

# RT

FOR DECISION MAKERS IN RESPIRATORY CARE®

connecting respiratory  
and critical care device  
manufacturers to respiratory  
care professionals

## 2014 media kit



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# connect with buyers

*RT: For Decision Makers in Respiratory Care* connects respiratory care professionals to respiratory and critical care device manufacturers via social networks, mobile devices, unique websites, e-mail newsletters, and monthly print publications featuring respiratory care best practices that readers can use—right now. We are unique in the marketplace because we are the only independent brand that focuses exclusively on the respiratory care industry.



# meet the editor



**Mike Fratantoro | Chief Editor**  
phone: (424) 235-8045  
email: [mikefrat@allied360.com](mailto:mikefrat@allied360.com)

Mike Fratantoro brings several years of media experience to *RT'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'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.

One Major Change in 2014 is *RT's* emphasis on using our digital media properties to deliver interesting and innovative content to our readers as quickly and efficiently as possible. 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'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.

**"Respiratory and critical care professionals are dedicated to providing the greatest possible care to their patients. To accomplish this, they need to be aware of the latest research, the newest products, and the key issues that are driving the industry. That's where RT Magazine comes in. Our goal is to provide the smart, interesting, and readily accessible information that ultimately helps RTs and their patients breathe easier."**



[facebook.com/pages/RT-Magazine/47041182463](https://facebook.com/pages/RT-Magazine/47041182463)



[twitter.com/RTmagazine](https://twitter.com/RTmagazine)

# advertise with us

**Brand yourself as a key industry provider within the respiratory care segment's most trusted editorial source.**

Connect with an audience of over 46,000 (and growing) decision makers... professionals who trust and share a great affinity for *RT: For Decision Makers in Respiratory Care*.

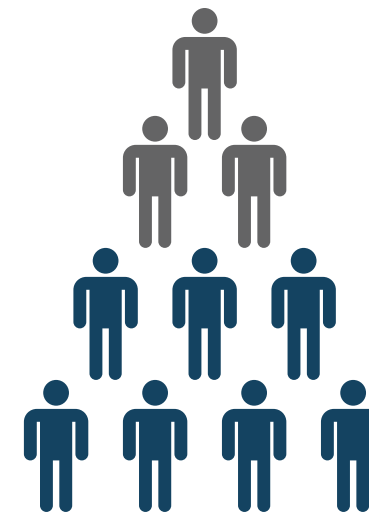
**Boost your advertising investment productivity.**

Readers rely on *RT: For Decision Markets in Respiratory Care* as a trustworthy source for industry intelligence. That's why so many successful businesses continue with *RT: For Decision Markets in Respiratory Care* as their long-term advertising partner.

**Engage potential buyers through dynamic multimedia platforms.**

Your customers, as we all do now, absorb information through various platforms and we help you capitalize on those latest information assimilation trends. As your marketing arm, *RT: For Decision Makers in Respiratory Care* takes your sales message and transforms it into a targeted, integrated marketing campaign. Year after year, *RT: For Decision Makers in Respiratory Care* is rated highest amongst competitors in reach, content and results.

We can increase your brand visibility, drive traffic to your site, offer lead generation, conduct market research, and/or help you educate the respiratory care market, both effectively and cost efficiently. Whatever your marketing objectives, *RT: For Decision Makers in Respiratory Care* offers multiple plans of attack to meet and even surpass them.



**7 OUT OF 10  
INDUSTRY PROFESSIONALS**

who receive *RT: For Decision Makers in Respiratory Care* have taken action (visited an advertiser's website, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *RT: For Decision Makers in Respiratory Care*.\*



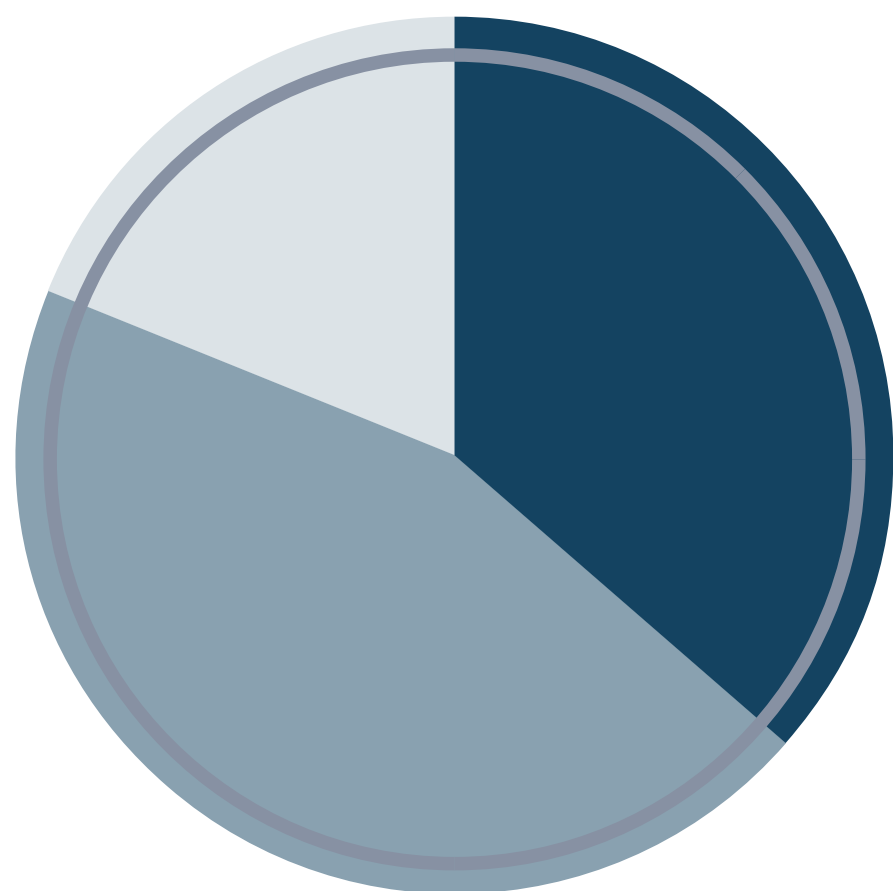
**3 OUT OF 4 INDUSTRY  
PROFESSIONALS**

who receive *RT: For Decision Makers in Respiratory Care* indicated they were responsible (either as an individual or as part of a group) for purchasing and/or recommending the purchase of equipment and services for their organization.\*

