

The American Association for Respiratory Care



REACH YOUR TARGET

with the Most Recognized
Brand in Respiratory Care



2020 MEDIA PLANNER



DIRECTORY

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DELIVERING TO OVER **47,000** RESPIRATORY THERAPISTS



About the AARC

Founded in 1947, the AARC is a not-for-profit professional association with more than 47,000 members worldwide. The Association's primary membership consists of respiratory therapists, allied health practitioners who are trained at the 2- and 4-year college level to assist physicians in the care of patients with pulmonary disorders and other conditions. Respiratory therapists can be found in all areas of health care, including hospitals, home care, nursing homes, sleep labs, and physicians' offices – in short, anywhere patients are being treated for lung diseases and injury.

Mission and Vision

The American Association for Respiratory Care (AARC) will continue to be the leading national and international professional association for respiratory care.

The AARC will encourage and promote professional excellence, advance the science and practice of respiratory care, and serve as an advocate for patients, their families, the public, the profession and the respiratory therapist.

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, podcasts, 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**
- **Career Center Digital & Print Advertising**
- **Mailing Lists**
- **Podcast Advertising**

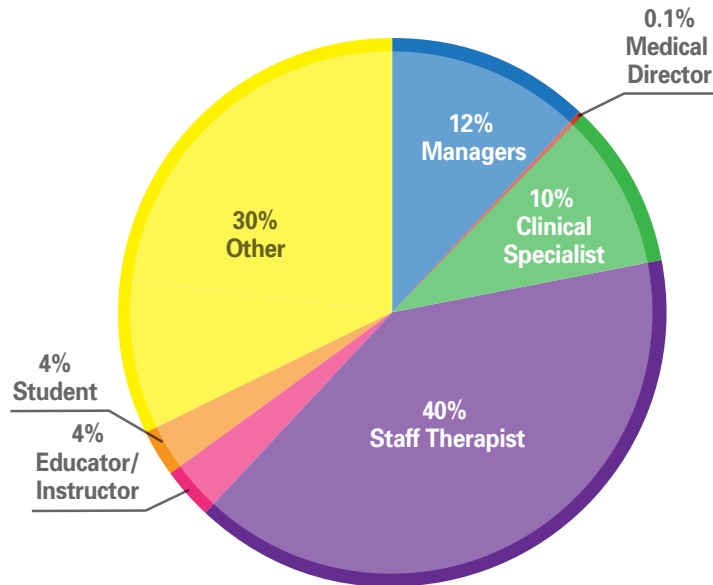


When you advertise with the AARC, your message is surrounded by high-quality, peer-reviewed content. Your advertising will be seen by influential AARC members, non-members, and visitors.

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 | 12% |
| ■ Medical Director | 0.1% |
| ■ Clinical Specialist <i>(Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep)</i> | 10% |
| ■ Staff Therapist | 40% |
| ■ Educator/Instructor <i>(Work part-time in clinical setting)</i> | 3% |
| ■ Student <i>(Work part-time in clinical setting)</i> | 3% |
| ■ Other <i>(Unspecified RTs, Sales, Home Care)</i> | 32% |

Members Work Where Your Products Are Used



*SOURCE: Analysis of AARC Membership Rolls as of August 1, 2019.



AARC's Monthly Digital Magazine

AARC members receive the latest issue of *AARC Times* each month directly to their inbox. Filled with rich, relevant content, 70% of the magazine's editorial pieces 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.

FEATURES & COLUMNS OF *AARC Times*

Clinical Focus — *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. It 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. 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, and instrumentation.

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.

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 a popular column in *AARC Times* – featuring late-breaking news and industry updates.

Clinical Perspectives

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



AARC Times began in 1978 and has remained the top news and feature source for RTs worldwide. In 2020, *AARC Times* is moving to an all-digital platform.

PUBLISHER

Published by Daedalus Enterprises, Inc., a wholly owned subsidiary of The American Association For Respiratory Care:
9425 N. MacArthur Blvd, Ste. 100, Irving, TX 75063 • (972) 243-2272 • Fax (972) 484-2720 • www.AARC.org • info@AARC.org

2020 AARC Times ADVERTISING RATES

AARC Times 2020 DIGITAL MAGAZINE CALENDAR*

JANUARY

Ad Materials Due DECEMBER 2, 2019

FEBRUARY

Ad Materials Due JANUARY 2, 2020

MARCH

Ad Materials Due JANUARY 29, 2020

APRIL

Ad Materials Due MARCH 4, 2020

MAY

Ad Materials Due APRIL 1, 2020

JUNE

Ad Materials Due APRIL 29, 2020

JULY

Ad Materials Due JUNE 5, 2020

AUGUST

Ad Materials Due JULY 1, 2020

SEPTEMBER

Ad Materials Due JULY 29, 2020

OCTOBER

Ad Materials Due SEPTEMBER 2, 2020

NOVEMBER

Ad Materials Due SEPTEMBER 30, 2020

DECEMBER

Ad Materials Due OCTOBER 28, 2020

* Dates subject to change

Advertising Rate Card #1 Effective with January 2020 digital issue

(A) Table of Contents Box Ad (TOC) - These rotating 300 x 250 pixel ads will be in the landing page of the publication's table of contents and spaced between column and feature boxes. (ads spaced 5 boxes apart) **\$750**

(B) In-Article Image Ad (with click through possible) - 728 x 90 pixels ads are embedded within the publication's stories and articles. **\$950**

(C) Sticky Leaderboard Ads - These 728 x 90 pixel ads will appear throughout the publication on a rotational basis based on page visits and time spent on the publication. **\$1,500**

