The American Association for Respiratory Care

2022 MEDIA KIT

REACH YOUR TARGET
with the Most Recognized Brand in Respiratory Care

CONNECTING TO OVER 40,000 RESPIRATORY THERAPISTS
DIRECTORY

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CONTACT US

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(972) 243-2272

Sarah Vaughn
Advertising Sales
sarah.vaughn@aarc.org
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(972) 243-2272

JOB RECRUITMENT ADVERTISING
AARC Respiratory Jobs
Visit https://www.aarc.org/careers/job-board/ to learn more and post a job.

MAILING LISTS
sarah.vaughn@aarc.org
9425 N MacArthur Blvd, Suite 100
Irving, TX 75063
(972) 243-2272

ADDITIONAL ADVERTISING OPTIONS ARE AVAILABLE
Contact us for more information.
Website, e-Newsletter and retargetting advertising
salesinquiries@multiview.com

AMERICAN ASSOCIATION FOR RESPIRATORY CARE
9425 N MacArthur Blvd, Suite 100 • Irving, TX 75063
(972) 243-2272
info@aarc.org
www.AARC.org
The AARC Connects You with Respiratory Therapists

More than Anyone Else

The 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.

About the AARC

Founded in 1947, the AARC is a not-for-profit professional association with more than 40,000 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 healthcare, 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 AARC is the foremost professional association promoting respiratory therapists.

The AARC advances professional excellence and science in the practice of respiratory therapy, serving the profession, patients, caregivers and the public.

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.
Highly Targeted Media Channels for Advertising

The AARC delivers widely read publications, online services and e-media directly to over 40,000 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 Advertising
- Mailing Lists
- Podcast Advertising
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

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff Therapist</td>
<td>39%</td>
</tr>
<tr>
<td>Other (Unspecified RTs, Sales, Home Care)</td>
<td>31%</td>
</tr>
<tr>
<td>Manager</td>
<td>13%</td>
</tr>
<tr>
<td>Clinical Specialist (Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep)</td>
<td>9%</td>
</tr>
<tr>
<td>Student (Work part-time in clinical setting)</td>
<td>4%</td>
</tr>
<tr>
<td>Educator/Instructor (Work part-time in clinical setting)</td>
<td>3%</td>
</tr>
<tr>
<td>Medical Director</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Members Work Where Your Products Are Used

- **Hospital**
- **Long-Term Acute Care Hospital/SNF**
- **Industry/Pharmaceutical**
- **Respiratory Education/Clinical Instruction**
- **Home Care/DME**
- **Other (Sleep Lab, Military, Physician Office, Outpatient Facility, Agency)**

*SOURCE: Analysis of AARC Membership Rolls as of September 1, 2021.*
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.

More Than 65 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 2.252.

Source: http://rc.rcjournal.com
## 2022 Respiratory Care JOURNAL ADVERTISING RATES

