

MARKETING KIT

the official publication of the Association for
Advancing Physician and Provider Recruitment.



AAPPR

ASSOCIATION FOR ADVANCING
PHYSICIAN AND PROVIDER RECRUITMENT

ROAR is the respected educational publication for the AAPPR membership and healthcare community. The publication focuses on the professions of physician, provider, physician assistant, and advanced practice registered nurse recruitment through aggregated industry information, analysis of future and current trends, legislative news, and the sharing of best practices. ROAR is published two times per year in the spring and fall with an approximate electronic distribution of 5000 professionals. Both issues are printed and the spring issue includes the AAPPR Buyers Guide. ROAR and all of its archives is an AAPPR membership benefit. The current issue is available to the public until the next issue is published.

ROAR Advertiser Policies

Submission Policies for Print Advertising

To avoid a set-up charge, ads must be submitted as follows:

- Ad materials should be submitted as a high-resolution, print-quality PDF file. If this is not available, a high resolution (300 dpi minimum) TIFF, JPEG, or EPS will also be accepted.
- Please include crop marks.
- Submissions in Microsoft Word format will not be accepted and will be reformatted by our design department. Ads submitted in Word are subject to a one-time set-up fee of \$95 per hour, with a 1-hour minimum.
- Display ads that need to be designed or reworked because of incorrect material submissions are subject to an hourly charge of \$95, with a 1-hour minimum.

Advertisement Specifications

- Full Page
8.5 in. W x 11 in. H
Please keep a margin of 0.5 inches all the way around for any text in the ad.
- 3/4 Page
5.4432 in. W x 11 in. H
Please keep a margin of 0.5 inches all the way around for any text in the ad.
- 1/2 Page
8.5 in. W x 5.4432 in. H
Please keep a margin of 0.5 inches all the way around for any text in the ad.
- 1/4 Page
3.65 in. W x 4.875 in. H

Proof Required

It is strongly recommended that all digital ad submissions be accompanied by a client-approved high-resolution proof for best results. Client-approved proofs in the form of laser proof, inkjet proof or black & white laser proof are also accepted, but the client shall assume all responsibility for the fidelity of ads submitted with these lower-quality proofs or for ads submitted without proofs.

Unacceptable Materials

- Ads or images blown up from a lower resolution to 300 dpi.
- Printed images from books, magazines, etc.
- Photocopies or Film
- Lo-res (below 300 dpi) images or ads pulled from a website.
- Ads placed or set in a Microsoft Word document.
- Corel Draw, Pagemaker, Publisher, Power Point, MS Excel or MS Paint files

Advertisement Values

- Full page ad: \$1,250
- 3/4 page ad: \$850
- 1/2 page ad: \$600
- 1/4 page ad: \$300

Sign up to advertise in both issues of ROAR and receive a 10% discount.

Content Due Dates

Spring 2019 (printed), content due Jan. 8, 2019
Fall 2019 (printed), content due Aug. 15, 2019

ROAR Advertiser Policies

Terms and Conditions

- Deadline for submission of advertising materials and full payment is as noted on the Advertisement contract.
- Ads submitted must adhere to the Advertisement Specifications outlined.
- Resizing, typesetting, or other production charges will be billed directly to the advertiser for ads not meeting these specifications. Contact AAPPR for design services and fees.
- AAPPR reserves the right to determine advertising placement position.
- Advertising appearing in The Recruitment, Onboarding and Retention Journal (ROAR) does not constitute a recommendation or endorsement by AAPPR.
- AAPPR reserves the right to refuse or cancel any advertisement for any reason, at any time. Advertisements are subject to review by the ROAR Committee and/or Board of Directors.
- AAPPR reserves the right to place the word “Advertisement” with copy that in its sole opinion resembles editorial copy.
- Cancellations must be in writing and arrive at the AAPPR office at least five business days prior to the scheduled closing date.
- AAPPR reserves the right to cancel contracts for non-payment or when referred for collection.
- All Advertising Insertion Orders are accepted subject to the terms and conditions of the advertising contract. (The advertisement contract, including its terms and conditions, is available online at www.aappr.org).
- This document represents a contract between AAPPR and the advertiser named on the contract and/or its agency for advertising placed in The Recruitment, Onboarding and Retention Journal. The advertiser and/or its agency agree to all conditions specified in this contract and those specified in the terms and conditions of the Advertisement Contract. Both the advertiser and agency agree that they may be separately and mutually held responsible for non-payment of monies due to AAPPR.
- In the event of default, in addition to the finance charges, the advertiser will be responsible for payment of all attorney fees or collection fees, court costs, and other expenses reasonably incurred in connection with collection of the debt.
- In the event of cancellation of this contract, whether by AAPPR or the advertiser, the advertiser will be responsible for all fees due up to the date of cancellation.
- All accounts are payable within 30 days of publication.

For additional information

Please visit www.aappr.org/roar-archive for our current issue of ROAR and our editorial calendar.

ROAR Advertiser Application

Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____ Fax _____
Email _____
Website _____

ROAR Advertising Rates

*Sign up to advertise in both issues of ROAR and receive a 10% discount.

Ad Size	Spring Issue	Fall Issue	Both Issues
Full Page	m \$1,250	m \$1,250	m \$2,250
3/4 Page	m \$850	m \$850	m \$1,530
Half Page	m \$600	m \$600	m \$1,080
1/4 Page	m \$300	m \$300	m \$540

Total Cost \$ _____

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Payment

Check (Payable to AAPPR) Visa MasterCard AMEX

Card # _____

Exp Date _____ Security code _____

Cardholder's Name _____

Cardholder's Phone _____

Signature _____

Card Billing Address (If Different from Above) _____

Card Billing City/State/Zip _____

Send your completed form and payment to:

Mail: AAPPR
Attn: Taylor Dempsey
2501 Jolly Road, Suite 110
Okemos, MI 48864
Fax: 517-220-2969
Email: taylor@AAPPR.org

For information on AAPPR's Advertising Contract, visit www.aappr.org
or contact Taylor Dempsey at (517) 220-2396, or at taylor@AAPPR.org

AAPPR's policy is not to endorse any advertiser. Therefore, publication of advertisements does not constitute an endorsement. AAPPR reserves the right to place ads within the publication at locations it deems appropriate. Per PCI Compliance Standards, no forms will be accepted via email.