BEST VALUE ADVERTISING PACKAGES

RATE

| | | |
|------------------|---|-----------------|
| BUNDLE #1 | 1 (B) STICKY LEADERBOARD AD 1 (C) IN-ARTICLE IMAGE AD | \$ 2,250 |
| BUNDLE #2 | 1 (A) TABLE OF CONTENTS BOX AD 1 (B) STICKY LEADERBOARD AD 1 (C) IN-ARTICLE IMAGE AD | \$ 2,850 |

Rules and Regulations for Advertisers:

Visit: <http://www.aarc.org/resources/publications/media-kit/rules-regulations-advertisers/>



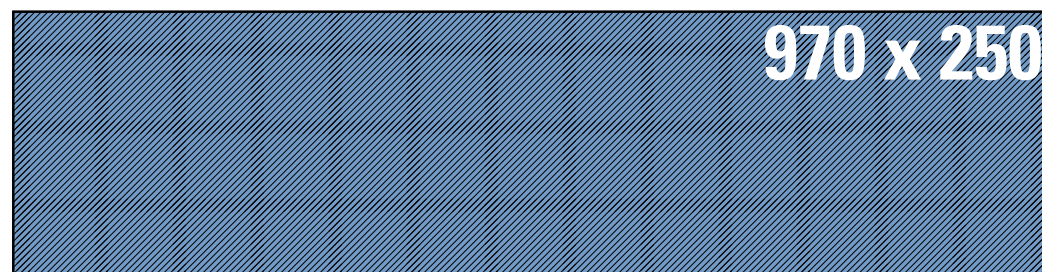
2020 AARC Times MECHANICAL SPECIFICATIONS

DIGITAL AARC TIMES MAGAZINE ADVERTISING SIZES*

| Ads | Display Ad Sizes | Mobile Display Ad Sizes | DPI - Resolution | Color Mode | File Format |
|---|---|-------------------------|------------------|------------|-------------|
| Table of Contents Box Ad (TOC box ad) (advertiser submits 1 display ad & 1 mobile ad) | 300 x 250 pixels | 320 x 50 pixels | 72 | RGB | JPG/PNG |
| In-Article Image Ad | 728 x 90 pixels or Billboard Size 970 x 250 pixels | N/A | 72 | RGB | JPG/PNG |
| Sticky Leaderboard Ad | 728 x 90 pixels | 320 x 50 pixels | 72 | RGB | JPG/PNG |

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.



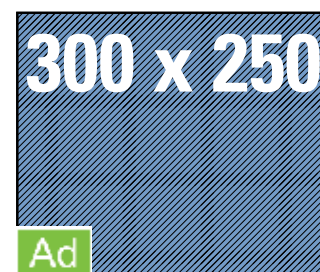
In-Article Image Ad - Billboard Size



Sticky Leaderboard Ad



Mobile Leaderboard Ad



TOC Box Ad

* NOTE: AARC will overlay a green "Ad" icon on all TOC Box Ads. This icon will be located in the lower left of ad. Dimensions are 35 pixels wide by 25 pixels in height. Make allowances for the placement in your supplied art files. See above.

DIGITAL AD MATERIAL SUBMISSIONS*

All digital 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.

NATIVE DIGITAL FILES

Native application files in Apple or PC platforms 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 RGB color mode. If you are using layers to build your ad, please flatten the layers for final file submission.

NOTE: Materials that require conversion to publisher's specifications may not appear correctly and AARC cannot be held liable for ads that do not meet our submission guidelines.

SENDING FILES ELECTRONICALLY

E-mail Sarah Vaughn at sarah.vaughn@aarcc.org or advertising@aarcc.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.**

RESPIRATORY CARE Journal Print Publication

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 2.153.

Source: <http://rc.rcjournal.com>

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 about
the Science and Practice of
Respiratory Care**

SOURCE: August 2019 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.

CONTACT: Sarah Vaughn, Advertising Sales
sarah.v Vaughn@aarc.org • (972) 406-4656 • 9425 N MacArthur Blvd Suite 100 • Irving, TX 75063

Journal Print Publication: RESPIRATORY CARE

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

54% of Readers Act
RESPIRATORY CARE subscribers take action after reading the journal and your advertisements. 54% respond in one form or another.

| | |
|--|-----|
| Visit Advertiser's Web Site | 38% |
| Call the Advertiser's Sales Representative | 13% |
| E-mail the Advertiser | 13% |
| Call the Advertiser Directly | 10% |
| Fax the Advertiser | 0% |

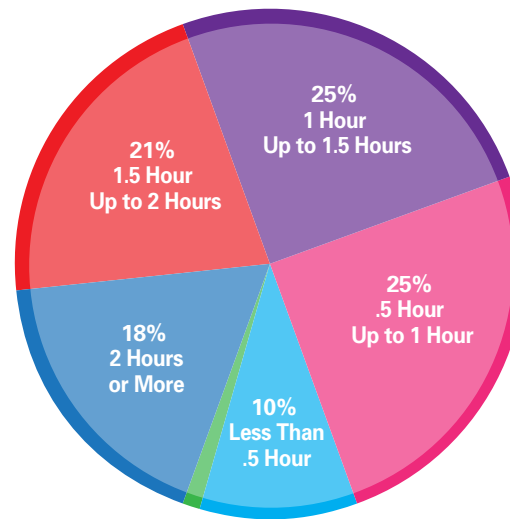
SOURCE: August 2018 RESPIRATORY CARE Readex Survey

Bonus Distribution/ Show Issues

September and October RESPIRATORY CARE issues are distributed to AARC Congress Attendees.

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 2.153.

