

**BECAUSE SO MUCH IS RIDING ON YOUR EMPLOYEES  
— YOU WANT TO RECRUIT THE VERY BEST**

**RESPIRATORY  
CARE**

**&**

**AARC  
Times**

**IS WHERE YOU FIND THEM**

**2005 RECRUITMENT ADVERTISING MEDIA KIT**



**AARC Publications Give Your  
Recruitment Advertising a  
One-Two Punch Every Month**

Because so much is riding on your employees, you want the best candidates for your job openings. That is why **Where** you look for candidates, **How** you hire, and **Who** you hire are the key

elements in successful respiratory care recruitment. Look in the wrong place and **How** you hire might not be enough to ensure that **Who** you hire is a highly skilled respiratory therapist.

**AARC Members save money with  
lower recruitment advertising rates  
than nonmembers.**

Everyone is looking for respiratory therapists, but there is only one place to find professional, quality, and highly skilled respiratory therapists. You'll find them reading *AARC Times* and *RESPIRATORY CARE*. Unlike other recruitment magazines, our readers have demonstrated their professionalism by joining the American Association for Respiratory Care. Remember, looking in the right place helps you find the who that you hire is a highly skilled respiratory therapist.

**Immediate Internet exposure with  
every publication insertion.**

So, look to the AARC to improve your probability of a successful hiring.



# AARC Times and RESPIRATORY CARE *There is a Difference*

Members have a choice and so do you. Most members elect to receive both *AARC Times* and *RESPIRATORY CARE*. However, many choose to receive only one magazine and that gives you **two distinct audiences** for your recruitment advertising. *RESPIRATORY CARE* delivers more library subscriptions whose readers are nonsubscribers.

<i>Job Title</i>	<b>AARC Times</b>	<b>RESPIRATORY CARE</b>
<b>MANAGER</b> .....	5,440	5,071
<b>MEDICAL DIRECTOR</b> .....	190	208
<b>DIAGNOSTIC TECHNICIAN</b> .....	596	546
<b>THERAPIST/TECHNICIAN</b> .....	11,587	10,168
<b>STAFF NURSE</b> .....	27	26
<b>EDUCATOR/INSTRUCTOR</b> .....	1,381	1,404
<b>LIBRARY</b> .....	217	1,222
<b>SALES / MARKETING</b> .....	1,191	1,092
<b>STUDENT</b> .....	3,844	3,667
<b>OTHER</b> .....	2,518	2,028
<b>UNKNOWN</b> .....	81	572
<b>TOTAL CIRCULATION</b> .....	27,072	26,004
<b>AARC MEMBERSHIP</b> .....	36,127	36,127

SOURCE: Daedalus Analysis Of Each Publication's Mailing List

## ADDITIONAL AARC RECRUITMENT TOOLS:

- **AARC MEMBERSHIP MAILING LIST** — **updated daily** — select by zip code, credentials, title, and specialty. NBRC registry list — more cost-efficient than your local newspaper — select by credential or zip code. Rate: \$120 per thousand names. For more information, go to [http://www.aarc.org/list\\_services/](http://www.aarc.org/list_services/).
- **ATTEND THE INTERNATIONAL RESPIRATORY CONGRESS** and meet 5,500+ skilled therapist candidates. Plus, attendees can post positions on the FREE Job Board for the hot prospects to see. For more information, go to [www.aarc.org/education/meetings/](http://www.aarc.org/education/meetings/)

## FOR COMPLETE ADVERTISING INFORMATION CONTACT:

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DAEDALUS ENTERPRISES, INC. — PUBLISHERS FOR THE AMERICAN ASSOCIATION FOR RESPIRATORY CARE  
 9425 N. MacArthur Blvd, Ste. 100, Irving, TX 75063 • (972) 243-2272 • Fax (972) 484-2720 • [www.aarc.org](http://www.aarc.org)

# RESPIRATORY CARE

# & AARC Times

**HELP YOU RECRUIT THE VERY BEST...**

## RESPIRATORY CARE

For the past 50 years, the respiratory community has looked to RESPIRATORY CARE Journal for the latest and most trusted reviews and original research papers in respiratory health. The Journal is not primarily focused on research into the nature of diseases, but rather on topics for the clinician participating in the evaluation and care of patients with respiratory problems, particularly areas involving technology. Over the years the central feature of the Journal has been technology, including mechanical ventilation, artificial airways, aerosols, oxygen therapy, respiratory monitoring, and pulmonary diagnostics - as applied to the respiratory system.