### Respiratory Care 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline Due</th>
<th>Ad Materials Due</th>
<th>Mails Original Research, Reviews, Editorials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>November 17, 2021</td>
<td>November 23, 2021</td>
<td>December 22, 2021</td>
</tr>
<tr>
<td>February</td>
<td>December 30, 2021</td>
<td>January 5, 2022</td>
<td>January 27, 2022</td>
</tr>
<tr>
<td>March</td>
<td>January 27, 2022</td>
<td>February 2, 2022</td>
<td>February 26, 2022</td>
</tr>
<tr>
<td>April</td>
<td>March 2, 2022</td>
<td>March 8, 2022</td>
<td>March 30, 2022</td>
</tr>
<tr>
<td>May</td>
<td>March 26, 2022</td>
<td>April 1, 2022</td>
<td>April 27, 2022</td>
</tr>
<tr>
<td>June</td>
<td>April 27, 2022</td>
<td>May 3, 2022</td>
<td>May 27, 2022</td>
</tr>
<tr>
<td>July</td>
<td>June 1, 2022</td>
<td>June 7, 2022</td>
<td>June 30, 2022</td>
</tr>
<tr>
<td>August</td>
<td>July 1, 2022</td>
<td>July 7, 2022</td>
<td>July 30, 2022</td>
</tr>
<tr>
<td>September</td>
<td>July 31, 2022</td>
<td>August 6, 2022</td>
<td>August 31, 2022 BONUS DISTRIBUTION: AARC Congress 2022, NEW ORLEANS</td>
</tr>
<tr>
<td>October</td>
<td>August 28, 2022</td>
<td>September 3, 2022</td>
<td>September 30, 2022 BONUS DISTRIBUTION: AARC Congress 2022, NEW ORLEANS</td>
</tr>
<tr>
<td>November</td>
<td>September 25, 2022</td>
<td>October 1, 2022</td>
<td>October 27, 2022</td>
</tr>
<tr>
<td>December</td>
<td>October 28, 2022</td>
<td>November 3, 2022</td>
<td>November 30, 2022</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,650</td>
<td>$2,550</td>
<td>$2,350</td>
<td>$2,125</td>
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<tr>
<td>1/2 Page</td>
<td>$1,825</td>
<td>$1,750</td>
<td>$1,650</td>
<td>$1,575</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,825</td>
<td>$1,500</td>
<td>$1,425</td>
<td>$1,350</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,275</td>
<td>$950</td>
<td>$875</td>
<td>$800</td>
</tr>
</tbody>
</table>

Rate Card # 50 Effective with January 2022 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.

### Mechanical Specifications

### Advertising Submission Requirements

### Rules and Regulations for Advertisers
2022 Respiratory Care JOURNAL PODCAST ADVERTISING

Captive, Targeted Audience

Share a pre-roll message for your brand prior to the start of an AARC Podcast! The Respiratory Care Journal podcast is narrated by Editor in Chief Richard D. Branson MSc, RRT, FAARC, highlighting the papers in that month’s issue of the Journal. 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.

Respiratory Care 2022 Podcast Broadcast Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 1, 2021</td>
</tr>
<tr>
<td>February</td>
<td>January 2, 2022</td>
</tr>
<tr>
<td>March</td>
<td>February 1, 2022</td>
</tr>
<tr>
<td>April</td>
<td>March 1, 2022</td>
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<tr>
<td>May</td>
<td>April 1, 2022</td>
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<td>June</td>
<td>May 1, 2022</td>
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<tr>
<td>July</td>
<td>June 1, 2022</td>
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<tr>
<td>August</td>
<td>July 1, 2022</td>
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<tr>
<td>September</td>
<td>August 1, 2022</td>
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<tr>
<td>October</td>
<td>September 1, 2022</td>
</tr>
<tr>
<td>November</td>
<td>October 1, 2022</td>
</tr>
<tr>
<td>December</td>
<td>November 1, 2022</td>
</tr>
</tbody>
</table>

Podcasts will be aired the first week of each month

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 News 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

* Note that podcasts are posted by the first of the month and we recognize the company in the banner during the first week of the month. The company logo is shown on the podcast page for the entire month. Once the podcast is posted, it resides on SoundCloud and iTunes indefinitely; we never take it down. Multiple-episodes sponsorships will allow one ad. Changing out ads every month will require the purchase of single-episode sponsorships.

CONTACT: Sarah Vaughn, Advertising Sales
sarah.vaughn@aarc.org • (972) 406-4656
9425 N MacArthur Blvd, Suite 100 • Irving, TX 75063
## 2022 WEBCAST ADVERTISING

<table>
<thead>
<tr>
<th>RCJournal Cast</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner</td>
<td>1 Comp</td>
<td></td>
</tr>
<tr>
<td>Non-partner</td>
<td>$3,500</td>
<td></td>
</tr>
<tr>
<td>Special Webcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>$6,000</td>
<td></td>
</tr>
<tr>
<td>Non-partner</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Non-AARC Webcast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Non-partner</td>
<td>$5,500</td>
<td></td>
</tr>
</tbody>
</table>

### AARC Webcast and RESPIRATORY CARE JournalCast Sponsorships

AARC Webcasts and RESPIRATORY CARE JournalCasts (Editor’s Choice manuscripts) are current clinical topics that provide continuing education provided by clinical experts in the respiratory care profession. These programs are provided through our online webcast, digital format to a live audience, as well as recorded and made available in an on-demand format after the live broadcast.

