

**2016
RT
MAGAZINE
MEDIA
KIT**

Content

Meet the Editor



Mike Fratantoro | Chief Editor

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Mike Fratantoro brings several years of media experience to *RT Magazine's* editorial leadership. His goal for the *RT* brand is to expand the magazine's focus on digital/social media engagement to support its traditional media and improve dialogue between clinicians and product manufacturers. With the guidance of *RT Magazine's* editorial advisory board, he and the *RT* staff work together to share the most vital, timely, and actionable information available to support respiratory care efforts.

In 2016, *RT Magazine* is focusing on our digital media properties, specifically our tablet/mobile application and our digital webinar projects, which both provide our content to readers on demand anywhere and at any time. As more and more of our 20,000+ monthly subscribers engage with our content through tablets, smartphones, and the Web, the opportunity for greater interaction between our readers and our advertisers is growing every day.

RT Magazine's Editorial Advisory Board, which includes prominent academics, eminent pulmonologists, and expert hospital-based respiratory therapists, keeps us apprised of the latest developments in best practices in respiratory care.

Editorial Board

Hassan S. Alorainy, BSrc, RRT
Senior Clinical Respiratory Specialist
King Faisal Specialist Hospital
& Research Centre

Anna Campo, BSRT, RRT, RCP
Vice President Clinical Services
Access Respiratory Homecare

Rick Carter, PhD, MPH, MBA
Professor of Health and Kinesiology
Lamar University

**Michael Cawley, PharmD,
RPH, RRT, CPFT**
Professor of Clinical Pharmacy
Philadelphia College of Pharmacy

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Medical Director of Mondo
Medico, Multidisciplinary &
Rehabilitation Outpatient Clinic

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Professor of Pediatrics
University of Pittsburgh
School of Medicine

John R. Goodman, BS, RRT
Executive Vice President, Technical
& Professional Services
Transtracheal Systems

Mark Grzeskowiak, RRT
Registered Respiratory Therapist

**Michael Hewitt, RRT-NPS,
RCP, FAARC, FCCM**
Chair of the Respiratory Section
Society of Critical Care Medicine

Jennifer Mahone, BS, RRT-NPS
Neonatal/Pediatric Clinical Specialist
Reading Hospital

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FCCM, FCCP, FAARC**
Associate Professor of Respiratory
Care, Associate Professor in Physical
Therapy, & Adjunct Associate Professor
University of Kansas

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Director of Pulmonary Services
Brigham & Women's Hospital

Matthew J. O'Brien, MS, RRT, RPFT
Manager of the Pulmonary Diagnostic Lab
University of Wisconsin Hospital & Clinics
Diagnostic Specialty Section Chair
American Association for
Respiratory Care

Michael Provencher, RRT, MPH
Manager of Respiratory Care, Pulmonary,
Critical Care, & Sleep Medicine
Mercy Hospital (Portland, Maine)

**William Pruitt, MBA, RRT,
AE-C, CPFT, FAARC**
Senior Instructor & Dir. of
Clinical Education
Department of Cardiorespiratory Care
University of South Alabama

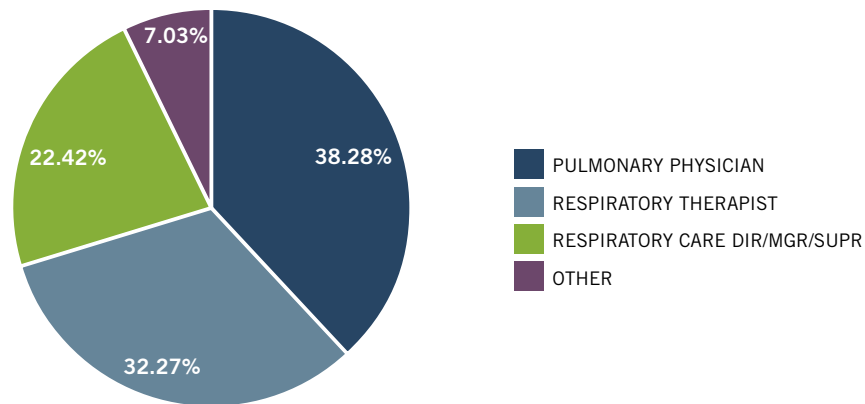
Brian L. Tiep, MD
Medical Director
Respiratory Disease
Management Institute Director
of Pulmonary Rehabilitation
City of Hope Cancer Center

