The AARC Connects You with Respiratory Therapists

About the AARC
Founded in 1947, the AARC is a not-for-profit professional association with more than 45,000 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 AARC is the foremost professional association promoting respiratory therapists.

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 45,000 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>Percentage</th>
<th>Job Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>Staff Therapist</td>
<td></td>
</tr>
<tr>
<td>31%</td>
<td>Other</td>
<td>(Unspecified RTs, Sales, Home Care)</td>
</tr>
<tr>
<td>13%</td>
<td>Manager</td>
<td></td>
</tr>
<tr>
<td>9%</td>
<td>Clinical Specialist</td>
<td>(Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep)</td>
</tr>
<tr>
<td>4%</td>
<td>Student</td>
<td>(Work part-time in clinical setting)</td>
</tr>
<tr>
<td>3%</td>
<td>Educator/Instructor</td>
<td>(Work part-time in clinical setting)</td>
</tr>
<tr>
<td>1%</td>
<td>Medical Director</td>
<td></td>
</tr>
</tbody>
</table>

Members Work Where Your Products Are Used

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

*SOURCE: Analysis of AARC Membership Rolls as of August 1, 2020.*
AARC Newsroom

Kicking off with 2021, the AARC Newsroom will be your one-stop source for AARC-generated news and industry-trending content. The Newsroom gives members a professional and engaging information resource, helping them stay aware of relevant professional trends and apply best practices in their daily patient care.

The AARC Newsroom website will feature content posted throughout each week of the year. In addition to general website traffic, these posts will be shared through AARC social media platforms and directly with members through the weekly AARC News email newsletter.

Written by AARC staff and field experts, articles will fall into the following topics each month:

- Advocacy
- Career Advancement
- Chronic Disease
- Clinical Perspectives
- General Counsel
- Good Press
- Leadership
- Member Benefits
- Networking
- Patient Care
- Students/Early Professionals
- Ventilation

NOTE: Due to author availability and/or other trending circumstances, topic-frequency is subject to change.

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.

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.

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 Newsroom – featuring late-breaking news and industry updates.
AARC Newsroom

AARC Newsroom 2021 Advertising Rates

The AARC Newsroom offers a variety of advertising options: Newsroom homepage ads, article archive page ads, and in-article ads.

Newsroom Homepage

The Newsroom homepage will feature the five most recent articles posted. It will also include a Media section, spotlighting latest videos and podcast episodes. Users may also jump to their topic of choice through a collection of links to major Newsroom topics.

Newsroom Archive Page

Users wanting to read beyond the five featured articles on the Newsroom homepage will select “View All” to access the archive page. The archive page lists all articles posted in chronological order starting with the most recent posts. Users may filter articles by topic to better find their desired content.

Newsroom Article Pages

Newsroom articles will include an opportunity for an in-article ad spot; however, this will only apply to featured clinical articles. Users will access articles through Newsroom navigation as well as through direct links promoted through AARC communication channels.

<table>
<thead>
<tr>
<th>Website (15 rotating slots)</th>
<th>Placement</th>
<th>12 month (consecutive)</th>
<th>6 month (consecutive)</th>
<th>3 month (consecutive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Page/Archive Page</td>
<td>Leaderboard</td>
<td>$10,000</td>
<td>$6,900</td>
<td>$3,950</td>
</tr>
<tr>
<td></td>
<td>Ad Slot 2 (Box)</td>
<td>$7,950</td>
<td>$5,575</td>
<td>$3,375</td>
</tr>
<tr>
<td></td>
<td>Ad Slot 3 (Box)</td>
<td>$6,375</td>
<td>$5,250</td>
<td>$2,995</td>
</tr>
</tbody>
</table>

Exclusive Ad spot for one month

| Article Page (1,000 + words) | Mid-Article Box (x1 placement) | $3,000 |

MEDIA KIT

2021

AARC Newsroom 2021 Advertising Rates

The AARC Newsroom offers a variety of advertising options: Newsroom homepage ads, article archive page ads, and in-article ads.

