



**American Association  
for Respiratory Care**

**Reach more than 40,000 RT leaders and care providers  
in all specialties and across the continuum of care.**

# THE AARC CONNECTS YOU WITH RESPIRATORY THERAPISTS

## MORE THAN ANYONE ELSE

The AARC offers numerous advertising options to deliver your targeted messaging through a variety of media channels including 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 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.

**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.**

## AARC 2023-2025 STRATEGIC PATHWAYS



### ENGAGE

We will build and strengthen a diverse and inclusive professional community



### ELEVATE

We will advance the recognition and role of respiratory therapists.



### ADVOCATE

We will champion policies and initiatives that enhance respiratory care.



### EDUCATE

We will deliver premier, evidence-based learning opportunities and promote the art and science of respiratory care

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CONTACTS FOR EACH MEDIA FORMAT WILL APPEAR ON THE RESPECTIVE PAGE



# THE AARC MEMBER: DEMOGRAPHICS

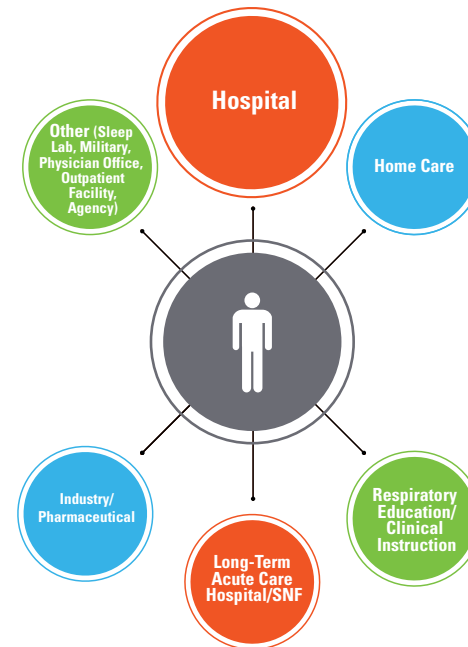
## AARC MEMBERS ARE MORE THAN JUST A NUMBER

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

- 39%** Staff Therapist
- 31%** Other  
(Unspecified RTs, Sales, Home Care)
- 13%** Manager
- 9%** Clinical Specialist  
(Diagnostic/Pulmonary Function Technician, Disease Manager, Sleep)
- 4%** Student  
(Work part-time in clinical setting)
- 3%** Educator/Instructor  
(Work part-time in clinical setting)
- 1%** Medical Director

## MEMBERS WORK WHERE YOUR PRODUCTS ARE USED



\*SOURCE: Analysis of AARC Membership Rolls as of September 1, 2022.

# HIGHLY TARGETED MEDIA CHANNELS FOR ADVERTISING



## THE AARC DELIVERS WIDELY READ PUBLICATIONS, ONLINE SERVICES AND E-MEDIA DIRECTLY TO OVER 40,000 MEMBERS.

### A BROAD SCOPE OF ADVERTISING OPTIONS AND MEDIA

Various media channels are offered to strategically reach your target as often as needed.

#### Publications and Newsletters

- AARC News
- Career News
- Specialty Sections
- RESPIRATORY CARE TOC
- RC Buzz

#### Email Banner Ads

- Congress
- Summer Forum
- RC Week

#### Sponsored Media

- Sponsored Social Post
- Sponsored Email

#### Website Banner & Recruitment Ads

- AARC
- RESPIRATORY CARE Journal
- Newsroom
- AARConnect
- Career Center

#### Mailing Lists Rental

#### Conventions & Meetings

- Signage
- Sponsorships
- Event Advertising

#### Webinar and Podcasts

- AARC Podcasts
- Non-AARC Education Webcasts
- RESPIRATORY CARE Journal Podcast

#### Sponsorships

- White Papers, Guides, Education

# 2023 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 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

AARC NEWS		1 Issue	4 Issues 1 Month 5% Discount	12 Issues 3 Month 10% Discount	24 Issues 6 Month 15% Discount
728x90	Banner 1	\$1,575	\$5,985	\$17,010	\$32,130
728x90	Banner 2	\$975	\$3,705	\$10,530	\$19,890
728x90	Banner 3	\$825	\$3,135	\$19,890	\$16,830