Audience

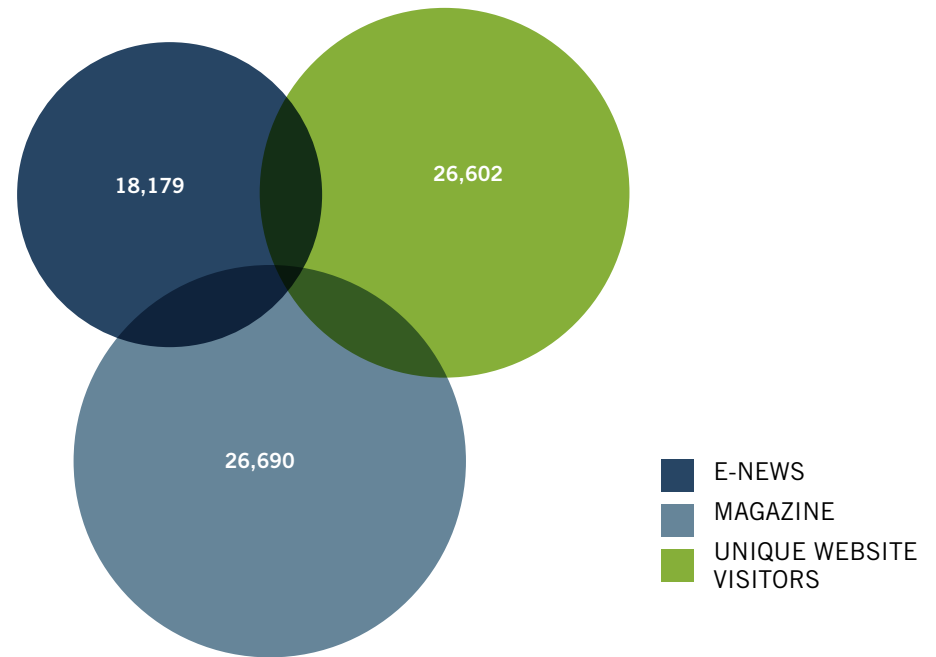
Audience

RT Magazine allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. RT Magazine delivers complete coverage of products, trends, and resources for the healthcare technology management field.

Audience by Distribution



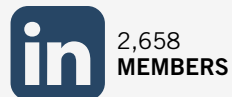
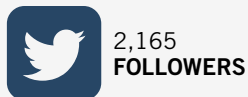
Audience by Occupation



Web Statistics

YEAR	AVG. VISITS	AVG. UNIQUES	AVG. PAGE VIEWS
2015	39,145/MO	26,602/MO	52,882/MO

E-Newsletter Breakdown



Circulation

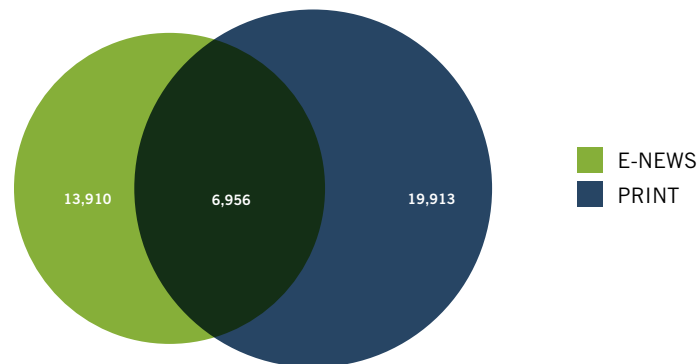
Total Circulation

RT PRINT EDITION	19,550
RT DIGITAL EDITION	15,542
TOTAL CIRCULATION (UNDUPLICATED)	28,136

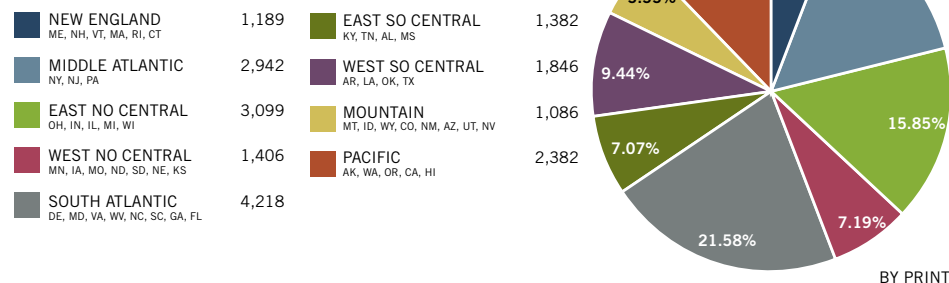
Occupational Breakdown

OCCUPATION	TOTAL QUALIFIED	BY UNDUPLICATED TOTAL CIRCULATION
Pulmonary Physician	8,370	
Respiratory Therapist	7,109	
Respiratory Care Director/Manager/Supervisor	4,844	
Sleep Specialist	581	
Other	215	
Respiratory Home Care Specialist	212	
Pulmonary Rehab Specialist	191	
Cardiopulmonary Specialist	136	
Respiratory Care Educator	101	
Clinical/Program Coordinator	29	
Respiratory Care Nurse	9	

Circulation Distribution



Geographic Distribution



Circulation Stats

	Jan	Feb	Mar	Apr	May	June	July	Aug
REGULAR ISSUE - Core Publication: Qualified Sub	20,140	19,847	19,860	19,815	19,780	19,739	19,708	19,803
PROMO COPIES - Core Publication: Non Qualified	30	30	36	37	38	26	32	39
SHOW COPIES - Core Publication: Show Copies	--	--	--	150	200	--	300	--
OTHER DISTR COPIES - Core Publication: Office Copies, Promo, Misc	78	78	78	78	78	78	78	78
DIGITAL EDITION CIRCULATION	13,552	16,017	15,859	16,120	16,111	15,961	15,800	15,770
CIRC - DISTRIBUTION TOTAL	33,800	35,972	35,833	36,200	36,207	35,804	35,918	35,690