\*Publisher's own data August 2013

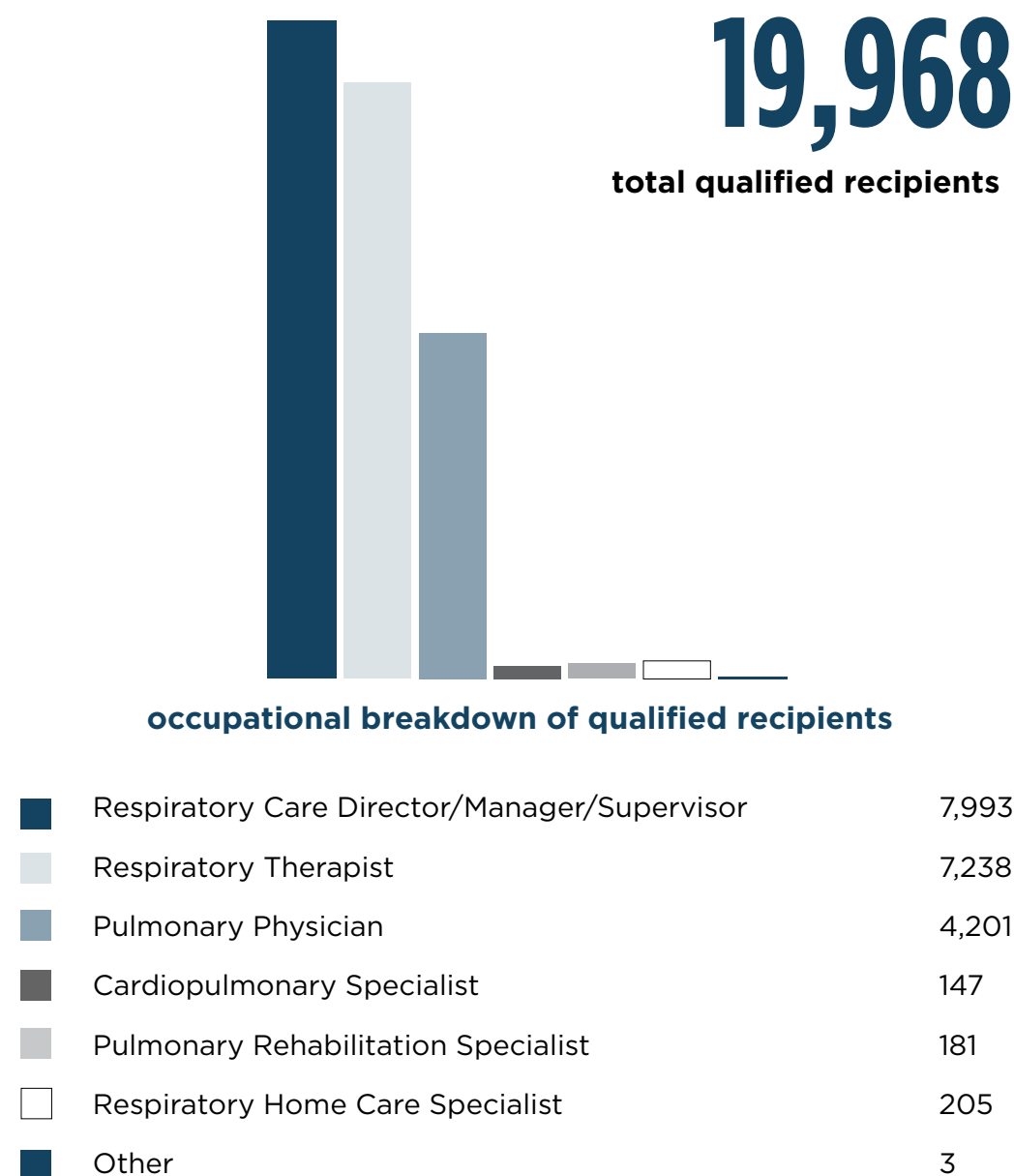
# the audience

*RT: For Decision Makers in Respiratory Care* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *RT: For Decision Makers in Respiratory Care* delivers complete coverage of critical technological advancements, applied products intelligence, and diagnostics.