SUMMER FORUM EMAIL		
728x90	Banner 1	\$1,325 per issue
728x90	Banner 2	\$875 per issue
728x90	Banner 3	\$650 per issue
AARC CONGRESS NEWS		
728x90	Banner 1	\$1,325 per issue
728x90	Banner 2	\$875 per issue
728x90	Banner 3	\$650 per issue

### ADVERTISING SUBMISSION REQUIREMENTS

### RULES AND REGULATIONS FOR ADVERTISERS



# 2023 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)

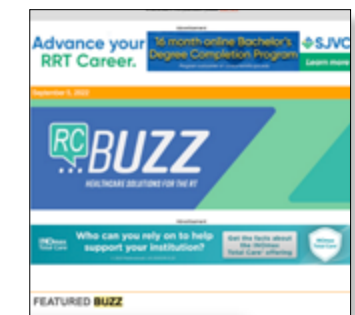
Twelve (12) issues sent throughout the year to AARC members and subscribers with links to the monthly journal and peer-reviewed research.

### 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.



CAREER NEWS		
728x90	Banner 1	\$3,500 for six (6) issues
728x90	Banner 2	\$3,100 for six (6) issues
728x90	Banner 3	\$2,800 for six (6) issues
RESPIRATORY CARE TOC		
728x90	Banner 1	\$3,500 for twelve (12) issues
728x90	Banner 2	\$3,100 for twelve (12) issues
728x90	Banner 3	\$2,800 for twelve (12) issues
RESPIRATORY CARE WEEK		
728x90	Banner 1	\$2,500 for eight (8) issues
728x90	Banner 2	\$2,250 for eight (8) issues
728x90	Banner 3	\$1,950 for eight (8) issues



# 2023 SPECIALTY SECTION E-NEWSLETTERS

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 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 )



ADULT ACUTE/NEONATAL/PEDIATRICS LEADERSHIP & MANAGEMENT/EDUCATION		
728x90	Banner 1	\$2,500
728x90	Banner 2	\$2,250
728x90	Banner 3	\$1,950
DIAGNOSTIC /SLEEP/AMBULATORY & POST ACUTE CARE/TRANSPORT		
728x90	Banner 1	\$2,250
728x90	Banner 2	\$1,800
728x90	Banner 3	\$1,350