Newsroom Homepage

The Newsroom homepage will feature the five most recent articles posted. It will also include a Media section, spotlighting latest videos and podcast episodes. Users may also jump to their topic of choice through a collection of links to major Newsroom topics.

Newsroom Archive Page

Users wanting to read beyond the five featured articles on the Newsroom homepage will select “View All” to access the archive page. The archive page lists all articles posted in chronological order starting with the most recent posts. Users may filter articles by topic to better find their desired content.

Newsroom Article Pages

Newsroom articles will include an opportunity for an in-article ad spot; however, this will only apply to featured clinical articles. Users will access articles through Newsroom navigation as well as through direct links promoted through AARC communication channels.

<table>
<thead>
<tr>
<th>Website (15 rotating slots)</th>
<th>Placement</th>
<th>12 month (consecutive)</th>
<th>6 month (consecutive)</th>
<th>3 month (consecutive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Page/Archive Page</td>
<td>Leaderboard</td>
<td>$10,000</td>
<td>$6,900</td>
<td>$3,950</td>
</tr>
<tr>
<td></td>
<td>Ad Slot 2 (Box)</td>
<td>$7,950</td>
<td>$5,575</td>
<td>$3,375</td>
</tr>
<tr>
<td></td>
<td>Ad Slot 3 (Box)</td>
<td>$6,375</td>
<td>$5,250</td>
<td>$2,995</td>
</tr>
</tbody>
</table>

Exclusive Ad spot for one month

| Article Page (1,000 + words) | Mid-Article Box (x1 placement) | $3,000 |
### AARC Newsroom Deadlines and Policies

#### Advertising Schedule*

Newsroom ads will start on the 1st of each month. Ads will rotate through their designated zones throughout the length of the advertising agreement. **Contracts must be completed and approved 14 days prior to the 1st to make the next month’s ad schedule.**

<table>
<thead>
<tr>
<th>Month</th>
<th>Close Date</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 18, 2020</td>
<td>December 25, 2020</td>
</tr>
<tr>
<td>February</td>
<td>January 18, 2021</td>
<td>January 25, 2021</td>
</tr>
<tr>
<td>March</td>
<td>February 15, 2021</td>
<td>February 22, 2021</td>
</tr>
<tr>
<td>April</td>
<td>March 18, 2021</td>
<td>March 25, 2021</td>
</tr>
<tr>
<td>May</td>
<td>April 17, 2021</td>
<td>April 24, 2021</td>
</tr>
<tr>
<td>June</td>
<td>May 18, 2021</td>
<td>May 25, 2021</td>
</tr>
<tr>
<td>July</td>
<td>June 17, 2021</td>
<td>June 24, 2021</td>
</tr>
<tr>
<td>August</td>
<td>July 18, 2021</td>
<td>July 25, 2021</td>
</tr>
<tr>
<td>September</td>
<td>August 18, 2021</td>
<td>August 25, 2021</td>
</tr>
<tr>
<td>October</td>
<td>September 19, 2021</td>
<td>September 24, 2021</td>
</tr>
<tr>
<td>November</td>
<td>October 18, 2021</td>
<td>October 25, 2021</td>
</tr>
<tr>
<td>December</td>
<td>November 17, 2021</td>
<td>November 24, 2021</td>
</tr>
</tbody>
</table>

