



aarc
Those helping
the world breathe

Consolidated Advertising Solutions

AARC Partners with MultiView and Mary Ann Liebert to provide enhanced advertising opportunities.

To represent the full scope of advertising and media opportunities, AARC works directly and with advertising partners to offer exciting options across our websites, journals, podcasts, social media, events and e-newsletters.

Reach your audience, secure your spot.

Reach more than 42,000 RT leaders and care providers in all specialties and across the continuum of care.



AARC News



RC Buzz
Newsletter



Sponsored
Emails,
Social Media,
Podcasts



AARC
Websites &
Career Center



RESPIRATORY
CARE Journal,
Newsletters,
Media



AARC Events

2025 ADVERTISING SALES CONTACTS

AARC	Multiview	Mary Ann Liebert
<ul style="list-style-type: none"> • Career Center • Sponsored AARC Social Media • AARC Events and Event Publications • AARC Podcasts • Social Media • Mailing List 	<ul style="list-style-type: none"> • RC Buzz • Career News • Specialty Section Newsletter • AARConnect • AARC.org Retargeting 	<ul style="list-style-type: none"> • RESPIRATORY CARE Journal • RC eTOC • RC What the Editors are Saying • AARC News • RC Webinars • RC Podcasts • RC eBooks • RC Roundtables
<p>AARC advertising@aacrc.org</p>	<p>Multiview salesinquiries@multiview.com</p>	<p>Mary Ann Liebert Jessica Shook jshook@liebertpub.com</p>

Interested in becoming a corporate partner?

Contact Paul Minter
paul.minter@aacrc.org

Scan for details – Bookmark for later



AARC 365 Media Rate Card

AARC News

Position	Frequency / Distribution	Size(s)	1x
Top Leaderboard	Weekly	728x90	\$1,595
Middle Leaderboard		728x90	\$1,395



Publications, Digital Communications and Media

e-Newsletter Advertising	Frequency / Distribution	Average Open Rate	Advertisement	Ad Size	List Price	Frequency Discount	Contact
RC Buzz	Bi-Weekly Mondays / 37,000+	47% Open Rate	Leaderboard	728x90	\$6,400	Price includes 7 mailings	salesinquiries@multiview.com
			Lower Leaderboard	728x90	\$6,000		
			Top Banner	728x90	\$5,350		
			Sponsored Video (+ copy)		\$4,800		
			Sponsored Content 1 (+)		\$4,800		
			Horizontal Showcase (+)		\$4,800		
			Sponsored Content 2 (+)		\$4,100		
			Horizontal Showcase 2 (+)		\$3,950		
			Horizontal Showcase 3 (+)		\$3,350		
Box Ad 1 & 2	300x250	\$3,750					
Vertical Showcase 1 & 2		\$3,100					



AARC Social Media	Frequency / Followers	Engagement Rate	List Price	Frequency Discount	Contact
Facebook	50 / month 73,000+	5.1% Engagement (Industry Avg of 1.2%)	\$500	3x Rate – \$1,350	advertising@aacrc.org 972.243.2272
Instagram	118 / month 1,500+	3.5% Engagement (Industry Avg of 1.7%)	\$250	3x Rate – \$ 650	
X	94 / month 15,000+	1.7% Engagement (Industry Avg of .98%)	\$200	3x Rate – \$525	
TikTok	5 / month 700+	1.4% Engagement (Industry Avg of .45%)	\$50	3x Rate – \$125	
LinkedIn	205 / month 39,000+	5% Engagement (Industry Avg of 1.23%)	\$500	3x Rate – \$1,350	

Member e-Blasts	Frequency / Distribution	Average Open Rate	Advertisement	Ad Size	List Price	Frequency Discount	Contact
Customized email	Limit of 1 AARC email monthly 37,000+	41% Open Rate	Custom	N/A	\$3,750	3x Rate – \$9,500	advertising@aacrc.org 972.243.2272



Podcast Programs / Podcast Advertising	Frequency / Distribution	Downloads	Advertising Package	List Price	Partner Discount	Contact
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AARC Perspectives – Industry	Varies by Sponsorship	Avg 305 / episode	Entire Dedicated Episode Logo on Episode Page AARC News Promo AARC Social Media Promo Archived on AARC.org	\$5,000	1-2 Comps by Partner Level	advertising@aacr.org 972.243.2272
AARC Perspectives	Monthly	Avg 290 / episode	:30 Second Pre-roll Audio – Custom Script Logo on Episode Page AARC News Promo AARC Social Media Promo Archived on AARC.org	\$1,500	1-2 Comps by Partner Level	advertising@aacr.org 972.243.2272