These programs have become widely favored by the respiratory care profession and typically house 500-800 participants during the live event. Many of our more popular broadcasts are archived and accessed 100’s of times over subsequent months/years.

You can find webcasts currently at [http://www.aarc.org/upcoming-programs/](http://www.aarc.org/upcoming-programs/).

### Special Journal Webcast Sponsorships

**Corporate Partner Sponsorship Cost: $6,000 ($7,500 Non-Partners)**

AARC Special Journal Webcast are peer-reviewed, original research journal publications from AARC-approved scientific journals, that provide continuing education (CRCE) by clinical experts in the respiratory care profession. These programs are provided through our online, digital webcast platform to a live audience, as well as, recorded and made available in an on-demand format after the live broadcast.

These programs have become widely favored by the respiratory care profession and typically house 400-600 participants during the live event. Many of our more popular broadcasts once archived are accessed hundreds of times over subsequent months/years until determined by AARC to be dated and removed from the archives.

### Advertising Sponsorships of Non-AARC Education Webcasts

**Rate: $5,500 (discounts for various Partner levels)**

Continuing education is the learning process used by professionals to keep abreast of changes in their respective fields to improve the quality of services they offer. In the context of respiratory therapy, continuing education can help the therapist maintain knowledge and skill while providing new information to modernize the therapeutic and diagnostic techniques learned in formal education.

AARC recognizes the need to provide a diverse array of educational topics and opportunities for the respiratory care profession that is not included in our portfolio of courses at AARCU.

CONTACT: Pam S. Russell, Partner and Industry Relations

pam.russell@aarc.org  •  (972) 243-2272  •  9425 N MacArthur Blvd, Suite 100  •  Irving, TX 75063
2022 E-Newsletters

All Advertising Options for AARC E-Newsletters

Advertise in any of the AARC’s targeted e-newsletters to reach AARC members. Produced in-house, or in partnership with our publishing partner, Multiview, they’re the perfect way to connect with our diverse audiences!

### AARC E-NEWSLETTERS

**AARC News**
Weekly e-newsletter showcasing the latest news and information about the profession and the AARC. The most recognized e-newsletter in respiratory care. Sent every Thursday.

**Summer Forum**
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.

**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.

### AARC E-NEWSLETTERS PRICING

<table>
<thead>
<tr>
<th>AARC News</th>
<th>Banner 1: $1,575 per issue</th>
<th>Banner 2: $975 per issue</th>
<th>Banner 3: $825 per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Forum Email</td>
<td>Banner 1: $1,325 per issue</td>
<td>Banner 2: $875 per issue</td>
<td>Banner 3: $650 per issue</td>
</tr>
<tr>
<td>AARC Congress News</td>
<td>Banner 1: $1,325 per issue</td>
<td>Banner 2: $875 per issue</td>
<td>Banner 3: $650 per issue</td>
</tr>
</tbody>
</table>

*Banner sizes 728x90

**Mechanical Specifications**

**Advertising Submission Requirements**

**Rules and Regulations for Advertisers**

FOR ADVERTISING INFORMATION CONTACT: [SARAH.VAUGHN@AARC.ORG](mailto:SARAH.VAUGHN@AARC.ORG)
2022 E-Newsletters Continued

All Advertising Options for AARC E-Newsletters

Advertise in any of the AARC’s targeted e-newsletters to reach AARC members. Produced in-house, or in partnership with our publishing partner, Multiview, they’re the perfect way to connect with our diverse audiences!