**46,245\***  
**total gross monthly contacts**  
**to *RT: For Decision Makers in Respiratory Care***

\*Publisher's own data August 2013



	[ JAN ]	[ FEB ]	[ MARCH ]	[ APRIL ]	[ MAY ]	[ JUNE ]	
<b>PRINT</b>							
<b>Features</b>	<ul style="list-style-type: none"> <li>Transtracheal Oxygen Therapy in the ER</li> <li>Ventilation</li> <li>Simulation + Education</li> <li>Facility Profile: NIH Clinical Center</li> </ul>	<ul style="list-style-type: none"> <li>Exercise + COPD Management</li> <li>Pulse Oximetry</li> <li>Ventilation</li> <li>Capnography + PCA Monitoring</li> </ul>	<ul style="list-style-type: none"> <li>DMAT: Disaster Medical Assistance Teams</li> <li>Inhaled CO Therapy</li> <li>Blood Gas</li> <li>Facility Profile: CHOP Sleep Center</li> </ul>	<ul style="list-style-type: none"> <li>COPD &amp; Women</li> <li>Intubation + VAP</li> <li>Bubble CPAP NICU</li> <li>Spirometry/PFT</li> </ul>	<ul style="list-style-type: none"> <li>COPD + Sleep Apnea</li> <li>Ventilation</li> <li>Nat'l Sleep Foundation 2014 Poll</li> <li>In-Hospital Sleep Labs</li> </ul>	<ul style="list-style-type: none"> <li>Home Care + Chronic Lung Patients</li> <li>Inhaled Nitric Oxide</li> <li>ECMO + Resuscitation</li> <li>EMR Management + PFT Data</li> </ul>	
<b>Market Roundtable</b>	<ul style="list-style-type: none"> <li>Blood Gas Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Secretion Clearance</li> </ul>	<ul style="list-style-type: none"> <li>Oxygen Therapy</li> </ul>	<ul style="list-style-type: none"> <li>Airway Management</li> </ul>	<ul style="list-style-type: none"> <li>Pulse Oximetry</li> </ul>	<ul style="list-style-type: none"> <li>Aerosol Delivery</li> </ul>	
<b>Technology Insider</b>	<ul style="list-style-type: none"> <li>Spirometry/PFT</li> </ul>	<ul style="list-style-type: none"> <li>Aerosol Delivery</li> </ul>	<ul style="list-style-type: none"> <li>Airway Management</li> </ul>	<ul style="list-style-type: none"> <li>Secretion Clearance</li> </ul>	<ul style="list-style-type: none"> <li>Bubble CPAP</li> </ul>	<ul style="list-style-type: none"> <li>Capnography</li> </ul>	
<b>Tech Comparison Matrix A</b>	<ul style="list-style-type: none"> <li>Ventilation</li> </ul>	<ul style="list-style-type: none"> <li>Pulse Oximetry</li> </ul>	<ul style="list-style-type: none"> <li>Blood Gas Analyzers</li> </ul>	<ul style="list-style-type: none"> <li>Spirometry/PFT</li> </ul>	<ul style="list-style-type: none"> <li>CPAP Interfaces</li> </ul>	<ul style="list-style-type: none"> <li>Aerosol Delivery</li> </ul>	
<b>Tech Comparison Matrix B</b>	<ul style="list-style-type: none"> <li>Humidification</li> </ul>	<ul style="list-style-type: none"> <li>Capnography</li> </ul>			<ul style="list-style-type: none"> <li>CPAP Systems</li> </ul>	<ul style="list-style-type: none"> <li>Resuscitation</li> </ul>	
<b>Ad Space Close</b>	12.10.13	1.7.14	2.5.14	3.14.14	4.9.14	5.7.14	
<b>Ad Material Deadline</b>	12.16.13	1.13.14	2.11.14	3.20.14	4.15.14	5.13.14	
<b>Mail Date</b>	1.11.14	2.5.14	3.6.14	4.12.14	5.8.14	6.6.14	
<b>ONLINE</b>							
<b>Webinars</b>		<ul style="list-style-type: none"> <li>ACA Healthcare Law + Impact</li> </ul>		<ul style="list-style-type: none"> <li>Reducing COPD Readmissions</li> </ul>			
<b>E-Newsletters</b>	Respiratory Report (weekly)						

	[ JULY ]	[ AUGUST ]	[ SEPT ]	[ OCT ]	[ NOV ]	[ DEC ]	
<b>PRINT</b>							
<b>Features</b>	<ul style="list-style-type: none"> <li>Product Focus</li> </ul>	<ul style="list-style-type: none"> <li>RTs Without Borders</li> <li>Oxygen Delivery Methods</li> <li>Ventilation</li> <li>Pulmonary Rehabilitation</li> </ul>	<ul style="list-style-type: none"> <li>Transport RTs + Transport Ventilation</li> <li>Blood Gas</li> <li>Cystic Fibrosis + Secretion Clearance</li> <li>Facility Profile: Nat'l Jewish Health</li> </ul>	<ul style="list-style-type: none"> <li>Reducing COPD Readmissions</li> <li>Pulse Oximetry</li> <li>FeNO + Asthma</li> <li>Smoking Cessation</li> </ul>	<ul style="list-style-type: none"> <li>Ventilation + Humidification</li> <li>Secretion Clearance</li> <li>Intubation + Airway Management</li> <li>Facility Profile: Univ Pittsburgh Med Ctr</li> </ul>	<ul style="list-style-type: none"> <li>Buyer's Guide</li> </ul>	
<b>Market Roundtable</b>		<ul style="list-style-type: none"> <li>Capnography + PCA Monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Spirometry/PFT</li> </ul>	<ul style="list-style-type: none"> <li>Ventilation</li> </ul>	<ul style="list-style-type: none"> <li>CPAP</li> </ul>		
<b>Technology Insider</b>		<ul style="list-style-type: none"> <li>Pulse Oximetry</li> </ul>	<ul style="list-style-type: none"> <li>Ventilation</li> </ul>	<ul style="list-style-type: none"> <li>Oxygen Therapy</li> </ul>	<ul style="list-style-type: none"> <li>Blood Gas Analysis</li> </ul>		
<b>Tech Comparison Matrix A</b>		<ul style="list-style-type: none"> <li>Oxygen Conservers</li> </ul>	<ul style="list-style-type: none"> <li>Secretion Clearance</li> </ul>	<ul style="list-style-type: none"> <li>Ventilation</li> </ul>	<ul style="list-style-type: none"> <li>Intubation + Airway Management</li> </ul>		
<b>Tech Comparison Matrix B</b>		<ul style="list-style-type: none"> <li>Oxygen Concentrators</li> </ul>		<ul style="list-style-type: none"> <li>Pulse Oximetry</li> </ul>			
<b>Ad Space Close</b>	6.6.14	7.9.14	8.12.14	9.10.14	10.8.14	11.11.14	
<b>Ad Material Deadline</b>	6.12.14	7.15.14	8.18.14	9.16.14	10.14.14	11.15.14	
<b>Mail Date</b>	7.9.14	8.7.14	9.11.14	10.9.14	11.6.14	12.12.14	
<b>ONLINE</b>							
<b>Webinars</b>		<ul style="list-style-type: none"> <li>Reducing VAE/VAP</li> </ul>			<ul style="list-style-type: none"> <li>Managing Rising Departmental Costs by Transitioning to Home Care</li> </ul>		
<b>E-Newsletters</b>	Respiratory Report (weekly)						