* Dates subject to change

#### Mechanical Specifications

#### Advertising Submission Requirements

#### Rules and Regulations for Advertisers
The Official Science Journal of the AARC

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

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.
# Respiratory Care 2021 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, 2020</td>
<td>November 23, 2020</td>
<td>December 22, 2020</td>
</tr>
<tr>
<td>February</td>
<td>December 30, 2020</td>
<td>January 5, 2021</td>
<td>January 27, 2021</td>
</tr>
<tr>
<td>March</td>
<td>January 27, 2021</td>
<td>February 2, 2021</td>
<td>February 26, 2021</td>
</tr>
<tr>
<td>April</td>
<td>March 2, 2021</td>
<td>March 8, 2021</td>
<td>March 30, 2021</td>
</tr>
<tr>
<td>May</td>
<td>March 26, 2021</td>
<td>April 1, 2021</td>
<td>April 27, 2021</td>
</tr>
<tr>
<td>June</td>
<td>April 27, 2021</td>
<td>May 3, 2021</td>
<td>May 27, 2021</td>
</tr>
<tr>
<td>July</td>
<td>June 1, 2021</td>
<td>June 7, 2021</td>
<td>June 30, 2021</td>
</tr>
<tr>
<td>August</td>
<td>July 1, 2021</td>
<td>July 7, 2021</td>
<td>July 30, 2021</td>
</tr>
<tr>
<td>September</td>
<td>July 31, 2021</td>
<td>August 6, 2021</td>
<td>August 31, 2021</td>
</tr>
<tr>
<td>October</td>
<td>August 28, 2021</td>
<td>September 3, 2021</td>
<td>September 30, 2021</td>
</tr>
<tr>
<td>November</td>
<td>September 25, 2021</td>
<td>October 1, 2021</td>
<td>October 27, 2021</td>
</tr>
<tr>
<td>December</td>
<td>October 28, 2021</td>
<td>November 3, 2021</td>
<td>November 30, 2021</td>
</tr>
</tbody>
</table>

## Pricing for Preferred Positions

**Rate Card #50 Effective with January 2021 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.

### PRICING FOR PREFERRED POSITIONS

- **Inside Front Cover:** 5% extra
- **Inside Back Cover:** 5% extra
- **Back Cover:** 10% extra

## Advertising Submission Requirements

- **Mechanical Specifications**
- **Rules and Regulations for Advertisers**
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 2021 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, 2021</td>
</tr>
<tr>
<td>March</td>
<td>February 1, 2021</td>
</tr>
<tr>
<td>April</td>
<td>March 1, 2021</td>
</tr>
<tr>
<td>May</td>
<td>April 1, 2021</td>
</tr>
<tr>
<td>June</td>
<td>May 1, 2021</td>
</tr>
<tr>
<td>July</td>
<td>June 1, 2021</td>
</tr>
<tr>
<td>August</td>
<td>July 1, 2021</td>
</tr>
<tr>
<td>September</td>
<td>August 1, 2021</td>
</tr>
<tr>
<td>October</td>
<td>September 1, 2021</td>
</tr>
<tr>
<td>November</td>
<td>October 1, 2021</td>
</tr>
<tr>
<td>December</td>
<td>November 1, 2021</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

Respiratory Care 2021 Podcast Broadcast Calendar
2021 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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Special Webcast</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner</td>
<td>$6,000</td>
<td></td>
</tr>
<tr>
<td>Non-partner</td>
<td>$7,500</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Non-AARC Webcast</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<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/.

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: Paul Miniter, Partner and Industry Relations
paul.miniter@aarc.org • (215) 378-9340 • 9425 N MacArthur Blvd, Suite 100 • Irving, TX 75063
E-Newsletters

All Advertising Options for AARC E-Newsletters
Advertise in any of the AARC’s targeted e-newsletters to reach AARC members.

NEWS

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.

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

AARC Respiratory Care Showcase
Quarterly e-newsletter highlighting new respiratory products. The Showcase helps respiratory managers make departmental purchases.

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.

CONVENTIONS & MEETINGS

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.