Editorial Calendar



FOR DECISION MAKERS
IN RESPIRATORY CARE

*Bonus Distribution

PRINT

ONLINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>Features Pediatric Respiratory Care</p> <p>Aerosol Delivery</p> <p>Ventilation</p> <p>Spirometry/PFT</p> <p>Market Analysis Pulse Oximetry/ Patient Monitoring</p> <p>Technology Insider Bubble CPAP</p> <p>Tech Comparison Matrix A Secretion Clearance</p> <p>Tech Comparison Matrix B Endotracheal Tubes</p>	<p>Features COPD Readmissions</p> <p>Oxygen</p> <p>Resuscitation</p> <p>Ventilation</p> <p>Market Analysis Blood Gas</p> <p>Technology Insider Inhaled CO Therapy</p> <p>Tech Comparison Matrix A Spirometers</p> <p>Tech Comparison Matrix B Nebulizers</p>	<p>Features ARDS</p> <p>Pulse Oximetry/ Patient Monitoring</p> <p>Cystic Fibrosis + Secretion Clearance</p> <p>CPAP</p> <p>Market Analysis Airway Management</p> <p>Technology Insider Spirometry/PFT</p> <p>Tech Comparison Matrix A Ventilation</p> <p>Tech Comparison Matrix B Oxygen</p>	<p>FOCUS 2016*</p> <p>Features E-cigarettes/ Smoking Cessation</p> <p>Asthma + Aerosol Delivery</p> <p>Spirometry/PFT</p> <p>Humidification</p> <p>Market Analysis Secretion Clearance</p> <p>Technology Insider Ventilation</p> <p>Tech Comparison Matrix A Pulse Oximetry/ Patient Monitoring</p> <p>Tech Comparison Matrix B Blood Gas</p>	<p>SLEEP 2016*</p> <p>Features COPD + Sleep</p> <p>Ventilation</p> <p>Simulation</p> <p>Intubation</p> <p>Market Analysis CPAP Masks + Interfaces</p> <p>Technology Insider Oxygen</p> <p>Tech Comparison Matrix A CPAP Masks/Interfaces</p> <p>Tech Comparison Matrix B CPAP Systems</p>	<p>Features COPD, Asthma & Inhaled Corticosteroids</p> <p>Pulse Oximetry/ Patient Monitoring</p> <p>Oxygen</p> <p>Pulmonary Rehab</p> <p>Market Analysis Spirometry/PFT</p> <p>Technology Insider Aerosol Delivery</p> <p>Tech Comparison Matrix A Capnography</p> <p>Tech Comparison Matrix B Resuscitation</p>
<p>Respiratory Report 1.7.16 1.14.16 1.21.16 1.28.16</p>	<p>Respiratory Report 2.4.16 2.11.16 2.18.16 2.25.16</p>	<p>Respiratory Report 3.3.16 3.10.16 3.17.16 3.24.16 3.31.16</p>	<p>Respiratory Report 4.7.16 4.14.16 4.21.16 4.28.16</p>	<p>Respiratory Report 5.5.16 5.12.16 5.19.16 5.26.16</p>	<p>Respiratory Report 6.2.16 6.9.16 6.16.16 6.23.16 6.30.16</p>
<p>Webinar Oxygen • Podcast Alpha-1</p>			<p>Webinar COPD Management • Podcast CPAP Adherence</p>		
<p>Ad Close Date: 12.9.15 Ad Materials Due: 12.11.15 Mail Date: 1.11.16</p>	<p>Ad Close Date: 1.15.16 Ad Materials Due: 1.19.16 Mail Date: 2.15.16</p>	<p>Ad Close Date: 2.15.16 Ad Materials Due: 2.17.16 Mail Date: 3.15.16</p>	<p>Ad Close Date: 3.24.16 Ad Materials Due: 3.28.16 Mail Date: 4.22.16</p>	<p>Ad Close Date: 4.20.16 Ad Materials Due: 4.22.16 Mail Date: 5.19.16</p>	<p>Ad Close Date: 5.13.16 Ad Materials Due: 5.17.16 Mail Date: 6.14.16</p>