Source: <http://rc.rcjournal.com>



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



1.3 Hours Spent Reading RESPIRATORY CARE

RESPIRATORY CARE readers spend an average of 1.3 hours reading the publication and your advertising. This means more impressions for your advertisements.

SOURCE: August 2019 RESPIRATORY CARE Readex Survey

RESPIRATORY CARE is ranked by members as one of the most valuable resources for providing information about the practice of respiratory care.

| | |
|-------------------------|------------|
| RESPIRATORY CARE | 81% |
| Critical Care Medicine | 6% |
| Chest | 4% |
| AJRCCM | 2% |
| None of these | 3% |
| No Answer | 1% |

SOURCE: August 2019 RESPIRATORY CARE Readex Survey

2020 RESPIRATORY CARE ADVERTISING RATES

RESPIRATORY CARE 2020 EDITORIAL CALENDAR

JANUARY

Space Deadline NOVEMBER 15, 2019 | *Ad Materials Due* NOVEMBER 21, 2019 | *Mails* DECEMBER 23, 2019
Original Research, Reviews, Editorials

FEBRUARY

Space Deadline DECEMBER 21, 2019 | *Ad Materials Due* DECEMBER 27, 2019 | *Mails* JANUARY 27, 2020
Original Research, Reviews, Editorials

MARCH

Space Deadline JANUARY 23, 2020 | *Ad Materials Due* JANUARY 29, 2020 | *Mails* FEBRUARY 20, 2020
Original Research, Reviews, Editorials

APRIL

Space Deadline FEBRUARY 21, 2019 | *Ad Materials Due* FEBRUARY 27, 2018 | *Mails* MARCH 30, 2020
Original Research, Reviews, Editorials

MAY

Space Deadline MARCH 23, 2020 | *Ad Materials Due* MARCH 29, 2019 | *Mails* APRIL 27, 2020
Original Research, Reviews, Editorials

JUNE

Space Deadline APRIL 23, 2020 | *Ad Materials Due* APRIL 29, 2020 | *Mails* MAY 28, 2020
Original Research, Reviews, Editorials

JULY

Space Deadline MAY 24, 2020 | *Ad Materials Due* MAY 30, 2020 | *Mails* JUNE 30, 2020
Original Research, Reviews, Editorials

AUGUST

Space Deadline JUNE 25, 2020 | *Material Due* JULY 1, 2020 | *Mails* JULY 30, 2020
Original Research, Reviews, Editorials

SEPTEMBER

Space Deadline JULY 26, 2020 | *Ad Materials Due* AUGUST 1, 2020 | *Mails* AUGUST 31, 2020
Original Research, Reviews, Editorials
BONUS DISTRIBUTION: AARC Congress 2020, Orlando, Florida

OCTOBER

Space Deadline AUGUST 24, 2020 | *Ad Materials Due* AUGUST 30, 2020 | *Mails* SEPTEMBER 30, 2020
Original Research, Reviews, Editorials, OPEN FORUM abstracts
BONUS DISTRIBUTION: AARC Congress 2020, Orlando, Florida

NOVEMBER

Space Deadline SEPTEMBER 20, 2020 | *Ad Materials Due* SEPTEMBER 26, 2020 | *Mails* OCTOBER 27, 2020
Original Research, Reviews, Editorials

DECEMBER

Space Deadline OCTOBER 24, 2020 | *Ad Materials Due* OCTOBER 30, 2020 | *Mails* NOVEMBER 30, 2020
Original Research, Reviews, Editorials

Rate Card # 50 Effective with January 2020 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.

| | 1x | 3x | 6x | 12x |
|------------------|---------|---------|---------|---------|
| Full Page | \$3,175 | \$3,125 | \$3,065 | \$2,925 |
| 1/2 Page | \$2,490 | \$2,460 | \$2,420 | \$2,300 |
| 1/3 Page | \$1,690 | \$1,670 | \$1,650 | \$1,620 |
| 1/4 Page | \$1,510 | \$1,490 | \$1,470 | \$1,445 |

PRICING FOR PREFERRED POSITIONS

Inside Front Cover: 5% extra

Inside Back Cover: 5% extra

Back Cover: 10% extra

Rules and Regulations for Advertisers:

Visit: <http://www.aarc.org/resources/publications/media-kit/rules-regulations-advertisers/>

PRINT AD MATERIAL SUBMISSIONS*

All 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 Apple or PC platforms 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

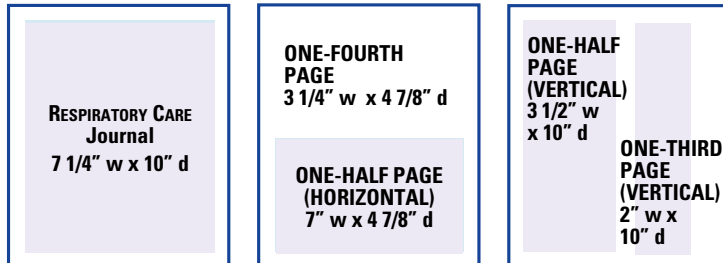
E-mail Sarah Vaughn at sarah.vaughn@aarc.org or advertising@aarc.org. It is recommended that you use a compression utility (such as Stuffit Deluxe) to compress all print files into ONE folder for e-mail.

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 Advertising Mechanical Specifications

RESPIRATORY CARE JOURNAL PRINT AD SIZES WIDTH x DEPTH



Standard page (*live area*) RESPIRATORY CARE Journal . . . 7 1/4" w x 10" d

Spread pages (*live area*) RESPIRATORY CARE JOURNAL . . . 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

PRINT AD 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 1/4" 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.