## INDUSTRY EVENTS

### FOCUS (SPRING) 2014

ORLANDO, FL  
MAY 15-17

*Bonus Distribution*  
APRIL ISSUE

### ATS 2014

SAN DIEGO, CA  
MAY 16-21

*Bonus Distribution*  
APRIL ISSUE

### APSS 2014

MINNEAPOLIS, MN  
MAY 31-JUNE 4

*Bonus Distribution*  
MAY ISSUE

### AARC 2014

LAS VEGAS, NV  
DEC 9-12

*Bonus Distribution*  
NOVEMBER ISSUE

# online ad rates & mechanicals

## RATES & AD DETAILS

	Leaderboard	Medium Rectangle 1	Medium Rectangle 2	Bottom Banner	Interstitial	Page Peel
Initial Dimensions (WxH in pixels)	728 x 90	300 x 250	300 x 250	940 x 60	550 x 480	80 x 80 500 x 500
Supported File Types	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif	jpg, gif
Max Initial File Load Size	45kb	45kb	45kb	45kb	45kb	45kb
Max Video & Animation Frame Rates	24 fps	24 fps	24 fps	24 fps	-	-
Max Animation Length (Flash & GIF)	30 sec	30 sec	30 sec	30 sec	-	-
Max Number of Frames	3	3	3	3	-	-
Design Guidelines	Ad unit content must be clearly distinguishable from normal webpage content (ie ad unit must have clearly defined borders and not be confused with normal page content)					
Material Submissions	10 days prior to campaign start					
Rates <i>*All rates are net</i>	\$1500 / month	\$1500 / month	\$1000 / month	\$1000 / month	\$3000 / month	\$2000 / month
Total Units Available	3	3	3	3	1	1



### SEND AD MATERIALS

to Ad Coordinator:

#### NINA KATSOV

(913) 894-6923, ext 621

Fax (913) 647-6108

nkatsov@allied360.com



# print ad rates & mechanicals

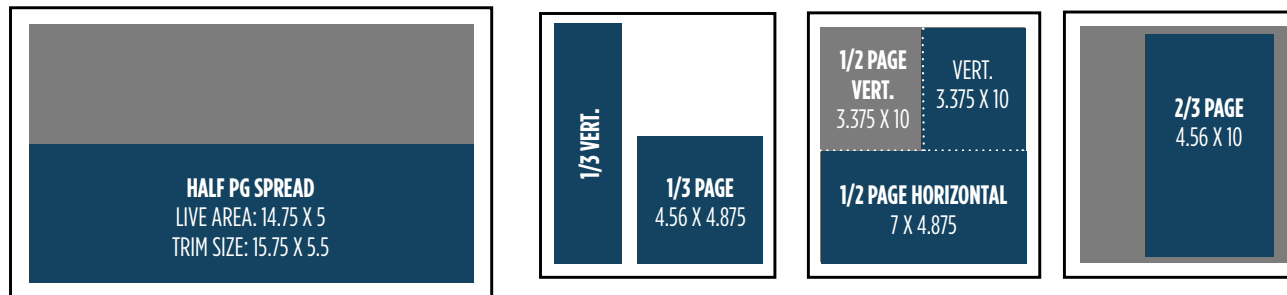
**SEND AD MATERIALS**  
to Ad Coordinator:

**NINA KATSOV**  
(913) 894-6923, ext 621  
Fax (913) 647-6108  
nkatsov@allied360.com

Preferred Positions			
Guaranteed Positions	10% premium		
Inside Cover	\$525		
Back Cover	\$605		
Color Rates		Spread	
Standard/matched inks	\$475	\$785	
4-Color	\$850	\$1,400	
5-Color PMS	\$1,050	\$1,800	

## MECHANICAL REQUIREMENTS

	Live Area	Trim Size	Bleed Size
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11
1 page	7.375 x 10.25	7.875 x 10.75	8.125 x 11
2/3 page	4.56 x 10		
1/2 page spread	14.75 x 5	15.75 x 5.5	
1/2 page island	4.56 x 7.5		
1/2 page vertical	3.375 x 10		
1/2 page horizontal	7 x 4.875		
1/3 page vertical	2.375 x 10		
1/3 page square	4.56 x 4.875		
1/4 page vertical	3.375 x 4.875		



## STANDARD RATES

Size	1x	3x	6x	12x	18x	24x	30x
1 page	\$4,470	\$4,285	\$4,150	\$4,015	\$3,895	\$3,785	\$3,665
2/3 page	\$3,625	\$3,480	\$3,380	\$3,275	\$3,170	\$3,070	\$2,980
1/2 Island	\$3,430	\$3,295	\$3,200	\$3,090	\$2,990	\$2,905	\$2,815
1/2 page	\$3,105	\$2,985	\$2,895	\$2,800	\$2,710	\$2,625	\$2,555
1/3 page	\$2,410	\$2,305	\$2,240	\$2,175	\$2,090	\$2,040	\$1,980
1/4 page	\$1,990	\$1,905	\$1,845	\$1,790	\$1,750	\$1,685	\$1,641
1/6 page	\$985	\$940	\$915	\$885	\$855	\$835	\$810