Editorial Calendar

*Bonus Distribution

PRINT

ONLINE

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Features Product Focus Issue</p>	<p>Features Pulmonary Fibrosis</p> <p>Pulse Oximetry/ Patient Monitoring</p> <p>Oxygen</p> <p>Airway Management</p> <p>Market Analysis Ventilation</p> <p>Technology Insider Resuscitation</p> <p>Tech Comparison Matrix A Nebulizers</p> <p>Tech Comparison Matrix B Spirometers</p>	<p>Features Cardiopulmonary Disorders</p> <p>Ventilation</p> <p>Aerosol Delivery</p> <p>Secretion Clearance</p> <p>Market Analysis Resuscitation</p> <p>Technology Insider ECMO</p> <p>Tech Comparison Matrix A Pulse Oximetry/Patient Monitoring</p> <p>Tech Comparison Matrix B Simulation</p>	<p>AARC 2016*</p> <p>Features Asthma + GERD</p> <p>Spirometry/PFT</p> <p>Resuscitation</p> <p>Blood Gas</p> <p>Market Analysis Capnography</p> <p>Technology Insider FeNO</p> <p>Tech Comparison Matrix A Ventilation</p> <p>Tech Comparison Matrix B Humidification</p>	<p>Features Influenza</p> <p>Pulse Oximetry/ Patient Monitoring</p> <p>Ventilation</p> <p>Secretion Clearance</p> <p>Market Analysis Aerosol Delivery</p> <p>Technology Insider Blood Gas</p> <p>Tech Comparison Matrix A Oxygen</p> <p>Tech Comparison Matrix B Airway Management</p>	<p>Features Buyer's Guide</p>
<p>Respiratory Report 7.7.16 7.14.16 7.21.16 7.28.16</p>	<p>Respiratory Report 8.4.16 8.11.16 8.18.16 8.25.16</p>	<p>Respiratory Report 9.1.16 9.8.16 9.15.16 9.22.16 9.29.16</p>	<p>Respiratory Report 10.6.16 10.13.16 10.20.16 10.27.16</p>	<p>Respiratory Report 11.3.16 11.10.16 11.17.16 11.24.16</p>	<p>Respiratory Report 12.1.16 12.8.16 12.15.16 12.22.16 12.29.16</p>
<p>Webinar Asthma Management • Podcast Resuscitation</p>			<p>Webinar COPD Readmissions • Podcast Pulmp Rehab + Physiotherapy</p>		
<p>Ad Close Date: 6.10.16 Ad Materials Due: 6.14.16 Mail Date: 7.12.16</p>	<p>Ad Close Date: 7.20.16 Ad Materials Due: 7.22.16 Mail Date: 8.18.16</p>	<p>Ad Close Date: 8.12.16 Ad Materials Due: 8.16.16 Mail Date: 9.12.16</p>	<p>Ad Close Date: 9.7.16 Ad Materials Due: 9.9.16 Mail Date: 10.6.16</p>	<p>Ad Close Date: 10.12.16 Ad Materials Due: 10.14.16 Mail Date: 11.10.16</p>	<p>Ad Close Date: 11.21.16 Ad Materials Due: 11.23.16 Mail Date: 12.22.16</p>

Web Site Advertising Opportunities

Overview

Take advantage of trackable results by advertising on rtmagazine.com! Be in front of *RT Magazine* online audience when they are actively online consuming our content. *RT Magazine* online audience is engaged!

26,602 average unique visitors per month
39,145 average page views per month

Coming into our site either through search engines or by clicking through on a specific story they've seen in one of our e-mail newsletters, our online audience is proven to be engaged with our content as you can see by the numbers. You also benefit from Run-of-Site advertising campaigns. Since site visitors are coming in through literally hundreds and thousands of links in any given month from search engines and specific articles, a Run-of-Site delivery of your campaign ensures that your ads are running on as many pages as possible for visibility, branding or driving traffic to a specific area of your own site.

Inventory is limited so make sure to reserve your ad positions early!

The screenshot displays the RT Magazine website interface. At the top, there is a navigation bar with links for NEWS, PRODUCTS, BUYER'S GUIDE, RESOURCES, and DIGITAL EDITION. Below the navigation bar, the main content area is divided into several sections. On the right side, there are three distinct advertising opportunities highlighted with dashed lines and labels:

- Leaderboard:** A horizontal ad space at the top right of the page.
- Medium Rectangle:** A large rectangular ad space on the right side, positioned between the navigation bar and the main content area.
- Medium Rectangle:** A rectangular ad space at the bottom right of the page, below the main content area.

The main content area features several articles with headlines such as "Washington State Reports First US Mesothelioma Death in 12 Years", "Scientists Identify Mutations Responsible for Ineffective Influenza Vaccine", and "Weakness of MERS Virus Targeted by Researchers".

E-Newsletter

Overview

Recipients of *RT Magazine* Editorial and Product E-Newsletters are hungry for timely industry and product information. With open rates that average 20%, your advertising message will be in front of the most elite group of respiratory therapists who want to stay on top of their game!

You benefit from reaching an audience that engages with our content monthly, weekly and with Breaking News.

RT NOW Daily E-Newsletter

Stay in the know every day with *RT NOW* Daily E-Newsletter, which arrives in your inbox every Monday, Tuesday, Wednesday, and Friday. These 7 news briefs are curated from around the web and focus on getting you the most time-sensitive respiratory industry news briefs to start your day.

Respiratory Report Weekly E-Newsletter

Respiratory Report is a weekly e-newsletter for the respiratory therapy community, produced by the editors of *RT: For Decision Makers in Respiratory Care* magazine. Respiratory Report helps respiratory care practitioners to keep abreast of news and trends affecting clinical information, updates on trends, practical insights, business tips, and news on the latest product and services. RT covers clinical and current health care issues via in-depth facility profiles, case reports, and feature-length articles that address how health care issues ultimately will affect the respiratory care field.

The Top Ten Monthly E-Newsletter

Site analytics give us the added capability to see the 10 most popular stories of the last month and we publish these Top 10 stories in its own dedicated e-newsletter. You benefit from being associated with the most important stories of the last month. And since we already have the stats, open rates can go above 20% ensuring high visibility of your brand.

Breaking News E-Newsletter

When something big happens in our industry, *RT Magazine* feels a responsibility to break that news first. Sponsoring the Breaking News e-newsletter associates your brand with thought leadership and with breaking news that could impact our industry.