ADDITIONAL PRINT AD SPECIFICATIONS:

BINDING: Perfect Bound

TRIM SIZE: 8 1/8" x 10 7/8"

PAGE FULL BLEED: 8 1/2" x 11 1/4"

PAGE GUTTER BLEED: 8 3/8" x 10"

SPREAD TRIM SIZE: 16 1/4" X 10 7/8".

Allow 3/32 mill out per page when art or copy crosses gutter.

SPREAD FULL BLEED: 17" x 11 1/4".

Allow 3/32 mill out per page when art or copy crosses gutter.

HALF PAGE HORIZONTAL FULL BLEED:
8 3/8" x 5 1/2".

HALF PAGE VERTICAL OUTSIDE OR GUTTER BLEED:
4" x 11 1/4"

PAPER STOCK – INSIDE PAGES:
45 lb. Somerset Gloss 80.

PAPER STOCK – COVERS:
80 lb. Opus Gloss.

HALFTONE SCREEN: 133 Line Screen.

REPRODUCTION PROCESS: Webb Offset.

COLOR ROTATION: Black, cyan, magenta, yellow.

MATERIALS DEADLINE: 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: RESPIRATORY CARE Digital files are held for one year, then destroyed unless instructed otherwise.

INSERT REQUIREMENTS

DEADLINE FOR INSERTS: 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 Marketing.

SHIPPING ADDRESS FOR INSERTS:

RESPIRATORY CARE Inserts:

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

2020 RESPIRATORY CARE Journal PODCAST ADVERTISING

NEW

Captive, targeted audience

Share a pre-roll message for your brand prior to the start of an AARC Podcast! The RESPIRATORY CARE Journal is narrated in a podcast each month by Editor in Chief Richard D. Branson MSc, RRT, FAARC, highlighting the Editor's Choice paper. These podcasts provide a captive, engaged and highly targeted audience with a guaranteed reach because listeners are tuning in when it's most convenient for them. Whether they're commuting, working out, or doing chores you can be assured that your company's message will have their undivided attention.

Sponsorship Packages:

We will promote your brand with a live read max 30-second pre-roll audio

Single-Episode-Sponsor \$300.00

- Max 30-second pre-roll audio
- 1 announcement made prior to the podcast via AARC's News Now e-newsletter
- Company name will be added to the scrolling banner on the RESPIRATORY CARE Journal homepage
- Logo noted as a sponsor on the podcast page (72 dpi jpeg or PNG)
- Advertising will remain with the Podcast audio forever

Multiple-Episode-Sponsor 3 Episodes \$700.00

- Max 30-second pre-roll audios included in 3 episodes
- 3 announcements made prior to the podcast via AARC's News Now e-newsletter
- Company name will be added to the scrolling banner on the RESPIRATORY CARE Journal homepage
- Logo noted as a sponsor on the podcast page
- Advertising will remain with the Podcast audio forever

Specifications:

- Audio recording subject to approval
- Maximum 30 second script provided in a Word® document and will be read by RESPIRATORY CARE Journal staff



Podcasts will be aired the first week of each month

RESPIRATORY CARE 2020 PODCAST BROADCAST CALENDAR

JANUARY *Materials Due* DECEMBER 1, 2019

FEBRUARY *Materials Due* JANUARY 2, 2020

MARCH *Materials Due* FEBRUARY 1, 2020

APRIL *Materials Due* MARCH 1, 2020

MAY *Materials Due* APRIL 1, 2020

JUNE *Materials Due* MAY 1, 2020

JULY *Materials Due* JUNE 1, 2020

AUGUST *Materials Due* JULY 1, 2020

SEPTEMBER *Materials Due* AUGUST 1, 2020

OCTOBER *Materials Due* SEPTEMBER 1, 2020

NOVEMBER *Materials Due* OCTOBER 1, 2020

DECEMBER *Materials Due* NOVEMBER 1, 2020

CONTACT: SARAH VAUGHN, ADVERTISING SALES
SARAH.VAUGHN@AARC.ORG • 972.406.4656
9425 N MACARTHUR BLVD SUITE 100 • IRVING, TX 75063



E-Newsletters

All Advertising Options for AARC e-Newsletters

Advertise in any one of the AARC's targeted e-newsletters to reach AARC members.

1. 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.

2. 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.

3. 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

4. Respiratory Care Table of Contents (TOC)

Sent monthly to AARC members and subscribers with links to the monthly journal and peer-reviewed research.

5. AARC Respiratory Care Showcase

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

6. Respiratory Care Week

E-newsletters sent prior to Respiratory Care Week, a national event in October. RTs plan months ahead for the week; celebrating lung health and a pride in the profession. These newsletters will showcase your brand's support to the hard work RTs commit every day to their patients.

7. Summer Forum Email

Targeted e-newsletters are sent prior to AARC's Summer Forum meeting. Summer Forum is a meeting specifically for managers and educators – making it a superior tool in reaching the decision makers for respiratory products and services.

8. AARC Congress News

AARC's largest international meeting is promoted with these special edition e-newsletters providing news and updates prior to the event. Advertising in this newsletter is a great way to spotlight your brand leading up to Congress. See pg. 15 for more Congress advertising opportunities.

9. AARC Congress e-Gazette

E-newsletter is sent three times during the AARC Congress to highlight activities, awards, events and more. Attendees are a highly engaged and a captive audience. See pg. 15 for more Congress advertising opportunities.

