



# RECRUITMENT GUIDE



## SHOWCASE YOUR ORGANIZATION AND OPEN POSITIONS TO TOP TALENT!

The 2023 AARC Recruitment Guide is a print and fully interactive digital booklet that will be released at the start of the AARC Summer Forum 2023. The Guide features full-page advertisements from the nation's top employers in respiratory care who are seeking to fill open positions with highly qualified professionals.

### CHOOSE FROM THE FOLLOWING PACKAGES:

*Organizations exhibiting at the AARC Summer Forum 2023 are eligible for a 25% discount on either package!*

#### Enhanced - \$1,750

- Full-page ad in the print and digital versions of the Guide
- One 90-day job postings along with 90-day CV/resume database access on the AARC Career Center

#### Basic - \$1,250

- Full-page ad in the print and digital versions of the Guide
- One 30-day job posting along with 30-day CV/resume database access on the AARC Career Center

*Job postings must be used within 30 days after the Recruitment Guide is released*

### HOW WILL YOUR AD AND THE GUIDE BE SEEN?

#### It will be:

- Made available via printed booklets to attendees of the AARC Summer Forum 2023
- Emailed directly to AARC members and job seekers
- Featured on the AARC Career Center for 30 days
- Linked on AARC's main website
- Posted on AARC's social media platforms
- Highlighted in AARC's member newsletter
- Advertised in AARC's publications

### ADDITIONAL INFORMATION:

#### Submission Deadline

All ads must be submitted by July 6, 2023 at 4:00 PM ET.

#### Specifications

- Size recommendation for ads is 5 inches wide by 7.75 inches tall for an optimal viewing experience
- All ads should be submitted as PDF files in color with no bleed. We will convert ads to black & white for the print version only if a color upgrade was not purchased
- All links for embedded videos must be links to YouTube, Vimeo, or a URL ending in ".mp4"

#### Add Ons

- |   |                |
|---|----------------|
| • Customized ad creation  | <b>\$175</b>   |
| • Color upgrade in printed version  | <b>\$500</b>   |
| • Embedded video in digital version   | <b>\$500</b>   |
| • Inside front cover placement with color upgrade   | <b>\$1,500</b> |
| • Back cover ad placement with a color upgrade in print version and placement within the first three ads in the digital version | <b>\$2,500</b> |

The only official recruitment guide sponsored and endorsed by AARC.



### Secure Your Spot Today!

Please contact Jim Cook at 727-497-6552 or by email at [jim.cook@communitybrands.com](mailto:jim.cook@communitybrands.com) for more information.