Specifications: 40kb | .jpg or .gif

## 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



Leadership & Management



Transport



Sleep



Education



Neo/Pediatrics

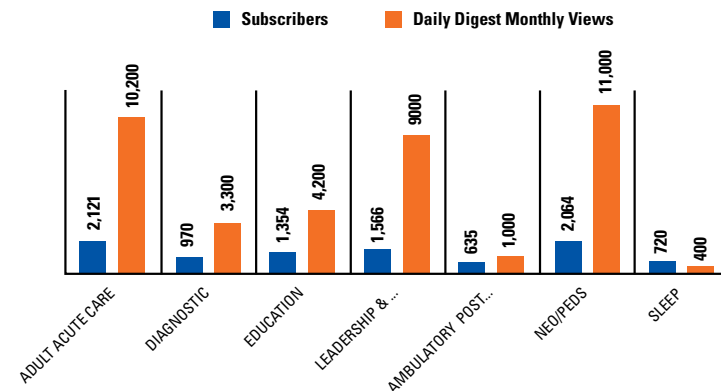


Ambulatory and Post-Acute Care



Diagnostic

## AARCONNECT SPECIALTY SECTION MEMBERS



Information taken from July 2022 Subscriber List



# 2023 SPONSORED SOCIAL MEDIA AND EMAIL OPTIONS

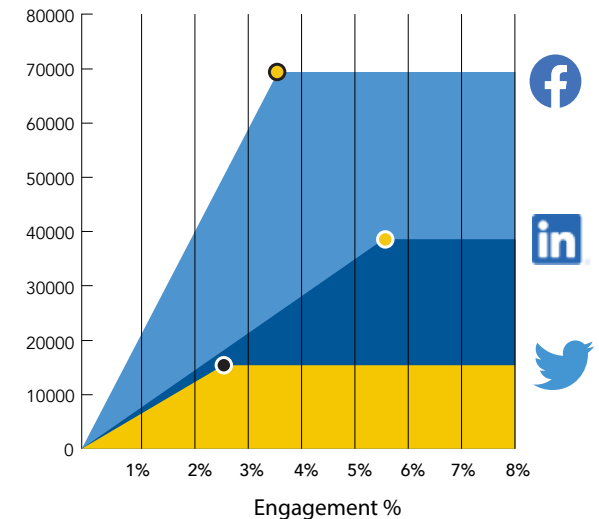
Reach your target audience through our social media presence and be in their inbox. Advertise on any of our social media platforms including Facebook, Twitter, and LinkedIn to get your content in front of both members and non-members. Sponsor an email dedicated to your product or service and reach over 35k AARC members.

## SPONSORED SOCIAL POST

Reach our members and non-members who follow our social pages and engage with our content and community. You choose the media, and we share it to our followers.

PLATFORM	FOLLOWING	ENGAGEMENT	COST
TWITTER	15K followers	2-3% engagement rate (Twitter avg. is 1%)	\$200
FACEBOOK	69K followers	3.5-5% engagement rate (Facebook avg. is 2%)	\$350
LINKEDIN	39K followers	5-6% engagement rate (LinkedIn avg. is 2%)	\$450

Followers



## SPONSORED EMAIL:

Reach over 35k AARC member with an email dedicated to your product, service, or brand. Templates can be customized based on the content provided. As a follow-up, we'll provide a report sharing metrics such as number of opens and clicks.

### Sponsored Email: \$5,500

Limited to 1 sponsored email per month.



# 2023 RESPIRATORY CARE JOURNAL PODCAST ADVERTISING

Share a pre-roll message for your brand prior to the start of an AARC Podcast! The Respiratory Care Journal podcast is narrated by Managing Editor in Chief Richard D. Branson PhD, 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 2023 PODCAST BROADCAST CALENDAR

ISSUE	MATERIALS DUE
January	December 1, 2022
February	January 2, 2023
March	February 1, 2023
April	March 1, 2023
May	April 1, 2023
June	May 1, 2023
July	June 1, 2023
August	July 1, 2023
September	August 1, 2023
October	September 1, 2023
November	October 1, 2023
December	November 1, 2023
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 \$425.00

- 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

### 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.



## CAPTIVE, TARGETED AUDIENCE



AARC Perspectives includes clinical-focused conversations with members of the respiratory therapy community. Episodes cover discussions on ventilation, patient care, chronic disease management, trending news, and more.

Your sponsorship includes a :30 message in the broadcast, logo on the episode page, logo included in social media promotion. Episodes publish at least once per month.



View episodes at <https://www.aarc.org/news/media/>



Industry Insights connects listeners with respiratory care industry leaders. Conversations focus on learning more about these organizations, how they're supporting the profession, and how they focus on helping patients.

Your sponsorship includes a dedicated episode about how your organization is supporting the respiratory therapy profession. Episode schedule is determined by sponsorship participation.



# 2023 WEBCAST ADVERTISING



## AARC WEBCAST AND RESPIRATORY CARE JOURNAL CAST SPONSORSHIPS

AARC Webcasts are digital, webcast presentations topics clinical in nature. These educational presentations are accredited for continuing education (CRCE) provided by content experts in the respiratory care profession. Programs are presented through our online learning management system (AARC University) to a live audience. They are then recorded and made available on-demand after the live broadcast.