Specialty Section e-News

(see pg 13 for new options offered)

Content that reaches specialty interest groups offering you targeted marketing. Sent bi-monthly.

| | |
|--------------------------------|-------------------------|
| Adult Acute Care | Diagnostics |
| Education | Management |
| Ambulatory and Post-Acute Care | Neonatal-Pediatrics |
| Sleep | Surface & Air Transport |



Pricing & Specifications

| | BANNER 1 | BANNER 2 | BANNER 3 |
|----------------------|----------|----------|----------|
| 1. News Now x1 | \$1,525 | \$975 | \$775 |
| 2. AARC Times TOC x1 | \$1,525 | \$975 | \$775 |

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

| | BANNER 1 | SKYSCRAPER 1 | SKYSCRAPER 2 |
|----------------------------|----------|--------------|--------------|
| 3. Career News x1 | \$1,525 | \$975 | \$775 |
| 4. RESPIRATORY CARE TOC x1 | \$1,525 | \$975 | \$775 |

SPECIFICATIONS: Banner 1: 600 wide x 100 pixels; Skyscraper: 160 wide x 600 pixels

5. AARC Respiratory Showcase e-newsletter

Pricing: \$2,000.00 per ad

Each showcase e-newsletter has 6 ad spaces available. See page 14 for specifications.

| | BANNER 1 | BANNER 2 | BANNER 3 |
|--------------------------|----------|----------|----------|
| 6. Respiratory Care Week | \$1,525 | \$975 | \$775 |
| 7. Summer Forum Email | \$1,525 | \$975 | \$775 |
| 8. AARC Congress News | \$1,525 | \$975 | \$775 |

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

| | BANNER 1 | SKYSCRAPER 1 | SKYSCRAPER 2 |
|----------------------------|----------|--------------|--------------|
| 9. AARC Congress e-Gazette | \$1,525 | \$975 | \$775 |

Specialty Section e-News (see pg 13 for details)

SPECIFICATIONS: Banner 1: 600 wide x 100 pixels; Skyscraper: 160 wide x 600 pixels

For more specification details see page 14.



E-Newsletters

NEW OPTION

Specialty Section E-News

This is an exclusive new advertising option offering an exceptional reach to a captive audience. AARC Specialty Section members are the top respiratory therapists in their fields; paying additional fees to stay current and receive e-newsletter updates, participate in online discussions through AARConnect's professional social network, attend section meetings at AARC Congress, and network with the thought-leaders of their field. Choosing a Specialty Section e-Newsletter advertising package, is one of our smartest advertising options to reach the right audience!

SPECIALTY SECTION E-NEWS BI-MONTHLY (TARGETED EMAIL EVERY 2 MONTHS)

AARC Specialty Section members receive bi-monthly e-Newsletters that provide the latest information and resources in their field. Spotlight your brand, product or service in this valued newsletter with a display advertisement and capture the attention from the right audience.

SECTIONS AVAILABLE:



Adult Acute



Management



Diagnostic



Neo/Pediatrics



Education



Ambulatory and
Post-Acute
Care



Sleep



Transport

SPECIALTY SECTION ADVERTISING PACKAGE

Package Includes:

- *Display banner ad in the Specialty Section e-Newsletter*
- *AARConnect Daily Digest Display Ad* in AARConnect's Specialty Section (daily digests are recent discussion posts from the community delivered in a daily email)*
- *AARConnect Display Discussion Ad* on each discussion post for Specialty Section Communities (members access this page to read online discussions)*

* Ads run for two months in coordination with the Specialty Section e-newsletter.



Pricing & Specifications for Specialty Section Advertising Package

Pricing: \$2000.00 per ad (Discount provided for multiple insertions.)

SPECIFICATIONS:

- Specialty Section E-News: Banner: 600 x 100 pixels; Skyscraper: 160 x 600 pixels.
- AARConnect Display Discussion Ad and Daily Digest Display Ad: 150 x 240 pixels.

For more specification details see page 14.

AARConnect Specialty Section Members

Adult Acute Care Section

- Specialty Section e-Newsletter subscribers – 2,158
- Daily Digest average per month 10.2K views

Diagnostic Section

- Specialty Section e-Newsletter subscribers – 928
- Daily Digest average per month 3.3K views

Education Section

- Specialty Section e-Newsletter subscribers – 1,376
- Daily Digest average per month 4.2K views

Management Section

- Specialty Section e-Newsletter subscribers – 1,562
- Daily Digest average per month 9K views

Neonatal/Pediatric Section

- Specialty Section e-Newsletter subscribers – 2,181
- Daily Digest average per month 11K views

Ambulatory and Post-Acute Care Section

- Specialty Section e-Newsletter subscribers – 895
- Daily Digest average per month 1K views

Sleep Section

- Specialty Section e-Newsletter subscribers – 706
- Daily Digest average per month 400 views

Transport Section

- Specialty Section e-Newsletter subscribers – 396
- Daily Digest average per month 900 views

Information taken from Informz email platform July 2019 Subscriber List

E-Newsletters Mechanical Specifications

E-NEWSLETTERS ADVERTISING SIZES*

| Ads | Display Ad Sizes | DPI - Resolution | Color Mode | File Format |
|-------------------|------------------------|------------------|------------|-------------|
| Banner | 600 W x 100 H (pixels) | 72 | RGB | JPG/GIF |
| Skyscraper | 160 W x 600 H (pixels) | 72 | RGB | JPG/GIF |

– Include URL for link (*rotation, animation or flash video not allowed*)

– For more information, contact sarah.vaughn@aacrc.org

Email Display Ad Placement Options for:

• News Now • AACRC Times TOC • Respiratory Care Week • Summer Forum • AACRC Congress