E-Newsletter

Program Features

Daily E-Newsletter

- Leaderboard - Zone 1.....\$4,250 month
- Leaderboard - Zone 2.....\$3,925 month
- Leaderboard - Zone 3.....\$3,450 month

Weekly E-Newsletter

- Leaderboard - Zone 1.....\$3,000 month
- Leaderboard - Zone 2.....\$2,000 month
- Leaderboard - Zone 3.....\$1,000 month
- Leaderboard - Zone 4.....\$750 month
- Leaderboard - Zone 5.....\$750 month

Breaking News

- Leaderboard - Zone 1.....\$3,000 month

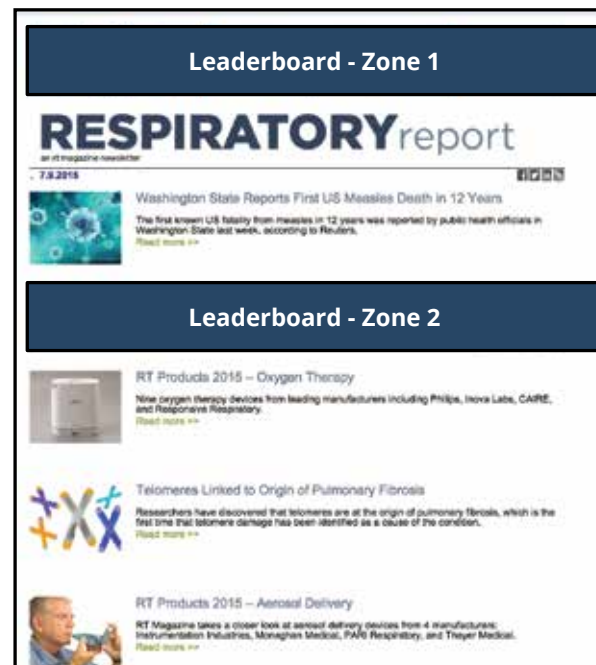
Top Ten

- Leaderboard - Zone 1.....\$3,000 month
- Leaderboard - Zone 2.....\$2,000 month
- Leaderboard - Zone 3.....\$1,000 month

Specs



Leaderboard: 728 x 90, gif, jpg, 45kb



Overview

Driving traffic for a particular product or special offer by renting *RT Magazine's* e-mail list gives you the opportunity to own the message and not share that e-mail with anyone else. It's 100% yours timed to meet your specific needs for product launches or special offers that have limited time-frames before the offer expires. So renting our list delivers that sense of urgency for recipients to click on your offer driving traffic to your product or coupon page. Available dates are limited so please contact Roy Felts at rfelts@allied360.com for open inventory.

Program Features

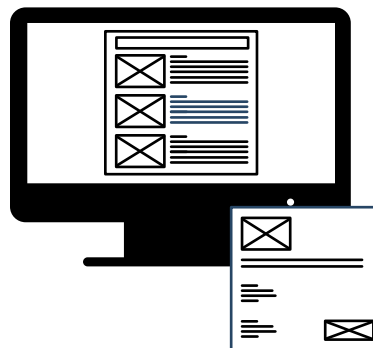
Multisponsor \$400 per listing | \$100 production charge

- Client Logo and URL link
- Client-provided materials
- Sent to editorial preference list
- 300 to 500 words from editorial must be included (highlighting pertinent information to e-blast)

Third Party\$300/CPM | \$200 production charge

- Client-provided materials (fully coded HTML or static image)
- 3rd-party preference list

Specs



	Dimensions	File Size	Format
Image	800x600	200k max	Static jpg or gif
HTML	800x600	200k max	Incline CSS only

SPECIAL INSTRUCTIONS: Full URL for all links and image source files

Additional Materials Needed

- Click-through URLs
- E-mail append list for test and final distribution
- Please identify who is responsible for final approval
- .ZIP file with HTML, images, back-up test and distribution list and preferred method of asset provision

Overview

As the Digital Edition sponsor you gain high visibility and high-impact around reader-engagement with the digital replica of our print edition. You're the first thing the reader sees! So you benefit from the first moment the reader opens the issue. This positions you as a leader in the industry and ahead of your competition. Archived on the site with promotional mailings each month driving readers to the digital edition, you're gaining exposure constantly through every month.

Specs



Full Page: See rates & specs page

Leaderboard: 728 x 90, gif or jpg, 45kb

Banner Ad: 940 x 60, gif or jpg, 45kb

Program Features

Primary Sponsorship.....\$2,500 issue/edition

- Single or multiple issue sponsorship or digital edition
- Left-hand page facing the digital edition front cover
- Leaderboard (728x90) on two separate e-blasts for each edition
- Traffic driver promotional items
- Sponsorship recognition on digital edition promotion ad in print

Digital Ad Link.....\$150/\$100 additional

- Live link on ad and in Ad Index

Banner Ad.....\$350/per unit

- Rotating Banner Ad that will appear above the digital edition (max 3)

Enhanced Digital Ad

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any URL (max 4)

Enhanced Digital Ad Extras

- Basic Enhancement Link..... \$150 | \$100/additional
- Digital Call for Action Ad (7.875x10.75 PDF)..... \$500
- Digital Call for Action Spread (15.75x10.75 PDF)\$1,000
- Multimedia Add On (YouTube or Vimeo formats only):
 - Audio \$175 | 2 minutes
 - Video..... \$200 | 2 minutes

Overview

Our tablet editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.

