

# Consolidated Advertising Solutions

## AARC Partners with MultiView and Mary Ann Leibert to Provide Enhanced Advertising Opportunities.

The AARC works with multimedia partners to offer numerous advertising options that deliver your targeted messaging through a variety of media channels including digital advertising, websites, podcasts, 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



AARC Career Center



RC Buzz



RESPIRATORY CARE Journal



AARC Websites



AARC Events and Media

### ADVERTISING SALES

AARC	Multiview	Mary Ann Leibert
<ul style="list-style-type: none"> <li>AARC University</li> <li>Career Center</li> <li>Sponsored Emails</li> <li>AARC Events</li> <li>Podcasts</li> <li>Social Media</li> <li>Events</li> <li>Mailing List</li> </ul>	<ul style="list-style-type: none"> <li>RC Buzz</li> <li>Career News</li> <li>Specialty Section Newsletter</li> <li>AARConnect</li> <li>AARC.org</li> </ul>	<ul style="list-style-type: none"> <li>RESPIRATORY CARE Journal</li> <li>Table of Contents</li> <li>What the Editors are Saying</li> <li>AARC News</li> </ul>
<b>AARC</b> <a href="mailto:advertising@aacrc.org">advertising@aacrc.org</a>	<b>Multiview</b> <a href="mailto:Chris.Mazzon@aacrc.org">Chris.Mazzon@aacrc.org</a>	<b>Mary Ann Leibert</b> <a href="mailto:Marcy.Sivitz@leibertpub.com">Marcy.Sivitz@leibertpub.com</a>

Interested in becoming a corporate partner?

Contact Paul Minter  
[paul.minter@aacrc.org](mailto:paul.minter@aacrc.org)

Scan for details –  
 Bookmark for later



AARC 365 Media Rate Card

Publications, Digital Communications and Media

e-Newsletter Advertising	Frequency / Distribution	Average Open Rate	Advertisement	Ad Size	List Price	Frequency Discount	Contact
AARC News	Weekly / 37,000+	45% Open Rate	Banner 1	728x90	\$1,575	4 issues – 5%	advertising@aacrc.org 972.243.2272
			Banner 2	728x90	\$975	12 issues – 10%	
			Banner 3	728x90	\$875	24 issues – 15%	
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		

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

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	

Podcast Programs / Podcast Advertising	Frequency / Distribution	Downloads	Advertising Package	List Price	Partner Discount	Contact
Industry Insights	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@aacrc.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@aacrc.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
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		
AARConnect Specialty Section Newsletter	Bi-Monthly 7,000+	40% Open Rate	<b>New:</b> Discussion Post	Limit image size / characters	\$750 with display ad		
			Newsletter Banner Ad	728x90	Comp with Web Banner IO		
Respiratory Care Marketplace		N/A	Company Listing		\$699	12-Month Run	salesinquiries@multiview.com

## 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	212		Protech Leaderboard	728x90			advertising@aacrc.org 972.243.2272
AARC (CRCE) Webcast	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

## 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			Leaderboard	728x90	\$5,625	\$9,500	salesinquiries@multiview.com
			Box Ad	300x250	\$3,250		
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	salesinquiries@multiview.com
RESPIRATORY CARE Journalcast	Monthly	700-1,000 Participants in Live Program	<b>Advertising Package:</b> :30 Second Pre-roll Audio – Custom Script Logo Placement AARC News Promo AARC Social Media Promo Archived on aarc.org			1-2 Comps by Partner Level	advertising@aacrc.org 972.243.2272
RESPIRATORY CARE Journal TOC	Monthly 37,000+	53% Open Rate	Leaderboard	728x90	\$520 / mailing	Sold out through 3/31/2025	salesinquiries@multiview.com
			Banner Ad	728x90	\$480 / mailing	Sold out through 3/31/2025	
What the Editors are Saying	37,000+	51% Open Rate	Leaderboard	728x90	\$520 / mailing	Sold out through 3/31/2025	salesinquiries@multiview.com
			Banner	728x90	\$420 / mailing	available	

## 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	\$419		jobs.aarc.org/employer/pricing/  <b>Custom Quote</b> 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	\$719		
			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	

## 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@aarc.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@aarc.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@aarc.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	List Rental: advertising@aarc.org 972.243.2272
		+1,001 – 5,000 names (per 1,000) – \$450	Minimum Order: 1,000 names	
		+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 AARC Member List – \$7,000	Variable by order	

# 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
*Compatible with Medium Rectangle only		Rates are Net

## eNewsletters

### eTOC

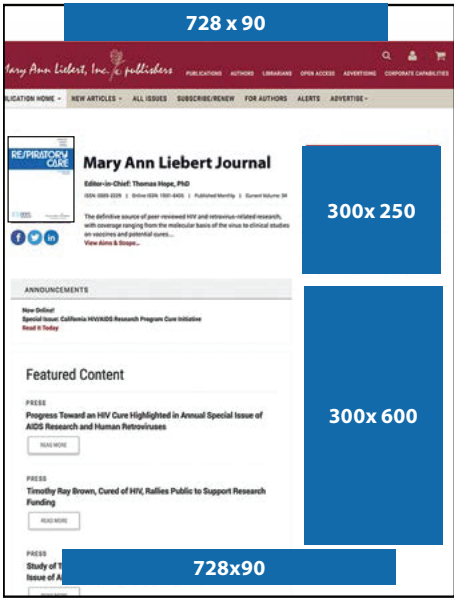
Position	Size(s)	1x
Leaderboard with 75-word Custom Content	600x74	\$4,195
Medium Rectangle Only	300x250	\$3,595

## 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

## AARC News (delivered weekly)

Position	Size(s)	1x
Top Leaderboard	600x74	\$1,595
Middle Leaderboard	600x74	\$1,395
Bottom Leaderboard	300x250	\$1,195



Contact: Mary Ann Leibert  
representative:  
Marcy Sivitz, msivitz@leibert pub.com

# Rates & Specs

## Integrated Marketing Solutions

### Supplements

Sponsored Package	Custom
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### 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
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### 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	\$18,500
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Contact: Mary Ann Leibert representative:  
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