Banner 1

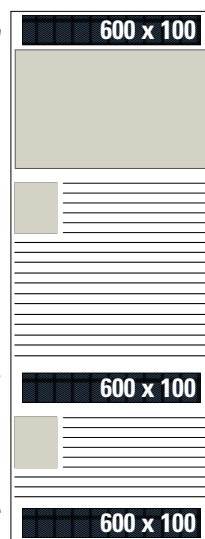
* Ad featured in top portion of email

Banner 2

* Ad featured in mid-portion of email

Banner 3

* Ad featured in lower-section of email



Email Display Ad Placement Options for:

• Career News • RESPIRATORY CARE TOC • AACRC e-Gazette • Special Section e-News

Banner 1

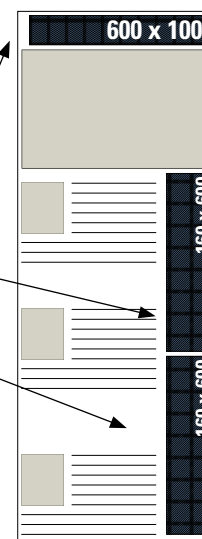
* Ad featured in top portion of email

Skyscraper 1

* Ad featured in mid-portion of email

Skyscraper 2

* Ad featured in lower-right portion of email



AARC RESPIRATORY SHOWCASE E-NEWSLETTER DIGITAL ADVERTISING SPECIFICATIONS

| Ads | Display Ad Sizes | DPI - Resolution | Color Mode | Image File Format | Text File Format | Max Content Character Count | Max Title Character Count |
|---------------|------------------------|------------------|------------|-------------------|------------------|-----------------------------|---------------------------|
| Banner | 265 W x 100 H (pixels) | 72 | RGB | JPG | .Docx | 270 | 30 |

– Include URL for link (*rotation, animation or flash video not allowed*)

– AACRC Respiratory Showcase requires the submission of the following file formats:

1 jpg image and 1 text word document (.docx)

– For more information, contact sarah.vaughn@aacrc.org



DIGITAL AD MATERIAL SUBMISSIONS*

All digital 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.

NATIVE DIGITAL FILES

Native application files in Apple or PC platforms 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 RGB color mode. If you are using layers to build your ad, please flatten the layers for final file submission.

NOTE: Materials that require conversion to publisher's specifications may not appear correctly and AACRC cannot be held liable for ads that do not meet our submission guidelines.

SENDING FILES ELECTRONICALLY

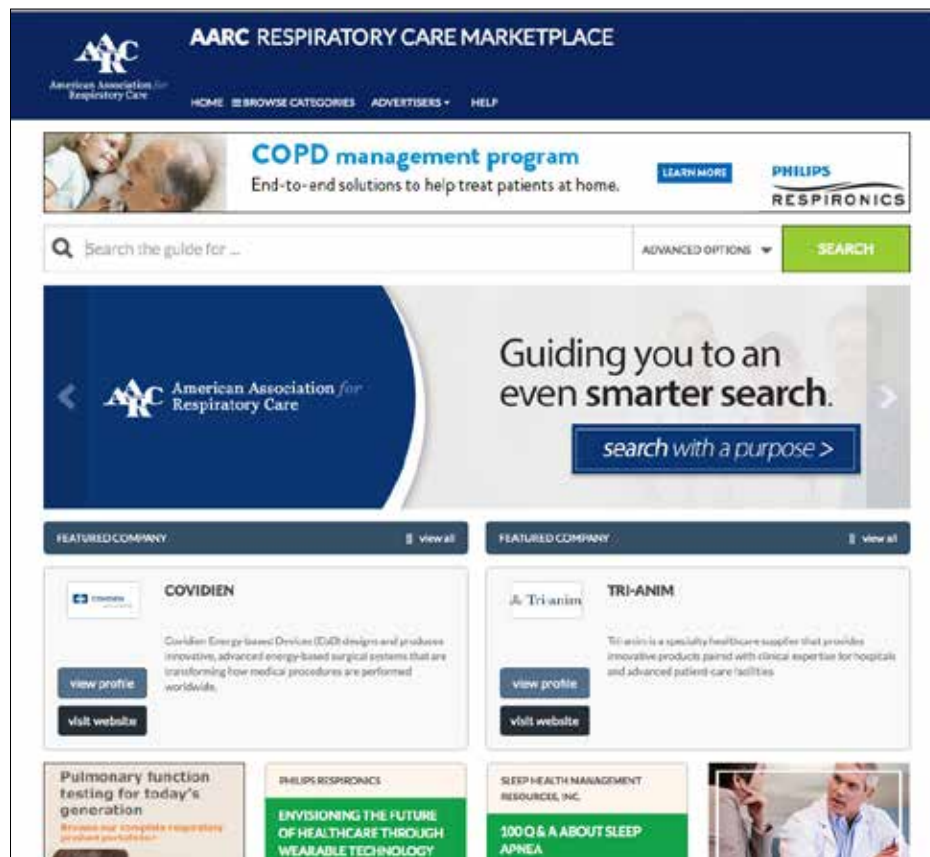
E-mail Sarah Vaughn at sarah.vaughn@aacrc.org or advertising@aacrc.org. It is recommended that you use a compression utility (such as Stuffit Deluxe) to compress all print files into ONE folder for e-mail.

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.**

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**, **AARCconnect** 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 search for your respiratory care products & services at the *AARC's Respiratory Care Marketplace*. 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.

Complete 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 AARC@multiview.com

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. Your customers come to aarc.org to read, interact, download information and learn about the constantly evolving field of respiratory care everyday..

connect.aarc.org

AARConnect

AARConnect is the ultimate online social community and professional network of AARC members. It is where members interact with other AARC members, 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.