Specs



Full Page: See rates & specs page
Leaderboard: 728 x 90, gif or jpg, 45kb
Advertiser Logo: 125 x 125, gif or jpg, 45kb

Program Features

SFP (Straight from Print).....\$250 total

- Placement of print ad in the tablet edition
- URL link to client website
- Hot spot created over client logo and URL
- Full ownership of screen

DFT (Designed for Tablet).....\$600 total

- Submitted digital focused unit
- Created ad can be viewed at 100% on tablet
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to 4 links with features
- Full ownership of screen

EFT (Enhanced for Tablet)..... Starts at \$1,100

- Custom ad creation for the tablet
- Advanced interactive features including slideshows, videos, scrolling content
- Includes digital call to actions that increase engagement
- Advanced URL link creation - up to 4 links with features
- Multipage options - 3 advanced features and links per page*
- Full ownership of screen

**additional charges may apply*

Feature Report

\$17,000 total | promoted for 6 months

Overview

When you have the need to capture full lead information, a Feature Report can meet this goal! In addition to lead generation a Feature Report is also a thought-leadership opportunity that positions your brand around solving an industry challenge or issue. Written by *RT Magazine* ensures that the content won't be perceived as an "advertisement" written by the sponsor. Co-branded content written by our editors creates more credibility, therefore is more successful in lead-generation and positioning the sponsor as a thought leader in the industry.

We gate the content with a registration form on our site in The Resource Center. Then we create a full marketing campaign to drive traffic for registrations that become leads for you. Full contact information for you to be able to follow-up with and start the lead nurturing process.

Sponsorship benefits from a Feature Report are numerous. Feature Reports are exceptional programs for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave-behinds for your sales team or for use at trade shows.

Program Features

Production time frame – 12 weeks from signed insertion date

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full-page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: 8 min.

Size: 8.5 (w) x 11 (h) - high res pdf or original art

Images: 6-8 - 4 (w) x 6 (h), 300 dpi or 2000 px (w)

Advertiser Logo: 300 dpi, eps, jpg

Additional Materials Needed

- Logo with URL link
- Up to three custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- Three to five key bullet point themes that are relevant to the title
- Point of contact for interview (name, phone, and e-mail)
- Charts, figures, analyst reports, photos, etc to provide context (optional)

Webinar

60 minutes | \$15,000 total | promoted 4 months

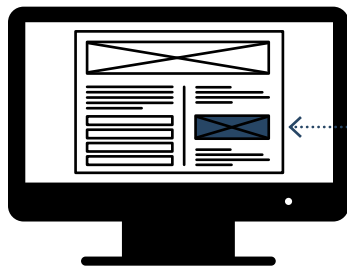
30 minutes | \$9,000 total | promoted 4 months

Overview

Webinars are highly engaging platforms that allow attendees to interact with the moderator and panel visually with educational slides as well as interact directly through chat and Q&A. This higher level of interactivity gives the sponsor elevated benefits of branding and direct contact with the attendees. Sponsors also benefit from the multiple marketing efforts we put in place with e-mail and web promotions to drive registrations and attendees to the live event as well as attendees to the archived event with all of the registration and attendee contact information given to you as leads.

Webinars can be multi-sponsored, single sponsored or custom. Regardless, sponsors benefit from months of lead-generation and branding to the archived event to keep your lead nurturing efforts supported for an extended period of time.

Specs



Advertiser Logo: 300 dpi, eps, jpg

Program Features

- Live or recorded, audio plus PowerPoint presentation
- Custom-developed webinar will be moderated by Chief Editor
- Customized registration page
- Marketing traffic driving campaign
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived for 3 months

Webinar programs require minimum of 3 months lead time for development, marketing, and registration. Event date will not be set earlier than 90 days from receiving the signed contract.

Video Showcase

\$2,000 per video | posted for 1 year

\$1,000 set up fee for editorial involvement

Overview

Telling your story with short videos is a highly engaging way to draw an audience into your message. So you've created a video, now what? You need to drive traffic to it and we've got your audience!

For videos already in the public domain, we will keep the video with open access on our site. For videos that are not available in the public domain, we gate the video for registration making the video a lead-generation platform for you.

In either case, we create multiple e-mail and web promotions to drive traffic to your video so you gain that added visibility from our audience.

Specs



Video: YouTube or Vimeo formats only

Short Description: 200 words max

Program Features

Production time frame - 4 weeks from signed insertion date

- Video URL link or embedded YouTube link hosted in Resource Center
- Promotional traffic drivers across platforms

A screenshot of a video showcase page. The page has a teal header with the text "HearingReview". Below the header is a teal banner featuring a computer monitor displaying the Oticon logo and the text "VIDEO SHOWCASE". The main content area is white and contains the following text: "Oticon's People First. BrainHearing™ Technology Video.", "Oticon provides better hearing with less effort by giving the brain the clearest, purest signal to decode. BrainHearing™ Technology powered by Inium.", "Think brain first, with the performance line from Oticon. mindset for hearing care.", and a "WATCH NOW!" button. Below the button is the Oticon logo. To the right of the main content is a teal sidebar with the text "People First. BrainHearing™ Technology" and "Watch to see how you can have better hearing with less effort." Below the sidebar is another teal banner with the Oticon logo and the text "People First. BrainHearing™ Technology" and "Watch to see how you can have better hearing with less effort." The Oticon logo is "oticon PEOPLE FIRST".