## CUSTOM MARKETING



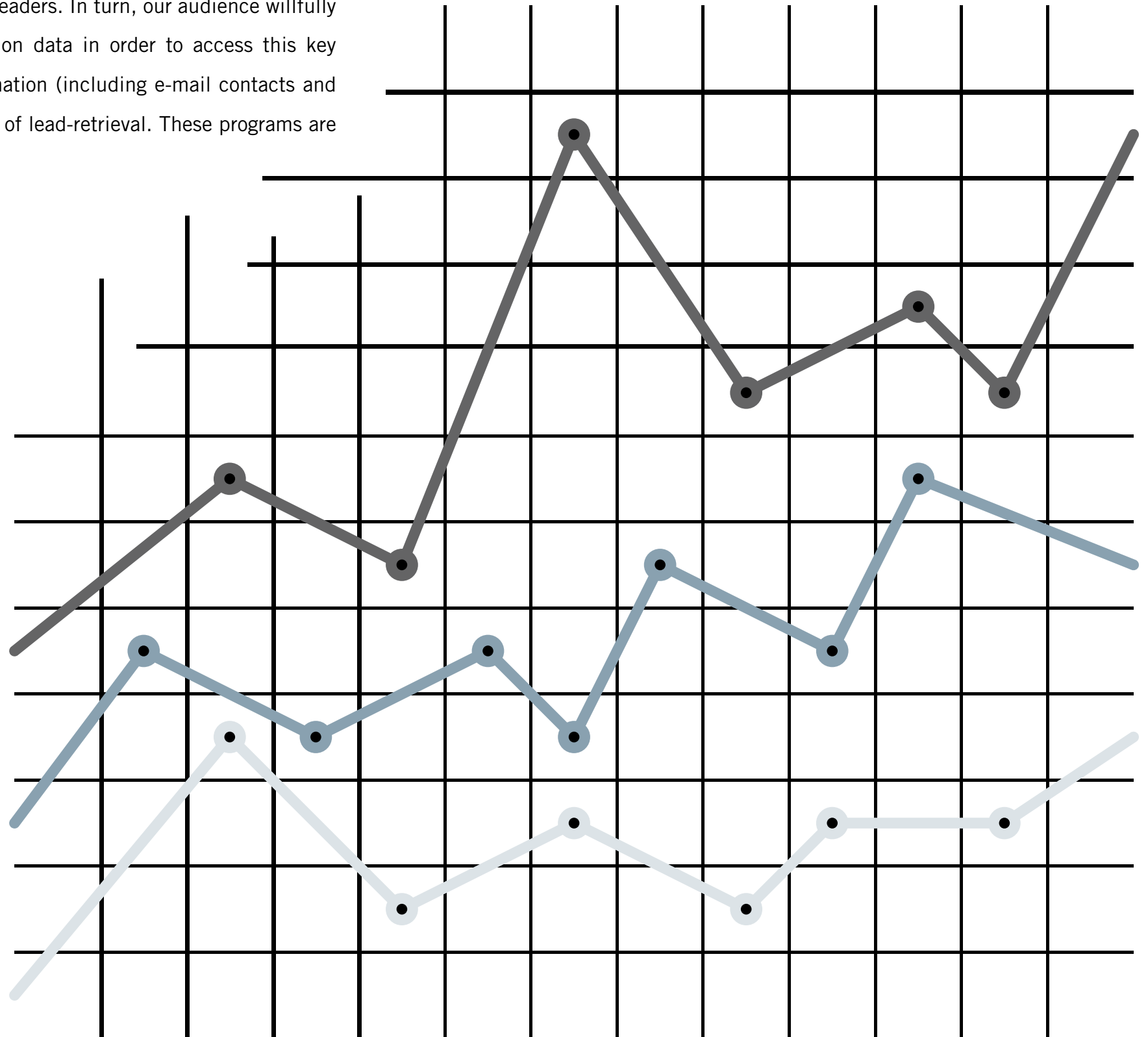
## KEY DATES & DEADLINES

	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Space Close	12.10.13	1.7.14	2.5.14	3.14.14	4.9.14	5.7.14	6.6.14	7.9.14	8.12.14	9.10.14	10.8.14	11.11.14
Ad Material Due	12.16.13	1.13.14	2.11.14	3.20.14	4.15.14	5.13.14	6.12.14	7.15.14	8.18.14	9.16.14	10.14.14	11.15.14
Est. Mail Date*	1.11.14	2.5.14	3.6.14	4.12.14	5.8.14	6.6.14	7.9.14	8.7.14	9.11.14	10.9.14	11.6.14	12.12.14

\*Mailing date is an estimated date and could vary depending on delays in print production, postal processing or mailing transit times

# lead generation programs

By delivering relevant and valuable content (either original or repurposing your internally developed content), we empower our readers. In turn, our audience willfully provides their contact and even buying intention data in order to access this key information. We deliver their registration information (including e-mail contacts and answers to polling questions) to you in the form of lead-retrieval. These programs are available daily, weekly, or monthly.



