



**aarc**  
American Association  
for Respiratory Care

Advertising  
Solutions



## THE AARC CONNECTS YOU WITH RESPIRATORY THERAPISTS

**Reach nearly 40,000 respiratory care professionals who shape care, guide purchasing, and trust our channels.**

Contact [advertising@aacrc.org](mailto:advertising@aacrc.org) today

## e-Newsletters

Publication Name	Frequency / Distribution	Average Open Rate	Placement Position	Ad Size	Price per Issue
AARC News	Weekly / ~40,000	45% Open Rate	Top Banner	728x90	\$1,595
			Middle Banner		\$1,395
			Lower Banner		\$1,195
RC Buzz	Bi-Weekly Mondays / ~40,000	47% Open Rate	Top Banner	728x90	\$6,400
			Lower Banner		\$6,000
			Top Banner	Text & Image	\$5,350
			Sponsored Content		\$4,100 - 4,800
			Showcase		\$3,100 - 4,800
			Box Ads		300x250
AARConnect Specialty Section Newsletters	Bi-Monthly / ~varies by section	40% Open Rate	Top Banner	728x90	Contact advertising@aacr.org for specific pricing details
Career News e-newsletter	Bi-Weekly / ~40,000				Available only as part of Career Center package (see "Career Center" section)

## Social Media

Channel	Followers	Engagement Rate	Price
Facebook	72,000+	3.9% (Industry Avg of 1.2%)	\$1,000
Instagram	8,100+	1.2% (Industry Avg of 1.7%)	\$1,000
LinkedIn	47,000+	5.6% (Industry Avg of 1.23%)	\$2,000
TikTok	1,000+	1.4% (Industry Avg of .45%)	\$500

## Website & Digital

Impressions and engagement vary by channel.

Channel	Placement	Ad size	Ad Package Includes	Price
AARC.org	Leaderboard	728x90	Homepage Select interior pages	\$7,500/12 mos.
	Box Ad	300x250	Member Community RC Central content hub	\$5,950/12 mos.
Member Community (AARConnect)	Leaderboard	728x90	Select AARC.org interior pages	\$7,500/12 mos.
	Box Ad	300x250	Member Community Specialty Section Newsletter	\$5,950/12 mos.
Retargeting	Display	728x90 160x600	120K impressions	\$4,950
	Video	300x250 320x50		\$5,950

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## E-mail, Direct Mail

Member Outreach	Frequency	Distribution	Average Open Rate	Price
Customized email	Limit of 1 AARC email monthly 37,000+	~40,000	41%	\$3,750
USPS Mailing List	Single limited use	~40,000 (segmentation possible by certain filters))		\$7,000

## Podcasts, Webcasts

Both options are limited to one per month, and there are some blackout dates.

Program	Topic Ideas	Engagement	Advertising Package	Price
AARC Perspectives Podcast	RT member stories, patient care trends, and industry news and updates	Avg 165/episode Reaches 37 countries	:30 sec pre-roll audio Logo on episode page Newsletter promo Social media promo Archived on website	\$1,500 per episode
Webcast with CRCE (additional fee for securing credit)		~700 live	Custom intro slide Logo placement Newsletter promo Social media promo Archived on website	\$3,500 per webcast
Webcast without CRCE		~700 live	Custom intro slide Logo placement Newsletter promo Social media promo Archived on website	\$3,500 per episode

## Event Advertising

Contact [meetings@aacr.org](mailto:meetings@aacr.org) for more information about exhibitor space, sponsorship opportunities or bundled packages.

Recruitment Advertising	Distribution	Open Rate	Advertisement	Ad Size	Price
Summer Forum News	~500 attendees	80%	Banner 1	728x90	\$1,325 / issue
			Banner 2		\$875 / issue
Congress Daily Emails	~4,000 attendees	40%	Banner 1	728x90	\$1,325 / issue
			Banner 2		\$875 / issue
			Banner 3		\$650 / issue
Respiratory Care Week	~40,000 members	40%	Banner 1	728x90	\$2,500 / 8 issues
			Banner 2		\$2,250 / 8 issues

## Career Center

Discounts for AARC members! Interested in 3+ packages or learning about our employer branding opportunities? Contact [jonathan@webscribble.com](mailto:jonathan@webscribble.com) or 518-217-0535

Level	Duration	Ad Package Includes	Price
Basic	30 Days	Job Listing	\$299 (member)
			\$399 (non-member)
Enhanced	30 Days	Job Listing Featured Company Spotlight Job	\$499 (member)
			\$599 (non-member)
Premium	60 Days	Job Listing Featured Company Spotlight Job Resume Database Access Branded Employer Profile Partner Network Ad in Career News (e-newsletter sent to ~37,000 potential job seekers)	\$799 (member)
			\$899 (non-member)

## Journals

Advertising opportunities with our two scientific journals - *Respiratory Care* and *Respiratory Care Reports* – are handled through Sage Publishing representatives.

Contact [Joann.Mitchell@sagepub.com](mailto:Joann.Mitchell@sagepub.com) or 973-464-3602 for additional journal advertising options.

Channel	Placement Position	Ad size	Price / 1x
Website	Leaderboard	728x90 and 320x50	\$1,735
	Medium Rectangle	300x250	\$1,045
	Large Rectangle	300x600	\$2,095
	Persistent Footer	728x90 and 320x50	\$1,400
	Digital Edition	8.5" x 11" (full page ad)	\$3,295
Retargeting		300x250, 728x90, 320x50, and 300x600	\$75 / 1,000 impressions (total price will vary)
Table of Contents e-newsletter (monthly)	Leaderboard with 75-word custom content	600x74	\$4,195
	Medium Rectangle Only	300x250	\$3,595
What the Editors are Saying e-newsletter (monthly)	Leaderboard with 75-word Custom Content	600x74	\$2,695
	Medium Rectangle Only	300x250	\$2,295



For custom options or Corporate Partnerships, contact Paul Minter  
[paul.minter@aacrc.org](mailto:paul.minter@aacrc.org)