**Artwork supplied from our sister company, The Hearing Review.*

Dedicated Communities

\$5,000 month (min. 6 months) | \$5,000 set up fee

Overview

As marketers you are constantly challenged to drive more new customers to your sites because you are challenged to constantly expand your audience and your reach and ultimately revenue. You've got your existing returning base of customers to your site. So how do you really take an aggressive step in growing your audience on your site beyond running banner campaigns in multiple places? Consolidate your efforts with a partnership with the leading media brand, *RT Magazine*.

What a community on our site accomplishes for you:

Focused effort A community takes your multiple banner campaigns across multiple sites and focuses your efforts in one place. Efficiency.

Content marketing As publishers, we've been in the content marketing business for the respiratory market for over 20 years. We leverage this expertise for your audience engagement and your community! Expert content.

We leverage all of our platforms to drive traffic and engagement Our content is published in e-mail, social media and other dedicated marketing channels that you don't have time to maintain, we do it for you! You have more time to do the rest of your job!

Linking back to your site increases your audience and reach By having literally hundreds of ways of linking back to your site, we create a constant funnel of traffic to your corporate site. Your goal is accomplished!

Content development We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *RT Magazine* editorial content, Q&A, government and regulators content, your branded content, blogs, industry experts, and interactive industry expert blogs.

Analytics Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

Program Features

Production time frame - 4 weeks from signed insertion date

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

Specs



Advertiser Logo: 150x140 with URL 300 dpi, eps, jpg

Leaderboard: 728 x 90, gif or jpg, 45kb

White Paper

\$6,000 total | \$700 per page for content creation

Overview

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of respiratory care professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow-up conversations.

Program Features

Production time frame - 2.5 weeks from signed insertion date

- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- Lead-retrieval options include daily, weekly, or monthly reporting

Specs



Page Count: not required but recommend 6-10 pages

Size: 8.5 (w) x 11 (h) - high res pdf

Short Description: 200 words or less

Additional Materials Needed

- Advertiser Logo (150x140) with URL 300 dpi, eps, jpg
- Completed whitepaper in PDF format
- Customized registration page

Continuous Respiratory Monitoring and a “Smart” Infusion System Improve Safety of Patient-Controlled Analgesia in the Postoperative Period

Ray R. Maddox, PharmD; Harold Oglesby, RRT; Carolyn K. Williams, BSPharm; Marianne Fields, RN, MSN; Sherry Danello, RN, MSN

Abstract

The Anesthesia Patient Safety Foundation has noted an underappreciated risk of serious injury from patient-controlled analgesia (PCA)—including life threatening respiratory depression (RD) in young, healthy patients—and has urged consideration of “smart” PCA pumps and continuous oxygenation and ventilation monitoring of patients receiving PCA therapy. St. Joseph’s/Candler Health System was the first U.S. hospital system to implement such technology. Clinical experience shows that non-invasive capnographic monitoring provides the earliest warning of RD. Use of this technology documented an incidence of PCA-related RD-bradypnea many times higher than previously reported. We describe implementation of “smart” PCA pumps with continuous respiratory monitoring and results achieved in significant programming errors averted and patients protected even when the PCA infusion was correctly programmed. Our experience shows that continuous respiratory monitoring of PCA therapy, especially non-invasive capnography, assists clinicians in early identification of RD and other complications to prevent serious adverse events and the need for costly interventions.

Introduction

Effective pain management is essential to patient satisfaction, quality of care, and compliance with Joint Commission standards.¹ Patient-controlled analgesia (PCA), an effective method of opioid administration for postoperative pain management, is also associated with serious risks.^{2, 3, 4, 5, 6, 7}

The Anesthesia Patient Safety Foundation notes that the significant complication of serious injury from PCA in the postoperative period includes a low tidal volume, opioid-induced respiratory depression (RD) in young, healthy patients. A study using continuous noninvasive monitoring of both oxygenation and ventilation found the incidence of RD based on bradypnea was many orders of magnitude higher than the 2 percent widely reported in the literature.⁸ MEDMARXSM and U.S. Food and Drug Administration (FDA) show that when PCA pumps are involved, the chance for patient harm is increased.¹⁰

Please complete the form below.

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State*

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necessary.