# digital edition

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



\*Multimedia add-on items are only available with an enhanced digital ad  
 \*\*Multimedia features added to online digital edition only and do not bundle with tablet edition

## program features

### PRIMARY SPONSOR

- Single or multiple issue sponsorship of digital edition
- Leaderboard (728 x 90) on two separate e-blasts for each edition
- Left-hand page facing the digital edition front cover
- Traffic Driver promotional items on brand website and weekly e-newsletters
- Sponsorship recognition on digital edition promotion ad in print

\$2500/issue

### DIGITAL AD LINK

- Live link on ad and in Ad Index

\$150 | \$100/additional

### BANNER AD

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

\$350/each

### 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)

### MULTIMEDIA ADD-ONS

- Add Audio, Video, and Flash items to an Enhanced Digital Ad, or replace your ad completely with a flash version

### ENHANCED DIGITAL AD SPREAD

- 2-page ad in digital edition

## DIGITAL AD ENHANCEMENT DETAILS

	Digital Ad	Digital Spread	Audio	Video	Flash Animation	Flash Ad
Type	pdf	pdf	TC	youtube, vimeo	swf	swf
Specs	7.875 x 10.75	15.75 x 10.75	2 min	2 min	30 sec	30 sec loop
Pricing	\$500	\$1,000	\$175	\$200	\$200	\$300

# e-newsletter & e-blasts

Direct to the desktop or mobile device, promote your message via direct marketing. E-blasts and e-newsletters deliver the latest product developments, technology advancements and other industry news to thousands of professionals. Our average click-through rates beat industry averages. And, we can gather important reader information to provide you qualified leads.

## program features

### E-NEWSLETTER AD UNIT

- Leaderboard (728 x 90) ad with URL link

### BREAKING NEWS

- Leaderboard (728 x 90) ad with URL link

### TOP TEN E-BLAST

- Leaderboard (728 x 90) ad with URL link
- Sent to editorial preference list

### AD UNITS PRICING (PER MONTH)

	Daily Newsletter	Weekly Newsletter	Breaking News	Top Ten
Leaderboard - 1	\$7,000	\$3,000	\$3,000	\$3,000
Leaderboard - 2	\$6,000	\$2,000	—	\$2,000
Leaderboard - 3	\$5,000	\$1,000	—	\$1,000
Leaderboard - 4	—	\$750	—	—
Leaderboard - 5	—	\$750	—	—

### MULTI-SPONSOR/SHOW E-BLAST

- 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)

\$400/per listing | \$800/for lead gen

### THIRD PARTY E-BLAST/NEWSLETTERS

- Client provided materials
- Sent to third party preference list

\$300/CPM | \$200 production charge



# buyer's guide

RT: For Decision Makers in Respiratory Care annual Buyer's Guide summarizes and highlights the companies serving the respiratory care market. The guide is published in December and hosted throughout the year on the web. This is a resource that purchasing decision-makers refer to throughout the year.

## CATEGORY SPONSORSHIP ADVERTISING

- Banner ad branding of a category and all sub-categories

## AD UNITS DETAILS

	Leaderboard	Medium Rectangle	Bottom Banner
Ads/Category	3	3	3
Specs	728 x 90	300 x 250	940 x 60
Pricing/Year	\$5,000	\$5,000	\$4,000



## program features

### BASIC LISTING ONLINE - FREE

- Your Company Information
- Free listing will be included in annual print edition

### FEATURED LISTING ONLINE

- Logo
- Flagged as Featured
- Access to Recommend/Print/Visit/Claim features
- Ability to make listing popular based on number of clicks
- Rotated feature listing in left column
- Company Descriptions
  - Short - 200 characters max - listing will rotate in sidebar
  - Long - 1150 characters max - will be part of your company listing page
- Product listings
- FREE Featured Listing with purchase of print ad (half page minimum) and product category sponsorship

\$1200/year (50% discount with purchase of category sponsorship ad)

## featured listings - print - requires purchase of a display ad in print Buyer's Guide

### FEATURED LISTING - BASIC

- Short Company Description - 200 characters max
- Company logo
- Display ad call out

\$350/per listing

### FEATURED LISTING - 1/4 PAGE

- Long Company Description - 450 characters max
- One image and company logo
- Display ad call out

\$995/per listing

### FEATURED LISTING - 1/2 PAGE

- Long Company Description - 1150 characters max
- One image and company logo
- Display ad call out

\$1863/per listing

### FEATURED LISTING - FULL PAGE

- Extended Company Description - 2500 characters max
- Two images and company logo
- Display ad call out

\$3576/per listing

# feature reports

Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. We assign an industry freelance editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program. Feature Reports are great for branding, promoting the sponsor as a subject matter expert, generating leads, and provide great leave behinds for a client's sales team or for use at trade shows.

This is an editorial product that is sponsored by your company. We provide you with a draft version of the report and will provide an opportunity to offer suggestions to clarify points or offer commentary to improve overall readability of the report.

## program features

- 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

### MATERIALS NEEDED

- Logo with URL link (eps or jpg format - 300 dpi)
- 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 title
- Point of contact for interview (name, phone, and email)
- Charts, figures, analyst reports, photos, etc. to provide context (optional)

\$17,000 total | promoted for 3 months

Production time frame – 12 weeks from signed insertion date

FEATURED REPORT

## Benefits and Challenges: Keeping Up with the Rapid Evolution of Mechanical Ventilation

## Benefits and Challenges:

### Keeping Up with the Rapid Evolution of Mechanical Ventilation

By Renee DiIullo

Wake Forest Baptist Medical Center, Winston-Salem, NC. Behind advances in mechanical ventilation, respiratory therapists (RT) make more informed decisions. Unfortunately, it has been noted that the industry (eg, a multi-institutional effort, etc) requires long periods of time. The health care industry has often relied on unsubstantiated claims. One can make the wrong choice or technology based on one study. A feature being examined is "one patient," Kauffmann. The community waits for the technology and change in practice or form (a struggle that advances have been simple enhancements with having a powerful acquisition decisions even without significant features make a ventilator and the easier some-

# webinars

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. You can sponsor an editorial webinar, work with us to create something customized for your product message, or let us host your already recorded content. These topic-specific webinars bring together our editorial team with our leading industry experts for an in-depth product or market briefing.