The following placements give your company the attention it deserves in front of the 47,000 members 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 digital ad consists of a horizontal leaderboard banner at the top of **rc.rcjournal.com**.

Availability is limited - only 10 offered per year.

Rate: \$4,250

Specifications: 728p x 90p

Journal Sky 1

This digital ad consists of a vertical format banner on the right side of the page on **rc.rcjournal.com**. Availability is limited - only 10 offered per year.

Rate: \$3,250

Specifications: 160p x 600p

Journal Sky 2

This digital ad consists of a vertical format skyscraper on the right side of the page (below sky 1) on **rc.rcjournal.com**. Availability is limited - only 10 offered per year.

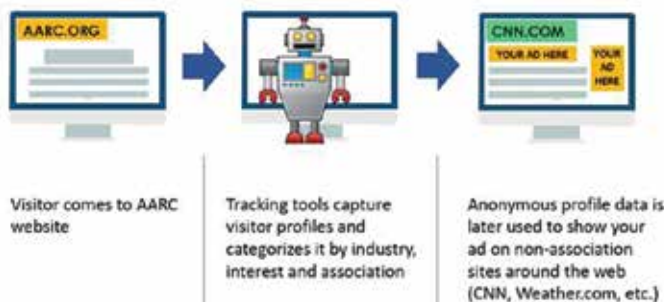
Rate: \$2,950

Specifications: 160p x 600p

Journal Package

This package consists of all digital ad sizes offered on the Respiratory Care Journal site at a discounted rate.

Rate: \$6,790



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 users visit.

Cost - \$5,950/year

This opportunity is limited. For more information, contact MultiView at aarc@multiview.com

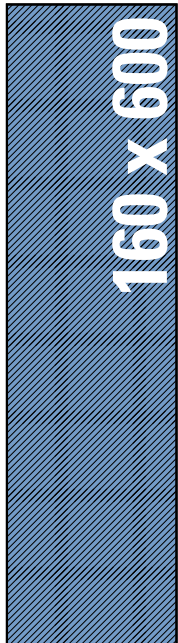
WEBSITE ADVERTISING SIZES*

| Ads | Display Ad Sizes | DPI - Resolution | Color Mode | File Format |
|--------------------|------------------------|------------------|------------|-------------|
| Leaderboard | 728 W x 90 H (pixels) | 72 | RGB | JPG/GIF |
| Skyscraper | 160 W x 600 H (pixels) | 72 | RGB | JPG/GIF |
| Box | 300 W x 250 H (pixels) | 72 | RGB | JPG/GIF |

- Include URL for link (*rotation, animation or flash video not allowed*)
- For more information, contact MultiView at aarc@multiview.com

Ads conform to Interactive Advertising Bureau (IAB) specifications and guidelines.

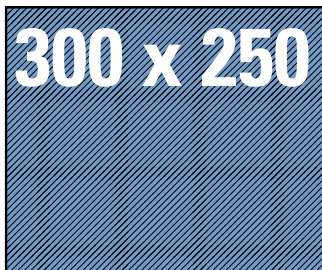
* NOTE: Linking to 3rd party websites or interstitial registration pages is not permitted.
All advertising and landing pages are subject to AARC review.



Journal Sky 1 & 2 Ad



Leaderboard Ad



Box Ad



AARC Congress Advertising Opportunities

Congress E-News

Highlight your brand in this pre-congress e-newsletter for attendees and managers. 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 and events at the convention.



Thousands of respiratory care professionals from the U.S. and abroad converge once every year for the AARC's 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.



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.

Bonus Distribution/Show Issues

The AARC helps you maximize your marketing at the AARC Congress. Ads placed in Congress show issues of RESPIRATORY CARE are distributed at Congress.

CONTACT: SARAH VAUGHN, ADVERTISING SALES
SARAH.VAUGHN@AARC.ORG • 972.406.4656
9425 N MACARTHUR BLVD SUITE 100 • IRVING, TX 75063

Job Recruitment Advertising

AARC Career Center

Posting a job with AARC's Career Center will ensure that your open position will be seen by qualified RTs of every specialty. Our Career Center offers a variety of options to promote your open position so that you can start receiving resumes from qualified job candidates today!

Job Posting: 30-day

| | |
|---------------------|--------------------|
| AARC Members | \$450 (Net) |
| Nonmembers | \$680 (Net) |

- Updated Career Center webpage with new posting features
- Limited to 2,000-2500 characters including spaces (text only)
- 1 listing AARC Career e-Newsletter (Value Added)
- Inserted to Career Center within 48-72 hours after form is completed
- Link directly to your website or an email address
- RSS Feed (BONUS)

Multiple job openings

- Post 2 jobs and receive 30% off the 3rd posting*

*Discount requires that the Career Center insertions be purchased and posted within the same calendar year.

Individual Advertising Options Available with 30-day job posting:

- 1 Time twitter post **\$50**
- Logo addition to job posting **\$50**
- Video addition to job posting*** **\$50**



Featured Job Posting

Need to fill your position quickly? Give your open position the top visibility it deserves and stand-out with prime features guaranteed to catch qualified candidates' eyes.