AARC JournalCasts are similar to AARC webcasts in which a selected manuscript published in RESPIRATORY CARE is reviewed through a scientific lens. The presented research is dissected, and all aspects of the scientific process are reviewed, including results of the research and its impact on the practice of respiratory care.

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

Your sponsorship includes a branded (static) image of your choosing imbedded into the slide deck at the onset of the presentation. It is also accompanied by a 30-second; narrated ad read by an AARC staff member. Logos and product placement are welcome during this branded exposure.

You can find webcasts currently at <http://www.aarc.org/upcoming-programs/>.

RCJOURNAL CAST		
	Partner	1 Comp
	Non-partner	\$3,500
NON-AARC WEBCAST		
	Partner	\$5,000
	Non-partner	\$5,500

## ADVERTISING SPONSORSHIPS OF NON-AARC EDUCATION WEBCASTS

### RATE: \$5,500 (DISCOUNTS FOR VARIOUS PARTNER LEVELS)

This sponsored opportunity is near identical to an AARC JournalCast, however the sponsor selects a peer-reviewed article published in a scientific journal other than RESPIRATORY CARE. The AARC must approve the proposed article/journal and controls the selection of both the presenter and moderator.

This opportunity is ideal for equipment manufacturers or pharmaceutical companies whose products or medications have shown positive outcomes in a manuscript published in a reputable, peer-reviewed, scientific journal (e.g. NEJM, JAMA).

# 2023 AARC WEBSITE ADVERTISING PRICING

THE FOLLOWING PLACEMENTS GIVE YOUR COMPANY THE ATTENTION IT DESERVES IN FRONT OF THE 41,000



## AARC.ORG NEWSROOM

The Leaderboard Campaign consists of an ad placement on select interior pages of aarc.org and the homepage of AARC.org

The Box Ad Campaign consists of an ad placement that is located on select interior pages of aarc.org.

The Package Campaign combines both options at a discounted rate.



### AARC.ORG NEWSROOM ADVERTISING PLACEMENTS

Leaderboard Campaign	728x90	\$8,750
Box Ad Campaign	300x250	\$5,750
Package Campaign	728x90 & 300x250	\$9,500 *discounted rate

*Availability is limited – only 20 offered per year.*



## RESPIRATORY CARE JOURNAL

The Leaderboard campaign consists of a leaderboard placement at the top of [rc.rcjournal.com](http://rc.rcjournal.com) and is run of site.

The Box Ad 1 and Box Ad 2 campaigns consist of a box ad on the right side of the page on [rc.rcjournal.com](http://rc.rcjournal.com) and is run of site.

The Package campaign combines both options at a discounted rate.

### RESPIRATORY CARE JOURNAL ADVERTISING PLACEMENTS

Leaderboard Campaign	728x90	\$5,625
Box Ad 1 Campaign	300x250	\$3,250
Box Ad 2 Campaign	300x250	\$3,250
Package Campaign	728x90 & 300x250	\$6,790 *discounted rate

*Availability is limited – only 10 offered per year.*

## AARCONNECT

The Leaderboard Campaign consists of an ad placement on the AARC Connect site and is run of site.

The Box Ad Campaign consists of an ad placement on the right side of the page on the AARC Connect site and is run of site.

The Package Campaign combines both campaigns at a discounted rate.