AARC.org Website, and Connect Member Community and Member Specialty Newsletter Advertising

Website / Member Community Advertising	Daily Impressions / Frequency	Click Rate / Open Rate	Advertisement	Ad Size	List Price	Bundle Discount	Contact
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AARC.org Homepage and Select Interior Pages – PLUS AARC Connect			Leaderboard	728x90	\$7,500	12-Month Run	salesinquiries@multiview.com
			Box Ad	300x250	\$5,950		
Website Retargeting	Varies		Display / Native	728x90 160x600	\$4,950	Variable discount with higher impressions purchased	salesinquiries@multiview.com
			Video	300x250 320x50	\$5,950 (Both w/120K Impressions)		
AARConnect Member Community Website and Select Interior Pages (with AarC.org)			Leaderboard	728x90	\$7,500	12-Month Run	salesinquiries@multiview.com AARC Implementation of Post if Adopted
			Box Ad	300x250	\$5,950		
			New: Discussion Post	Limit image size / characters	\$750 with display ad		
AARConnect Specialty Section Newsletter	Bi-Monthly 7,000+	40% Open Rate	Newsletter Banner Ad	728x90	Comp with Web Banner IO		

AARC University and Educational Webcasts Advertising and Sponsorships

Website / Webcast Advertising	Daily Impressions / Frequency	Click / Registration Rate	Advertisement	Ad Size	List Price	Partner / Bundle Discount	Contact
AARC University	1,100/day		Protech Leaderboard	728x90			advertising@aacrc.org 972.243.2272
AARC Webcast – includes CRCE accreditation	Monthly	700-1,000 Participants in Live Program	Custom Intro Slide Logo Placement AARC News Promo AARC Social Media Promo Enduring Placement in AARC U Courses	Wide-screen Slide	\$3,500	1-2 Comps by Partner Level	advertising@aacrc.org 972.243.2272
Special Program Sponsorships	Variable by Program	Variable by Program	Logo placement AARC News Promo AARC Social Promo Enduring Placement	Variable by Program	Variable by Program	N/A	advertising@aacrc.org 972.243.2272

AARC.org Career Center and Career e-Newsletter Recruitment Advertising

Recruitment Advertising	Daily Impressions / Frequency	Click Rate / Open Rate	Job Posting / Advertisement Ad Size	30-Day List Price	Bundle / Frequency Discount	Contact
AARC Career Center 			30-Day Job Posting	\$399		jobs.aarc.org/employer/pricing/ Custom Quote Rachel DuFour at (860) 544-5833 Rachel.DuFour@communitybrands.com
			Job Posted and Emailed to 35,000+	\$679		
			Job Posted, Premium Placement, Emailed and Posted on Social Media	\$879		
			Resume Purchase	\$35		
			Homepage Banner – Top	\$729		
			Homepage Box Ad	\$729		
			Homepage Banner – Bottom	\$473		
Career News e-newsletter	Bi-Weekly – Mondays / 35,000+	48% Open Rate	Banner 1 728x90	N/A	\$3,500 / six issues	salesinquiries@multiview.com
			Banner 2 728x90	N/A	\$3,100 / six issues	
			Banner 3 728x90	N/A	\$2,800 / six issues	

RESPIRATORY CARE Journal Online Advertising, Journalcasts, Newsletters, Sponsorships

Website / Newsletter Advertising	Daily Impressions / Frequency / Distribution	Click Rate / Open Rate	Advertisement	Ad Size	List Price	Package Discount	Contact
rcjournal.com retargeting	Year-long Subscription		N/A	728x90 160x600 300x250 320x50	\$4,500 \$5,950 (Both w/ 120K Impressions)	Variable discount with higher impressions purchased	jshook@liebertpub.com
RESPIRATORY CARE Journalcast	Monthly	700-1,000 Participants in Live Program	Advertising Package: :30 Second Pre-roll Audio – Custom Script Logo Placement AARC News Promo AARC Social Media Promo Archived on aarc.org		\$1,500	1-2 Comps by Partner Level	jshook@liebertpub.com 972.243.2272