- 30 day
 - Social amplification (One-time twitter post)
 - RSS feed
 - Prime job placement at the top of AARC Career Center
 - Guaranteed placement in Featured Job section**
 - Include your logo
 - 1 listing in AARC Career e-Newsletter Featured Job Section (Job position, hospital name and location add your logo, so you stand out)
 - Job ad analytics available
 - Include a video in job posting***
 - Highlighted for your brand to stand out
- ** Featured jobs displayed in alphabetical order
- *** Videos must be hosted on your company's YouTube channel. All videos subject to approval. Customer must provide link to YouTube page.

| | |
|---------------------|--------------------|
| AARC Members | \$720 (Net) |
| Nonmembers | \$820 (Net) |

Career Center Recruitment Display Advertising + BONUS 30 day Job Post

NEW — AARC Times digital magazine

Boost the visibility of your open position by showcasing your role via display ads in our new *AARC Times* digital magazine. Reach engaged respiratory therapists who stay current each month with this member-only publication!

| | MEMBER | NONMEMBER |
|--|---------|-----------|
| TABLE OF CONTENT BOX AD (TOC) ON THE LANDING PAGE. THESE ADS WILL ROTATE IN THE TOC | \$700 | \$750 |
| STICKY LEADERBOARD AD | \$1,450 | \$1,500 |
| IN-ARTICLE IMAGE AD | \$900 | \$950 |
| BUNDLES: | | |
| BUNDLE 1 (STICKY & IN-ARTICLE IMAGE ADS) | \$2,200 | \$2,250 |
| BUNDLE 2 (TOC AD, STICKY & IN-ARTICLE IMAGE ADS) | \$2,800 | \$2,850 |

Job Recruitment Pricing

Ultimate Recruitment Package

NEW — AARC Times digital display ad (Sticky Leaderboard Ads)

- 30-day job posting
- Social amplification (One-time twitter post)
- RSS feed (BONUS)
- Prime job placement at the top of AARC Career Center
- Guaranteed placement in Featured Job section**
- Include your logo
- 1 listing in AARC Career e-Newsletter Featured Job Section (Job position, hospital name and location add your logo, so you stand out)
- Job ad analytics available
- Include a video in job your job posting***
- Highlighted for your brand to stand out

*** Videos must be hosted on your company's YouTube channel. All videos subject to approval.

Specifications:

- URL must be provided with ad.
- All ads are subject to approval.
- Logo 100 pixels wide X 100 pixels high

| | |
|---------------------|---------------|
| AARC Members | \$2,250 (Net) |
| Nonmembers | \$2,500 (Net) |

Ready to post a recruitment position to the AARC Career Center website? Please submit all ad materials to respiratory.jobs@aarc.org and complete the order form. Order form must be completed before orders can be processed.

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

AARC International Congress Digital Job Board Advertising Package*

- Recruitment Ads displayed throughout the Convention Center and Exhibit Hall video monitors during Congress 2020
- 30-day AARC Job Board posting on the AARC Job Board
- 1 listing in the AARC Career e-Newsletter.

*This package is available for purchase starting September 1, 2020. The last day to purchase this package is October 1, 2020.

Digital Job Board Recruitment Ad Specifications:

- Send files as 16:9 PowerPoint slide (or 1920 pixels wide and 1080 pixels high JPEG file, with a resolution of 72 pixels per inch)
- URL must be included in ad.
- Include logo, company name, position and location
- All ads are subject to approval.

| | |
|---------------------|-------------|
| AARC Members | \$320 (Net) |
| Nonmembers | \$320 (Net) |



Upgrade your AARC International Congress Advertising Package to a Featured Job posting

Member rate \$590.00 net

Nonmember rate \$590.00 net

Email all files to respiratory.jobs@aarc.org.

Files need to be received by the AARC by October 12, 2020 in order to be included in the newsletter and congress advertising package. The online agreement must be completed by October 12, 2020. Billing and credit card processing will be completed at the end of November. (Deadlines are subject to change)

Mailing List Rental

Details:

All orders are charged a \$50 processing fee. Minimum order is 1,000 names

| | |
|---------------------------------|---------|
| • 1,000 names | \$250 |
| • 1,001-5,000 names (per 1,000) | \$200 |
| • 5,000-10,00 names (per 1,000) | \$175 |
| • 10,000+ (per 1,000) | \$150 |
| • Full AARC member list | \$5,875 |

Selection Options:

- State
- Credential
- Primary Job Responsibility

Email list are not available

For more information please visit:

<http://www.aarc.org/resources/publications/media-kit/policies-procedures-list-rental/>

To make a request please email: advertising@aarc.org

Terms & Conditions

- Sample mail piece required for approval.
- Allow 2-5 business days to process order
- Any abbreviation or version of the name or logo of this association may not be used in any mail piece.
- Pre-payment required
- List updated monthly

Disclaimer

We believe the information on this list to be accurate, however, make no guarantees on accuracy or the results of usage.

List is only available through our mailing service. Please contact Christina@directmailcompany.com for printing costs and mailing fees.

Contact Us

PRINT & DIGITAL ADVERTISING

Sarah Vaughn

Advertising Sales

sarah.vaughn@aarc.org

9425 N MacArthur Blvd Suite 100 • Irving, TX 75063
(972) 406-4656

WEBSITE & MARKETPLACE DIGITAL ADVERTISING

MultiView

AARC@MultiView.com

JOB RECRUITMENT ADVERTISING

AARC Respiratory Jobs

respiratory.jobs@aarc.org

(972) 243-2272

9425 N Macarthur Blvd, Suite 100
Irving, TX 75063

MAILING LISTS

advertising@aarc.org

9425 N MacArthur Blvd Suite 100

Irving, TX 75063

(972) 243-2272

ADDITIONAL ADVERTISING OPTIONS ARE AVAILABLE

Contact us for more information

AMERICAN ASSOCIATION FOR RESPIRATORY CARE

9425 N MacArthur Blvd Suite 100 •

Irving, TX 75063

(972) 243-2272

info@aarc.org

www.AARC.org