## program features

- Live or recorded, audio plus PowerPoint presentation
- Custom developed webinar will be moderated by Chief Editor (marketer provides PowerPoint)
- Customized registration page
- One full-page 4-color print ad
- Weekly e-newsletter promotion
- Weekly e-blasts promoting webinar
- Inclusion in monthly promotional e-blast after live event
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months

## WEBINAR OPTIONS

	Rate
60-Minute Event	\$16,000
30-Minute Event	\$10,500
15-Minute Event	\$7,500

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.



# podcasts

Podcasts can be custom-developed for your message. Hosted by our chief editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissect industry developments. Podcast sponsors provide branding, association with delivery of intelligent content and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

## program features

- Single or multi sponsorship
- 15-second audio commercial
- Customized registration form to access podcast
- Lead-retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months
- Inclusion in monthly promotional e-blast

\$2000/month | (3 months minimum)

**Production time frame - 8 weeks from signed insertion date**





# video showcase

Tell your story, present your solution, or demonstrate your product with video. All packages include print, website, and e-newsletter promotions, and these videos are only accessible to registered site visitors.

## program features

- Video URL link or embedded YouTube link hosted in Resource Center
- Inclusion in monthly promotional e-blast
- Promotional traffic drivers across platforms

\$2000/month | (3 months minimum)

**Production time frame - 4 weeks from signed insertion date**



# dedicated communities

Create a niche community dedicated exclusively to the category of your choice! With this community style platform, readers can log on to find out information on product news, new research, educational articles, and much more!

## Content development

We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *RT: For Decision Makers in Respiratory Care* 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

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

## MATERIALS NEEDED

- Logo (150 x 140) with URL link (eps or png format)
- Leaderboard (728 x 90) and bottom banner (940 x 60)

\$5000/month | (6 months minimum)

Production time frame - 4 weeks from signed insertion date

The screenshot displays the Patient Monitoring website layout. At the top, there is a dark blue **LEADERBOARD** banner with dimensions 728 X 90. Below it is the **PATIENT MONITORING** logo, with the tagline "an RT MAGAZINE COMMUNITY". To the right of the logo is a "SUBSCRIBE" button featuring magazine covers. The main content area is titled **A World of Patient Monitoring** and contains three article teasers:

- Mapping Capnography**: Includes a map of the US and text about the Promise to Amanda Foundation. A **READ MORE** button is at the bottom right.
- Integrating Brain Monitoring With Traditional Anesthesia Practices**: Includes text about BIS monitoring. A **READ MORE** button is at the bottom right.
- Flipping Pulse Oximetry on Its Head**: Includes an illustration of a patient's head and text about the Trendelenburg Position. A **READ MORE** button is at the bottom right.

On the right side of the page, there is a vertical sidebar with the **PATIENT MONITORING** logo, the text "Your one stop all access pass to all things with Patient Monitoring", a circular **CLICK HERE to learn more!** button, and the **NONIN** logo with the text "Sponsored by:".

At the bottom, there is a dark blue **BOTTOM BANNER** with dimensions 940 X 60.

# technology & product guide sponsorship

Our editors construct a comparison matrix of each product category and house it on our site (which recognizes the sponsoring company). When a visitor proceeds to download the comparison matrix, they are required to register their complete contact information (including name, location, email), which is then delivered to you in a custom lead generation report.

## program features

- Original content developed by editorial team
- Customized registration page
- Lead-retrieval options include daily, weekly, or monthly reporting
- Promotional traffic drivers across platforms

## MATERIALS NEEDED

- Product image
- Up to three custom registration questions (optional)

\$2000/month | (3 months minimum)

Production time frame - 4 weeks from signed insertion date

www.rtmagazine.com

### Technology Comparison Guide Oxygen Concentrators

	AIRSEP CORPORATION	AIRSEP CORPORATION	GARE 3030W	DEFENDERS HEALTHCARE
Product	FreeStyle	LifeStyle	Eoliseo 3 with autoGNT	DeVitalis 600 <sup>®</sup> Portable Oxygen System
Type of product	Portable Oxygen Concentrator	Portable Oxygen Concentrator	Portable -10 lbs	Portable Oxygen Concentrator
Weight (lbs)	Unit and battery 8.4 lbs plus 1.8 lb AirBelt - 10.2 lbs	Unit and battery 9.75	Unit 15 lbs and battery 13.4	Unit 16.5 lbs and battery 10
Dimensions (HxWxD in inches)	10.0 x 8.1 x 3.6	6.5 x 7.25 x 10.51	15.3 x 12.3 x 7.3	15 x 11 x 6
Available settings	1 to 3	Pulse-only settings 1 to 6	Continuous flow 3.5-5.0 LPM and pulse dosing up to 192 mL	Settings 1 to 6 in PulseDose <sup>®</sup> Mode; 1 to 3 LPM in continuous flow mode
Pulse type and volume	Fixed pulse volume delivery volume per breath = 500 mL	Fixed pulse delivery volume per breath = 100.25 mL	Pulse dose delivery option 10 mL through 192 mL per breath	PulseDose mode—easy to select settings of 1.0, 1.5, 2.0, 2.5, 3.0, 4.0, 5.0, and 6.9
Maximum dose	12.50 mL	43.75 mL	192 mL in pulse and 3 LPM in continuous flow	3 LPM continuous flow
Sound level	30 dBA at 1 ft, 41 dBA at 2 ft, 44 dBA at 3 ft	50 dBA	40 dB at the highest setting	40 dB
Power options	AC	AC	AC	AC
	DC	DC	DC	DC
	Battery Pack	Battery Pack	Battery	Battery
	Battery life: 2.00 hours + optional AirBelt - 3-10 hrs, dependent on setting	Battery life: 10 minutes	Battery life: up to 1.2 hours depending on flow rate	Battery life: 5.4 hours at setting 1 in PulseDose mode
Charge time: 2.0 hours; 3 hours for AirBelt	Charge time: 2.5 hours	Charge time: 1.3 to 5.0 hours	Charge time: As little as 2 hours dependent on setting	
Altitude level	Up to 12,000 ft (higher altitudes may affect performance)	12,000 ft	12,123 ft	11,123 ft (to 4,000 m); tested at -3000 ft
FAA approved?	No	Yes	Yes	No
FAA approved?	No	Yes	Yes	No