RESPIRATORY CARE articles are unique, providing practical help not found in any other journal. The author list for these features reads like a "Who's Who" of respiratory care and pulmonary medicine of the last 20 years, and includes virtually all of the "main players" in the subject areas discussed.



## AARC Times

AARC Times is the only news and feature magazine mailed to the members of the American Association for Respiratory Care. It is written for the cardiopulmonary clinician in all care settings including acute care, subacute care, postacute care, and home care. In each care setting, AARC Times is the only publication that fully covers the respiratory profession from AARC news to clinical perspectives to regulatory initiatives in Washington with the "inside scoop." AARC Times is more than an association magazine. Seventy percent (70%) of its pages cover clinical topics and features, professional and management articles, regulatory and legislative updates, health care news, industry news, and career guidance. SOURCE: DAEDALUS 2004 ANALYSIS OF EDITORIAL CONTENT.

- AARC Members save money with lower recruitment advertising rates than nonmembers.
- The lowest recruitment advertising rates in respiratory care.
- Immediate Internet exposure with every publication insertion. Ad is posted on AARC Online within 24 hours of receipt. (more than 1.5 million visitors a year). SOURCE: AARC ONLINE WEB STATISTICS
- The AARC website, [www.aarc.org](http://www.aarc.org), is the most visited website in respiratory care. Visitors – 1,420,803 a year; 157,867 a month.
- Reach candidates in all specialties and care settings.

SOURCE: AARC MEMBERSHIP STATISTICS AUDITED BY GRANT THORTON ACCOUNTING

## AARC MEMBERS RANK AARC Times #1 & RESPIRATORY CARE #2 in RESPIRATORY PUBLISHING AVERAGE RANK FOR ALL SIX CATEGORIES

AARC Times	RANKED #1.5
RESPIRATORY CARE	RANKED #1.6
Advance for Practitioners	RANKED #2.8
RT	RANKED #4.1
Advance for Managers	RANKED #4.6
Focus Journal	RANKED #6

SOURCE: READEX 2000 PROFILE SURVEY

## SUBSCRIBER LOYALTY GIVES YOU MORE EXPERIENCED CANDIDATES

Many AARC Times and RESPIRATORY CARE subscribers have been reading the AARC Times magazine for more than 15 years. Long-time subscribers are more likely to have the experience and expertise that you need in your facility.

	AARC Times	RESPIRATORY CARE
More than 30 years	4%	5%
26-30 years	4%	10%
21-25 years	15%	19%
16-20 years	21%	23%
11-15 years	18%	13%
6-10 years	12%	10%
4-5 years	4%	4%
2-3 years	7%	7%
1 year	8%	8%

SOURCE: READEX 2003 RESPIRATORY CARE COMPANION SURVEY

**RECRUITMENT DISPLAY ADVERTISEMENT RATES, DIMENSIONS, AND DEADLINES**

**DISPLAY ADVERTISEMENT RATES**

SIZE	DIMENSIONS	NONMEMBER B/W RATE	MEMBER B/W RATE*
<b>FULL PAGE</b>	7 3/4"w x 10"d	\$1,500	\$1,200
<b>1/2 PAGE (ISLAND)</b>	4 1/4"w x 7"d	\$1075	\$775
<b>1/2 PAGE (HORIZONTAL)</b>	7 1/4"w x 4 7/8"d	\$953	\$635
<b>1/2 PAGE (VERTICAL)</b>	3 1/2"w x 10"d	\$953	\$635
<b>1/3 PAGE (ISLAND)</b>	4 1/4"w x 4 7/8"d	\$760	\$545
<b>1/3 PAGE (VERTICAL)</b>	2"w x 10"d	\$635	\$423
<b>1/4 PAGE</b>	3 1/4"w x 4 7/8"d	\$476	\$317
<b>1/6 PAGE</b>	2"w x 4 7/8"d	\$318	\$212
<b>1/12 PAGE</b>	2"w x 2 1/2"d	\$159	\$106