### AARCONNECT.ORG ADVERTISING PLACEMENTS

Leaderboard Campaign	728x90	\$3,950
Box Ad Campaign	300x250	\$3,500
Package Campaign	728x90 & 300x250	\$5,950 *discounted rate

*Availability is limited – only 10 offered per year.*

# 2023 AARC WEBSITE ADVERTISING PRICING

## TARGET 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](https://aarc.org), [respiratorycaremarketplace.com](https://respiratorycaremarketplace.com), [AARCConnect](https://aarcconnect.com), [AARC Newsroom](https://aarcnewsroom.com), and [RCJOURNAL.com](https://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

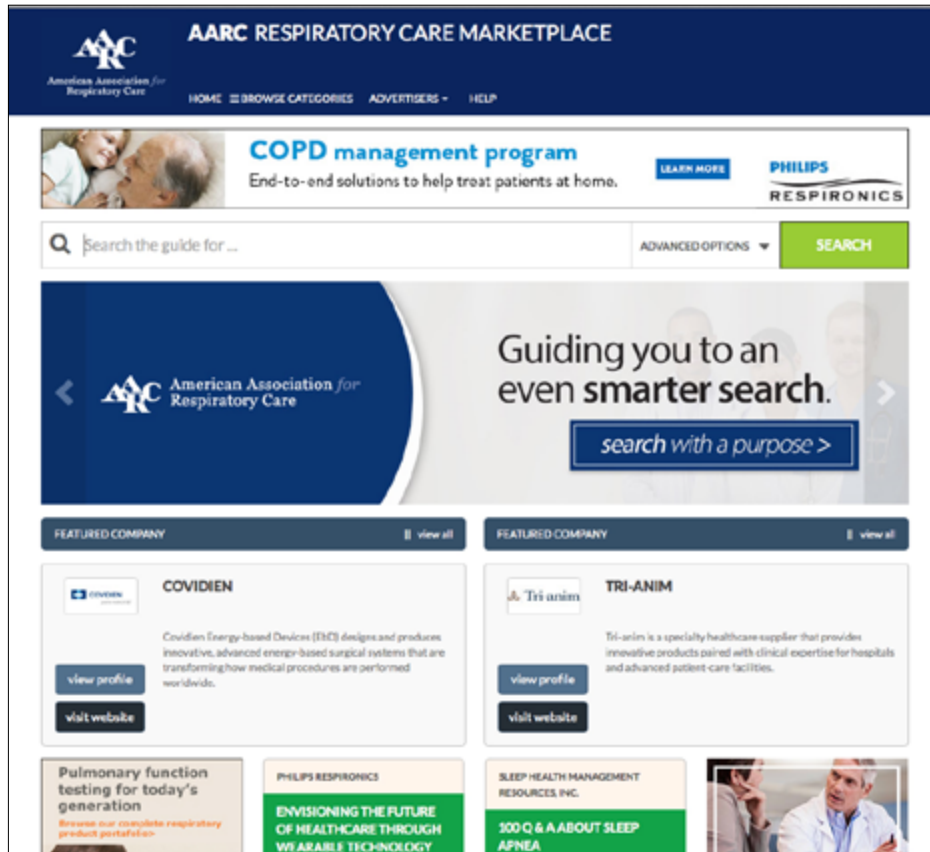
The AARC's Respiratory Care Marketplace gives you many opportunities to reach your target market.

##### 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](mailto:AARC@multiview.com)





# 2023 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.



### SITE RETARGETING (OPTIONAL)

Retargeting your own site visitors enhances your campaign



### MOBILE OPTIMIZATION

Optimization ensures your ads are seen on mobile devices.

