Board Text Ad Pricing

CAREER NEWS 1X MEMBER | BANNER* | $900 | SKYSCRAPER* | $800 | FEATURED JOB | $700 |
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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

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## Advertising Mechanical Specifications

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<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 3/8&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>Respiratory Care Journal</td>
<td>7 1/4&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>ONE-FOURTH PAGE</td>
<td>3 1/4&quot; w x 4 7/8&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-THIRD PAGE (VERTICAL)</td>
<td>2&quot; w x 10&quot; d</td>
</tr>
<tr>
<td>ONE-HALF PAGE (HORIZONTAL)</td>
<td>7&quot; w x 4 7/8&quot; d</td>
</tr>
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<td>3 1/4&quot; w x 4 7/8&quot; d</td>
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### 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".

### PRINT SPECIFICATIONS:

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

**PAPER STOCK – COVERS:** For AARC Times – 80 lb. #3 Gloss; for Respiratory Care – 80 lb. Opus Gloss.

**HALFTONE SCREEN:** For AARC Times and Respiratory Care – 133 Line Screen.

**REPRODUCTION PROCESS:** For AARC Times and Respiratory Care – Webb Offset.

**COLOR ROTATION:** For AARC Times and Respiratory Care – Black, cyan, magenta, yellow.

**MATERIALS DEADLINE:** For AARC Times and Respiratory Care see editorial calendar for dates.

**EMAIL & SHIPPING ADDRESS FOR MATERIALS:** Email digital files to advertising@aarc.org or ship to Advertising Dept., Name of Magazine, Month of Issue, 9425 N. MacArthur Blvd., Ste. 100, Irving, TX 75063

**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

### DIGITAL ADVERTISING SIZES*

**E-NEWSLETTER**
- Banner: 600 wide x 100 pixels
- Skyscraper: 160 wide x 600 pixels
- JPG or GIF format only
- Include URL for link (rotation, animation or flash video not allowed)
- For more information, contact phil.ganz@aarc.org

**WEBSITE**
- Leaderboard: 728 wide x 90 pixels
- Skyscraper: 160 wide x 600 pixels
- Box: 300 wide x 250 pixels
- JPG or GIF format
- For more information, contact MultiView at aarc@multiview.com

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.

**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 Donnelley, 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

**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
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
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

AMERICAN ASSOCIATION FOR RESPIRATORY CARE
9425 N MacArthur Blvd Suite 100 • Irving, TX 75063
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www.AARC.org