RESPIRATORY CARE Journal Website

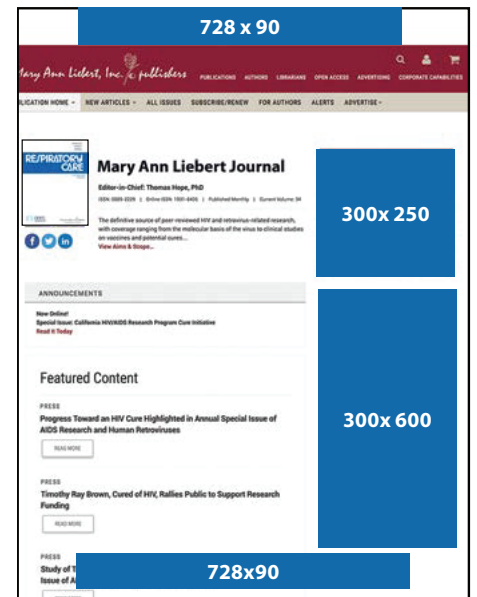
Position	Size(s)	1x
Leaderboard	728x90 and 320x50	\$1,735
Medium Rectangle	300x250	\$1,045
Large Rectangle	300x600	\$2,095
*Video	See below for specs	An additional \$595 to include video
Persistent Footer	728x90 and 320x50	\$1,400
Targeted Offsite Display	300x250, 728x90, 320x50, and 300x600	\$75 cpm
Digital Edition	Full Page Display Ad / or **Sponsored Content Ad 8.5" x 11" (216mm x 279mm)	\$3,295

*Compatible with Medium Rectangle only

** NEED FOOTNOTE HERE

Rates are Net

Contact Mary Ann Liebert representative:
Jessica Shook – jshook@liebertpub.com



eNewsletters

eTOC (delivered monthly)

Position	Size(s)	1x
Leaderboard with 75-word Custom Content	600x74	\$4,195
Medium Rectangle Only	300x250	\$3,595

What the Editors are Saying (delivered monthly)

Position	Size(s)	1x
Leaderboard with 75-word Custom Content	600x74	\$2,695
Medium Rectangle Only	300x250	\$2,295



Event and Specialty Publications

Recruitment Advertising	Frequency / Distribution	Click Rate / Open Rate	Advertisement	Ad Size	List Price	Bundle Discount	Contact
Summer Forum News	Weekly +400 Registrants	80% open 47% click	Banner 1	728x90	\$1,325 / issue	N/A	advertising@aacrc.org 972.243.2272
			Banner 2	728x90	\$875 / issue		
Congress Daily News	Weekly / Daily +4,000 Registrants	40%	Banner 1	728x90	\$1,325 / issue	N/A	advertising@aacrc.org 972.243.2272
			Banner 2	728x90	\$875 / issue		
			Banner 3	728x90	\$650 / issue		
Respiratory Care Week	8 emails / +37,000	40%	Banner 1	728x90	N/A	\$2,500 / 8 issues	advertising@aacrc.org 972.243.2272
			Banner 2	728x90	N/A	\$2,250 / 8 issues	

Mailing List and Direct Mail

Mailing List	Filter Options	Sample Pricing	Processing Fee	Contact
List Rental	State Credential Job Title	1,000 names – \$500	\$300 Processing Fee Minimum Order: 1,000 names	List Rental: advertising@aacrc.org 972.243.2272
		+1,001 – 5,000 names (per 1,000) – \$450		
		+5,001 – 10,000 names (per 1,000) – \$400		
		+10,000 names (per 1,000) – \$350	Mailing Fees Printing Fees (Optional)	Printing (optional) and Mailing Partner: CSR@directmailcompany.com
		Full AACRC Member List – \$7,000	Variable by order	

Rates & Specs

Integrated Marketing Solutions

Supplements

Sponsored Package

Custom

Roundtables

Sponsored Package

\$45,000

Exclusive panel discussion produced and distributed in print and digital, with end-to-end editorial, transcription, production, and marketing consultation, management, and execution

Virtual Collections

Sponsored Package

\$7,995

Custom-branded landing page, three (3) medium rectangle ads (300x250), end-to-end editorial, production, and marketing consultation, management, and execution

Custom eNewsletters

Sponsored Package

Custom

Monthly deployments ensure you reach your target audience consistently over time to drive maximum affinity with your brand

Podcasts

Podcast Series (3 episodes)

\$18,995

Podcast Series (4+ episodes)

Custom

Sponsored Subscriptions

Sponsored Package

Custom

Webinars

Sponsored Package

\$21,995

45-minute prerecorded webinar plus 15-minute live Q&A, with end-to-end editorial, production, and marketing consultation, management, and execution

Learning Labs

Sponsored Package

\$21,995

Up to 60 minute hands-on, moderated discussion with live Q&A, end-to-end editorial, production, and marketing consultation, management, and execution

eBooks

Sponsored Package

\$18,995

Contact Mary Ann Liebert representative:

Jessica Shook – jshook@liebertpub.com