



TRACT AD RATES

GET ON THE INSIDE TRACK

The TRACT Reaches a Targeted Audience of More than **1,800** Involved and Active Readers **6** Times a Year!



An organization like the ISRC is as strong as those that *participate* and share in ideas and growth



COVERAGE

1,800 Involved and active Respiratory care professionals, including all members of the ISRC at Illinois RC departments. Web-posting also included with each ad purchase. *The TRACT is digitally published 6x a year.*

The TRACT features unique content and articles dealing with professional issues of management, education, standards of practice and other health care topics as well as articles reporting ISRC activities, Chapter and member news.

NOW 2 TIMES THE EXPOSURE: Purchase ad space for the TRACT and your ad will be posted to the ISRC Website **FREE!** *That's 60 days of exposure!*

- Advertise in your target market
- Reach qualified respiratory care professionals inside our pages
- Low cost ads with *Frequency Discounts* are your best value (see right)
- We can help you create your ad with our professional creative services

DEADLINES

Reserve Your Space: By the 10th of the month prior to the month published
Publish Date (6x a year): 1st of January, March, May, July, September, November

All ads include full color Prepare Ads in PDF Format at Full Size

USE THE TRACT TO ADVERTISE

- Open Employment Positions
- Products and Services
- Home Care
- Special Event Promotions
- Business Opportunities
- Educational Services

FILL OPEN POSITIONS

Your satisfaction is guaranteed! If first time help wanted ad is not filled within 40 days, we will run the same ad for 1/2 price.

SIZES & DIMENSIONS

		1 Ad	2+ Ads
Full Page 8" x 10.5"		\$700	\$625
Half Page 8" x 4.25"		\$375	\$300
Quarter Page 4" x 4.25"		\$250	\$175
Banner 8" x 2.375"		\$250	\$175
Eighth Page or Business Card 3.5" x 2.375"		\$75	\$50

PREMIUM POSITIONS

		1 Ad	2+ Ads
Page 2 and Back Page 8" x 10.5"		\$850	\$775

WEB-ONLY ADS

	1 Ad	2+ Ads
Post for 30 days	\$300	\$275

TO ADVERTISE IN THE NEXT ISSUE:

Contact Craig Leonard at cleonard@isrc.org before the next closing deadline!