Increased surface area provides greater sampling accuracy in the presence of low tidal volume

shaded patients; modified coltham, MA. Used with

pography, not pulse ill, the original decision th PCA module and a his receiving PCA

ave continuous

Buyer's Guide

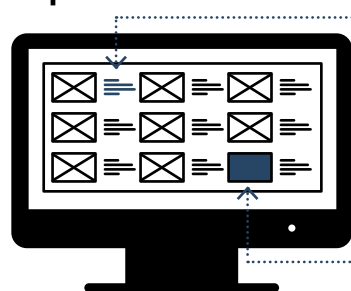
Overview

Our Buyer's Guide summarizes and highlights the companies serving the market. The guide is published every year and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

Program Features

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 - Short company profile
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 - Expanded company profile and one image
- Advertorial Profile - 1/2 Page..... **\$1,140/per listing**
 - Expanded company profile and one image
- Advertorial Profile - Full Page **\$2,564/per listing**
 - Extended company profile and two images

Specs



- **Short Description:** 50 words max
- **Expanded Description:**
 - 1/4 Page: 115 words max
 - 1/2 Page: 225 words max
- **Extended Description:** 525 words max
- **Advertiser Logo:** 300 dpi, eps, jpg

AG Industries

3637 Scarlet Oak Blvd, St. Louis, MO, 63122
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Advertiser Rate \$25/per lead*

*100 lead purchase minimum

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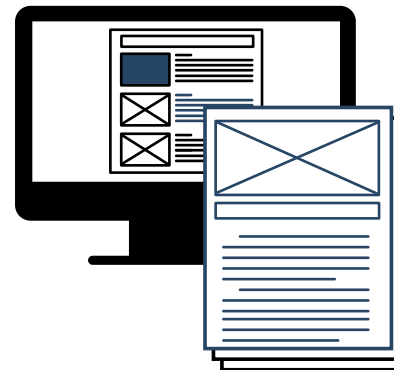
Program Features

- Hosting of multiple documents or files over the life of the program
- Ongoing promotion of content and visitor data capture until the program leads are met
- Specialized website sections dedicated to specific content types with lead capture
- Lead data capture will provide you with name, company and contact point (address, phone, e-mail)*
**min requirement of one valid contact point*
- Lead data report delivered to advertiser weekly
- Specialized marketing campaign that leverages multiple products to drive traffic to your content and identify the highest value leads
- Prepayment of program prior to live date

Don't have a whitepaper, featured report or specs data charts?

Allied 360 can help you develop multiple types of documents for hosting starting at \$700/page (2 page min.)

Specs



Text based documents: Preferred: max size 8.5 (w) x 11 (h) – print quality pdf

Document Title: 100-150 characters

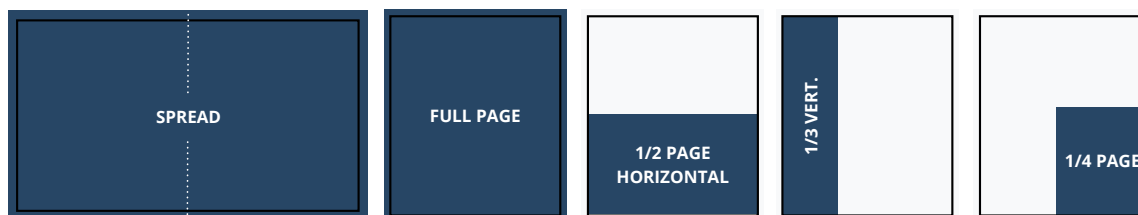
Document Overview: 200 words or less

Contact E-mail: e-mail for report delivery

Multimedia files: please contact us for specs

Rates & Specs

Print



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Premium Placement \$625

Color Rates:
Spot Color..... \$350-700

Full Color Ad Size	Live Area	Trim Size	Bleed Size	1x	3x	6x	12x	18x	24x	30x
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11	\$10,340	\$9,970	\$9,700	\$9,430	\$9,190	\$8,970	\$8,710
Full Page	7.375 x 10.25	7.875 x 10.75	8.125 x 11	\$5,320	\$5,135	\$5,000	\$4,865	\$4,745	\$4,635	\$4,515
1/2 Page Horizontal	7 x 4.875	-	-	\$3,955	\$3,835	\$3,745	\$3,650	\$3,560	\$3,475	\$3,405
1/3 Page Vertical	2.375 x 10	-	-	\$3,260	\$3,155	\$3,090	\$3,025	\$2,940	\$2,890	\$2,830
1/4 Page Vertical	3.375 x 4.875	-	-	\$2,840	\$2,755	\$2,695	\$2,640	\$2,600	\$2,535	\$2,490

Online

	Desktop/Tablet Dimensions	Mobile Dimensions	Supported File Types	Max. File Size	Animation Gif. Max. Length	Max. Number of Frames	Rates
Leaderboard	728 x 90	320 x 50	jpg, gif	45 kb	30 sec	3	\$1,500/mo
Medium Rectangle	300 x 250	300 x 100	jpg, gif	45 kb	30 sec	3	\$1,000-1,500/mo
Bottom Banner	940 x 60	300 x 50	jpg, gif	45 kb	30 sec	3	\$1,000/mo
Interstitial	640 x 480	-	jpg, gif	45 kb	-	-	\$3,000/mo

DESIGN GUIDELINES: For high resolution devices, please provide double-sized ad units with your standard ad creatives. Ad unit content must be clearly distinguishable from normal web-page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). *Materials must be submitted 10 days prior to campaign start.*

SEND AD MATERIALS TO: SARAH WALL 913.955.2776, FAX 913.647.6108, SWALL@ALLIED360.COM
FILE UPLOAD LINK: anthemcloud.egnyte.com/ul/FbcUW3JXy9

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