# white papers

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




- Link from homepage
- Promotional traffic drivers across platforms
- Registration page with two custom questions
- E-newsletter promotion as news item
- Lead-retrieval options include daily, weekly, or monthly reporting
- Inclusion in monthly promotional e-blast

## MATERIALS NEEDED

- Logo (150 x 140) with URL link (eps or png format)
- Completed white paper in PDF format
- Customized registration page

\$2000/month | (3 months minimum)

**Production time frame - 2.5 weeks from signed insertion date**



### MAXIMIZING HUMIDIFICATION WHILE MINIMIZING CHALLENGES:

A guide to delivering optimal humidification without sacrificing clinician efficiency

Jeri E. Eiserman, MBA, RRT, FAARC

**ABSTRACT**  
*Providing proper humidification levels to invasively ventilated patients is of key importance. When the upper airway is bypassed during invasive mechanical ventilation, humidification is necessary to prevent hypothermia, disruption of the airway epithelium, bronchospasm, atelectasis, and airway obstruction.<sup>1</sup> Many patients, particularly those for whom a heat and moisture exchanger (HME) is contraindicated or who require long-term ventilatory support, require the use of a heated humidification system to assure that their requirements are met. With heated humidification, however, comes the challenge of managing the condensation of water that occurs in the ventilator tubing between the humidifier and the patient.*

*Whether using a conventional ventilator circuit, or one with heated wires, condensation will occur when using heated humidification, and the clinician must address the removal of condensate and any consequences that may result. This paper discusses recommendations related to the use of heated humidification with invasively ventilated patients, the challenges posed by condensation removal from the circuit, and a new product option for addressing these challenges.*

**HUMIDIFICATION DURING MECHANICAL VENTILATION**  
It is generally agreed that providing heat and humidification during invasive ventilation is mandatory and a prevailing standard of care worldwide.<sup>1,2</sup> Two options are available for warming and humidifying the gases delivered to the mechanically ventilated patient: active humidification via a heated humidifier; and passive humidification via a heat and moisture exchanger (HME). HMEs cannot be used in all situations, and are specifically contraindicated in some patients and under some circumstances.<sup>1</sup> Active humidification via a heated humidifier is then recommended to assure that adequate humidification is provided.<sup>1,2</sup>

Heated humidifiers actively increase the heat and water vapor content of inspired gas.<sup>1</sup> These systems heat both a water reservoir and the ventilator gas coming into contact with the water as it moves from the ventilator to the patient. A maximum delivered gas temperature of 37°C and 100% RH (44mg/H<sub>2</sub>O/L) at the circuit Y-piece is recommended.<sup>1</sup> If the temperature of the gas cools as it travels through the ventilator circuit, condensation can occur and liquid water will collect in the ventilator tubing. If using conventional, non-heated wire ventilator circuits, the amount of condensation can be significant due to a pronounced temperature drop between the humidifier and the patient. Therefore, heated-wire circuits have increased in popularity, as they maintain the gas temperature throughout the circuit, reducing the amount of condensation build up.

If heated-wire circuits are used, however, condensation will still occur. This can be a result of changing environmental conditions, selected gas temperature and/or heated-wire settings. Therefore, condensation management and an understanding of the clinical consequences of the available options are important considerations when caring for patients receiving active humidification during invasive ventilation.

**THE ROLE OF THE VENTILATOR CIRCUIT: CHALLENGES AND CONSEQUENCES**  
Breathing circuits without heated wires (conventional circuits) have been used with heated-humidifiers for decades, and are still available and used today. When conventional circuits are used, the temperature at the humidifier must often be several degrees higher than the desired patient temperature at the Y-piece to compensate for the gas cooling between the humidifier outlet and patient. As a result, two phenomena occur: the absolute humidity (AH) of the gas leaving the humidifier is higher; and the gas cools significantly between the humidifier and the patient. Both are exacerbated by cold environmental temperatures and lead to large amounts of condensation in the circuit that must be dealt with on an ongoing basis.

Heated wires are frequently used as a means of controlling the amount of condensation in the ventilator circuit. When heated-wire circuits are used, two things occur: 1) the heated humidifier is able to operate at a lower temperature because it does not have to compensate for significant heat loss between the humidifier and the patient; and 2) the amount of cooling that is allowed to occur once the gas leaves the humidifier and traverses to the patient is reduced.

# trade show marketing

Trade shows are an important venue to get to know and connect with your target audience. You need to make sure you are getting the most out of your trade show investment, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news, and post-event highlight e-newsletter programs provide your company maximum reach and impact—before, during, and after key industry events.

## program features

- Sponsors will have prominent branding on all print, website, and e-newsletter promotions

## MATERIALS NEEDED

- Because each sponsor's needs are specific, custom package pricing will be developed. Please contact our sales representative for details.

**Production time frame - 8 weeks from signed insertion date**



# sweet spot marketing

RT: For Decision Makers in Respiratory Care's new Online Management Services Team gets your customers to see your message. **At Sweet Spot Marketing, we know that a website without traffic is just art and copy.**

- Your ad will come up in relevant search results **THEY HAVE** requested
- With our Precise Targeting and Budget Management, the end result is a higher return on investment (ROI) for your advertising budget
- We will create your keywords
- We will create your ad
- We will drive customers where they want to go
- You only pay when people click through to your site
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- An Inc 500 fastest growing company
- One of a **SELECT FEW** Google Certified Search Engine Marketing Companies

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