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.
## E-Newsletter

### 2021 E-Newsletter Advertising Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Banner 1</th>
<th>Banner 2</th>
<th>Banner 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. AARC News (Weekly) x 1</td>
<td>$1,575</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Career News x1</td>
<td>$1,575</td>
<td>$975</td>
<td>$825</td>
</tr>
<tr>
<td>3. Respiratory Care TOC x 1</td>
<td>$1,575</td>
<td>$975</td>
<td>$825</td>
</tr>
<tr>
<td>4. AARC Respiratory Showcase e-newsletter</td>
<td></td>
<td>$1,750</td>
<td></td>
</tr>
<tr>
<td>5. Respiratory Care Week</td>
<td>$1,575</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Summer Forum Email</td>
<td>$1,325 - 1x / $3,495 - 3x</td>
<td>$875 - 1x / $2,125 - 3x</td>
<td>$650 - 1x / $1,775 - 3x</td>
</tr>
<tr>
<td>7. AARC Congress News</td>
<td>$1,325</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6 Ad Spaces available - For more specifications see page 15

Specifications: Banner 1, 2, 3, 600 x 100; Skyscrapers 1, 2 160 x 600

---

**Mechanical Specifications**

**Advertising Submission Requirements**

**Rules and Regulations for Advertisers**
E-Newsletters

Specialty Section E-News

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 connects you with these targeted audiences.

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 per ad (Discount provided for multiple insertions.) Combo w/ Connect $2,000.

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.
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, AARConnect 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 MARKETPLACE ADVERTISING INFORMATION CONTACT: MULTIVIEW • AARC@MULTIVIEW.COM
2021 AARC Website ADVERTISING PRICING

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:* $8,750
*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:* $5,750
*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

**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:* $5,625
*Specifications:* 728p x 90p

**Journal Box Ad 1**
This digital ad consists of a box ad on the right side of the page on rc.rcjournal.com. Availability is limited - only 10 offered per year.
*Rate:* $3,250
*Specifications:* 300p x 250p

**Journal Box Ad 2**
This digital ad consists of a box ad on the right side of the page (below sky 1) on rc.rcjournal.com. Availability is limited - only 10 offered per year.
*Rate:* $3,250
*Specifications:* 300p x 250p

**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

FOR MARKETPLACE ADVERTISING INFORMATION CONTACT: MULTIVIEW • AARC@MULTIVIEW.COM
WEBSITE ADVERTISING SIZES*

<table>
<thead>
<tr>
<th>Ads</th>
<th>Display Ad Sizes</th>
<th>DPI - Resolution</th>
<th>Color Mode</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 W x 90 H (pixels)</td>
<td>72</td>
<td>RGB</td>
<td>JPG/GIF</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 W x 600 H (pixels)</td>
<td>72</td>
<td>RGB</td>
<td>JPG/GIF</td>
</tr>
<tr>
<td>Box</td>
<td>300 W x 250 H (pixels)</td>
<td>72</td>
<td>RGB</td>
<td>JPG/GIF</td>
</tr>
</tbody>
</table>

* 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.
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

<table>
<thead>
<tr>
<th></th>
<th>AARC Members</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td><strong>$450 (Net)</strong></td>
<td><strong>$680 (Net)</strong></td>
</tr>
</tbody>
</table>

• Updated Career Center webpage with new posting features
• Limited to 2,000-2,500 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
• Video addition to job posting*** $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

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.

<table>
<thead>
<tr>
<th></th>
<th>AARC Members</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td><strong>$720 (Net)</strong></td>
<td><strong>$820 (Net)</strong></td>
</tr>
</tbody>
</table>

• 1 Time Twitter post $50
• Video addition to job posting*** $50
2021 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 2021
• 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, 2021. The last day to purchase this package is October 1, 2021.

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.
• URL 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)

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
9425 N MACARTHUR BLVD, SUITE 100, IRVING, TX 75063

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

Member rate: $590 net
Non-member rate: $590 net

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

Files need to be received by the AARC by October 6, 2021 in order to be included in the newsletter and congress advertising package. The online agreement must be completed by October 6, 2021. Billing and credit card processing will be completed at the end of November. (Deadlines are subject to change)
AARC MAILING LIST

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
- 5,000-10,000 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:
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 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.