AARC/MULTIVIEW E-NEWSLETTERS

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.

Respiratory Care Table of Contents (TOC)
Twelve (12) issues sent throughout the year to AARC members and subscribers with links to the monthly journal and peer-reviewed research.

Respiratory Care Week
Eight (8) 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.

AARC/MULTIVIEW E-NEWSLETTERS PRICING

Career News
Banner 1: $3,500 for six (6) issues
Banner 2: $3,100 for six (6) issues
Banner 3: $2,800 for six (6) issues

Respiratory Care Table of Contents (TOC)
Banner 1: $3,500 for twelve (12) issues
Banner 2: $3,100 for twelve (12) issues
Banner 3: $2,800 for twelve (12) issues

Respiratory Care Week
Banner 1: $2,500 for eight (8) issues
Banner 2: $2,250 for eight (8) issues
Banner 3: $1,950 for eight (8) issues

FOR ADVERTISING INFORMATION CONTACT: SALESINQUIRIES@MULTIVIEW.COM
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. Produced in partnership with Multiview, Specialty Section e-Newsletter advertising connects you with these targeted audiences.

**Specialty Section E-News**

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.

**Specialty Section Advertising Exclusive Package**

Multi-View 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, advertising display near footer)
- AARConnect Website Display Ad* in AARConnect’s Specialty Section (on recent discussion posts from the community, advertising displays near top)

AARC Ad content includes:
- AARConnect Discussion Post Ad* on each discussion post for Specialty Section Communities (members access this page to read online discussions - AARC)

**Pricing & Specifications for Specialty Section**

**Adult Acute/Neonatal Pediatrics/Leadership & Management/ Education**

Banner 1: $2,500 | Banner 2: $2,250 | Banner 3: $1,950

Diagnostic/Sleep/Ambulatory & Post Acute Care/Transport

Banner 1: $2,250 | Banner 2: $1,800 | Banner 3: $1,350

**Specifications:**
- Specialty Section E-News: Banner: 728x90px | 40kb | .jpg or .gif
- AARConnect Display Discussion Ad and Daily Digest Display Ad: 728x90px | 40kb | .jpg or .gif

Information taken from July 2022 Subscriber List

FOR ADVERTISING INFORMATION CONTACT: SALESINQUIRIES@MULTIVIEW.COM
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 including AARC.org, respiratorycaremarketplace.com, AARConnect, AARC Newsroom, 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 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

FOR ADVERTISING INFORMATION CONTACT: SALESINQUIRIES@MULTIVIEW.COM
## 2022 AARC WEBSITE ADVERTISING PRICING

The following placements give your company the attention it deserves in front of the 41,000 members who visit the AARC websites.

### AARC.ORG and AARC Newsroom

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Description</th>
<th>Availability &amp; Rate</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard Campaign</strong></td>
<td>Campaign consists of a Leaderboard ad that is located on select interior pages aarc.org and the homepage of AARConnect. Availability is limited – only 20 offered per year. Rate: $8,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Box Ad Campaign</strong></td>
<td>Campaign consists of a Box Ad that is located on the homepage of AARConnect. Availability is limited – only 20 offered per year. Rate: $5,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Package Campaign</strong></td>
<td>Includes both campaigns at a discounted rate. Rate: $9,500</td>
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</tr>
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</table>

### Respiratory Care Journal

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Description</th>
<th>Availability &amp; Rate</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Box Ad 1 Campaign</strong></td>
<td>This digital ad consists of a box ad on the right side of the page on rc.rcjournal.com and is run of site. Availability is limited - only 10 offered per year. Rate: $3,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Box Ad 2 Campaign</strong></td>
<td>This digital ad consists of a box ad on the right side of the page on rc.rcjournal.com and is run of site. Availability is limited - only 10 offered per year. Rate: $3,250</td>
<td></td>
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</tr>
<tr>
<td><strong>Package Campaign</strong></td>
<td>Includes both campaigns at a discounted rate. Rate: $6,790</td>
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</tr>
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</table>