## RETARGETING CAMPAIGN(S):

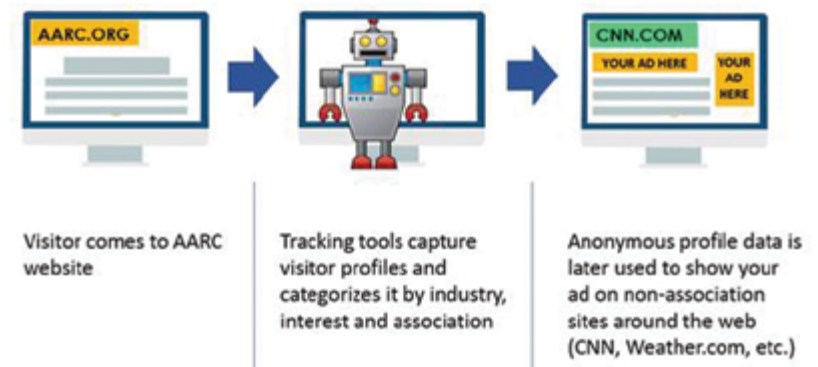
This opportunity allows your message to reach association site visitors across the web. Our tools capture the visitor profile based on their interests and industry and retargets them allowing your banner advertisement to display on websites users visit.

### AARC.ORG:

Cost - \$5,950/year  
This opportunity is limited.

### RESPIRATORY CARE JOURNAL - RC.RCJOURNAL.COM:

Cost - \$4,500/year  
This opportunity is limited.



# 2023 JOB RECRUITMENT

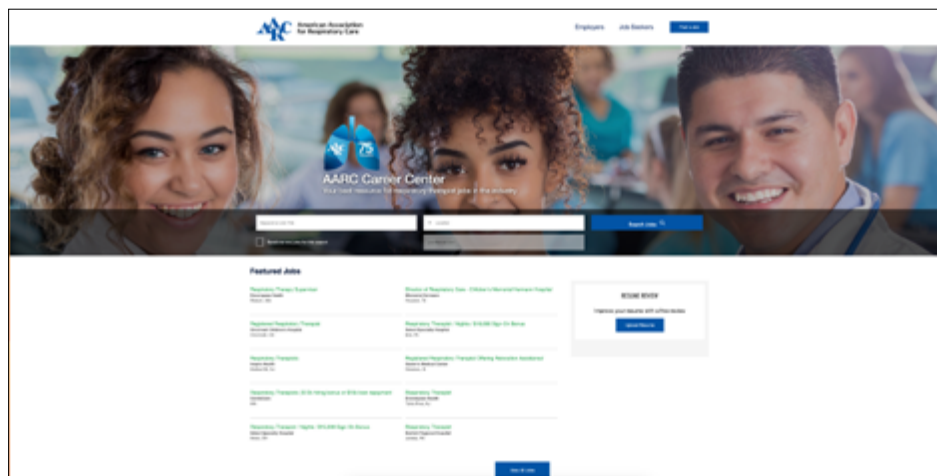
## AARC CAREER CENTER

Our NEW AARC Career Center offers effective recruitment solutions that ensure your open position will be seen by qualified RTs of every specialty. Employer benefits include quick and easy account registration, management, and job posting, unlimited access to thousands of resumes, detailed company profile and logo upload capabilities, and other multiple ways to get your open positions in front of qualified talent.

To get started, go to <https://jobs.aarc.org/> and click on Post a Job.

## WHAT WE OFFER WITH JOB POST

OPTIONS	DESCRIPTION	
30 Day Job Posting	Basic Posting	\$419
Job Flash™ Package	Job Posted & Emailed to thousands of Respiratory Therapists	\$679
Premium Job Flash™ Package	Job Flash™ Package Plus Upgrades	\$719
Single Resumé Purchase	Resume Purchase	\$35



To post a job or purchase a banner ad, Contact <https://jobs.aarc.org/employer/pricing/>

# 2023 MAILING LIST RENTAL

## AARC CAREER CENTER



### MAILING LISTS AND DIRECT MAIL SERVICES

AARC offers a mailing list rental for use in direct mailing. We will provide a list of member contacts, based upon the target audience you select, to our direct mail partner. You may print your own mailer and send it to our printing and shipping partner, or you may have them handle both printing and shipping.

The first step is to purchase the rental from AARC, with charges based on the number of contacts purchased. We would then connect you directly with our vendor for printing and/or shipping.

### 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
- Job Title

### 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.

### 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.