**FOUR-COLOR:** Add \$800

**ONE STANDARD COLOR:** Add \$350

*\*Human resource departments or agencies placing ads with a valid AARC member number are eligible for the member discount. Agency commissions and prompt pay discounts are not allowed on classified word advertisements.*

**CLASSIFIED WORD ADVERTISEMENT RATES**

**AARC MEMBERS:** \$50 for 50 words or less. Each additional word \$1.00.

**NONMEMBERS:** \$60 for 50 words or less. Each additional word \$1.20

- All ads are set in 8-point type. Bold face, italic type, and logos are not used in Classifieds. All copy should be submitted in a Microsoft Word® text file.
- Advertising must be accompanied by an insertion order.
- To calculate the cost per advertisement, a "word" is considered to be one or more letters, numbers, or special characters with a space before and after.
- Blind advertising available - call for details.
- AARC Times reserves the right to make editorial changes for reasons of clarity and consistency. Every effort is taken to avoid mistakes, but AARC Times cannot be responsible for clerical or printing errors.
- FREE INTERNET PLACEMENT WITH EACH RECRUITMENT AD**  
Recruitment ads appear on AARC Online ([www.aarc.org](http://www.aarc.org)) for one month within 24 hours of receipt of an insertion order - no illustrations or display type. 1.2 million annual visitors.

**2005 DEADLINES**

**AARC Times**

<b>JANUARY ISSUE</b>	Delivered December 20, 2004.....Closes November 24, 2004
<b>FEBRUARY ISSUE</b>	Delivered January 20 .....Closes December 27, 2004
<b>MARCH ISSUE</b>	Delivered February 18 .....Closes January 25, 2004
<b>APRIL ISSUE</b>	Delivered March 18.....Closes February 25
<b>MAY ISSUE</b>	Delivered April 18.....Closes March 25
<b>JUNE ISSUE</b>	Delivered May 18.....Closes April 25
<b>JULY ISSUE</b>	Delivered June 17.....Closes May 25
<b>AUGUST ISSUE</b>	Delivered July 19.....Closes June 24
<b>SEPTEMBER ISSUE</b>	Delivered August 18.....Closes July 25
<b>OCTOBER ISSUE</b>	Delivered September 20.....Closes August 25
<b>NOVEMBER ISSUE</b>	Delivered October 18.....Closes September 26
<b>DECEMBER ISSUE</b>	Delivered November 18 .....Closes October 25
<b>Job Mart Issue With Bonus Distribution To Respiratory Schools</b>	
<b>JANUARY 2006 ISSUE</b>	Delivered December 20 .....Closes November 23
<b>FEBRUARY 2006 ISSUE</b>	Delivered January 19, 2006 ..Closes December 27
<b>MATERIALS DEADLINE</b> — 2 Business Days After Close	

**RESPIRATORY CARE**

<b>JANUARY ISSUE</b>	Delivered January 5, 2005.....Closes December 10, 2004
<b>FEBRUARY ISSUE</b>	Delivered February 4.....Closes January 10
<b>MARCH ISSUE</b>	Delivered March 4 .....Closes February 10
<b>APRIL ISSUE</b>	Delivered April 5 .....Closes March 10
<b>MAY ISSUE</b>	Delivered May 5 .....Closes April 11
<b>JUNE ISSUE</b>	Delivered June 7 .....Closes May 10
<b>JULY ISSUE</b>	Delivered July 6 .....Closes June 10
<b>AUGUST ISSUE</b>	Delivered August 5.....Closes July 11
<b>SEPTEMBER ISSUE</b>	Delivered September 7.....Closes August 10
<b>OCTOBER ISSUE</b>	Delivered October 5 .....Closes September 9
<b>NOVEMBER ISSUE</b>	Delivered November 4.....Closes October 11
<b>DECEMBER ISSUE</b>	Delivered December 6.....Closes November 10
<b>JANUARY 2006 ISSUE</b>	Delivered January 5, 2006 ....Closes December 9
<b>FEBRUARY 2006 ISSUE</b>	Delivered February 6, 2006Closes January 10
<b>MATERIALS DEADLINE</b> — 2 Business Days After Close	

**FOR COMPLETE ADVERTISING INFORMATION CONTACT:**

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