### AARConnect

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Description</th>
<th>Availability &amp; Rate</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard Campaign</strong></td>
<td>This digital ad consists of a horizontal leaderboard banner on the AARC Newsroom site and is run of site. Availability is limited - only 10 offered per year. Rate: $3,950</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Box Ad 1 Campaign</strong></td>
<td>This digital ad consists of a box ad on the right side of the page on the AARC Newsroom site and is run of site. Availability is limited - only 10 offered per year. Rate: $3,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Package Campaign</strong></td>
<td>Includes both campaigns at a discounted rate. Rate: $5,950</td>
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</tr>
</tbody>
</table>

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FOR ADVERTISING INFORMATION CONTACT: SALESINQUIRIES@MULTIVIEW.COM
2022 AARC WEBSITE RETARGETING PRICING

Partnering with Multiview, Inc., offers AARC the opportunity to offer programmatic advertising on the AARC website(s).

**What you get with an AARC retargeting campaign:**
- **RIGHT AUDIENCE**
  - Your message reaches association site visitors across the web.
- **CUSTOM CREATIVE**
  - Custom creative delivers impactful messaging.
- **REPORTING & ANALYSIS**
  - Insightful reporting gives you confidence in your campaign.
- **MOBILE OPTIMIZATION**
  - Optimization ensures your ads are seen on mobile devices.
- **SITE RETARGETING (OPTIONAL)**
  - Retargeting your own site visitors enhances your campaign.

**Retargeting Campaign(s):**
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.

**AARC.org:**
Cost - $5,950/year
This opportunity is limited.

**Respiratory Care Journal - rc.rcjournal.com:**
Cost - $4,500/year
This opportunity is limited.

FOR ADVERTISING INFORMATION CONTACT: SALESINQUIRIES@MULTIVIEW.COM
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

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<th>AARC Members</th>
<th>Non-members</th>
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<td>$450 (Net)</td>
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- Updated Career Center webpage with new posting features
- Unlimited characters
- 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.

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 days
- 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.

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- 1 Time Twitter post $50

Individual Advertising Options Available with 30-day job posting:

- 1 Time Twitter post $50

Statistics:

- Yearly Page Views (Impressions) 24,447
- Yearly - Users (Visitors) 1,133,609
- Monthly Page Views (Impressions) 706,969
- Monthly - Users (Visitors) 94,467

- Weekly Page Views (Impressions) 163,147
- Weekly - Users (Visitors) 21,800
- Daily Page Views (Impressions) 23,243
- Daily - Users (Visitors) 3,106
2022 JOB RECRUITMENT ADVERTISING

AARC International Congress Digital Job Board Advertising Package*

• Recruitment Ads displayed throughout the Convention Center and Exhibit Hall video monitors during Congress 2022
• 30-day AARC Job Board posting on the AARC Job Board
• 1 listing in the AARC Career e-Newsletter

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).
• Font size should not be smaller than 24 pt.
• QR Code must be included in ad.
• Include logo, company name, position and location.
• All ads are subject to approval.

AARC Members $320 (Net)
Non-members $320 (Net)

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

Member rate: $590 (Net)
Non-member rate: $590 (Net)

Ready to post a recruitment position to the AARC Career Center website? Please email respiratory.jobs@aarc.org or visit https://www.aarc.org/careers/job-board/.

Contact: AARC Respiratory Jobs
Respiratory.jobs@aarc.org  •  (972) 243-2272
9425 N MacArthur Blvd, Suite 100, Irving, TX 75063

*This package is available for purchase starting September 1, 2022. The last day to purchase this package is October 1, 2022. Files received by October 1, 2022 in order to be included in the newsletter and congress advertising package.
Mailing List Rental (2022)

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
- 5,000-10,000 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 lists are not available.

For more information please visit: https://www.aarc.org/resources/publications/media-kit/basic-information-rates/

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 is 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.