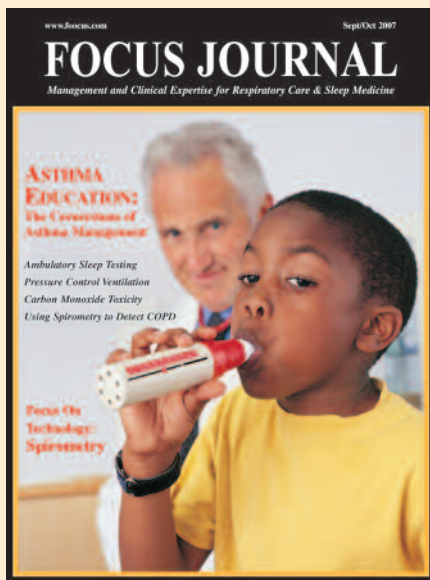


FOCUS JOURNAL

FOR RESPIRATORY CARE & SLEEP MEDICINE

2010 RECRUITMENT MEDIA KIT



*Your patients deserve the best healthcare professionals
Focus Journal is where you find them*

- **#1 Circulated Magazine serving both Respiratory and Sleep**
 - **28,776 subscribers and growing with each issue**
 - **Lowest ad-cost-per-reader of any magazine**
 - **No extra charge for color advertising**
- **60 days online listing of your ad at no extra charge**

No other magazine comes close to

How Does Focus Stack Up? Source - 2010 media kit of each magazine

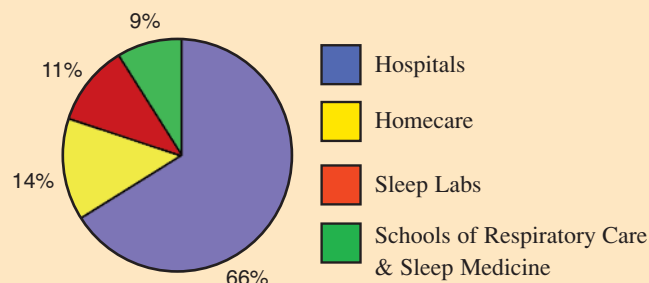
Magazine	Circulation	Ad-Cost-Per-Reader	Full Page 4 color ad 1X rate	Half Page 4 color ad 1X rate	Quarter Page 4 color ad 1X rate	Eighth Page 4 color ad 1X rate
Focus Journal	28,776	6.1¢ per reader	\$1,750	\$1,250	\$1,000	\$750
AARC Times	34,437	6.7¢ per reader	\$2,300	\$1,875	\$1,276	Not Offered
Advance for RT and Sleep	26,924	25¢ per reader	\$6,811	\$4,576	\$2,390	\$1,484

The bi-monthly *Focus Journal*, beginning its 19th year of national publication, is well established as the leading magazine serving the respiratory care & sleep medicine professions. Focus offers recruiters 28,776 subscribers, (growing with each issue) and the lowest advertising rates, while charging nothing extra for full color or for 60 days of value-added Internet exposure of your open positions.

Recruit via a print ad in Focus Journal and receive 60 days of free Internet exposure as a value-added extra

FOCUS Journal for Respiratory Care & Sleep Medicine, is subscribed to by managers, educators, and thousands of staff clinicians who practice in acute care hospitals, homecare and sleep laboratories, nationwide.

Focus subscribers work in the following settings



the recruiting value provided by Focus

2010 Rate Sheet and Ad Specifications (Rates are Net)

AD SIZE	NO CHARGE FOR COLOR Today's magazines are printed in four color process whether color actually appears on the page or not. Focus is the only magazine not charging for color advertising. Seize the opportunity. Advertise your open positions in full color at no extra charge.	1X	2X	3X	4X	5X	6X
FULL PAGE (7 3/8"W x 10 1/8"H)		\$1750	\$1700	\$1650	\$1600	\$1550	\$1500
HALF PAGE (7 5/16"W x 4 13/16"H or 3 9/16"W x 9 13/16"H)		\$1250	\$1220	\$1190	\$1160	\$1130	\$1100
QUARTER PAGE (3 9/16"W x 4 13/16"H)		\$1000	\$980	\$960	\$940	\$920	\$900
EIGHTH PAGE (3 9/16"W x 2 1/4"H)		\$750	\$740	\$730	\$720	\$710	\$700

INTERNET-ONLY RECRUITMENT ADVERTISING

Let your ad begin working for you immediately by posting it on the popular Focus website. The Focus site has been online for 13 years and is chock full of information that therapists and sleep techs utilize to the tune of over 25,000 visits per month. Visit www.foocus.com to review the site and while there, click on *Employment Opportunities* to see this dynamic section.

Simply send your completed color ad as a PDF file, along with your organization's insertion or purchase order, to GretchenS@foocus.com. We'll have your ad up on the site within 48 business hours where it can be viewed by hundreds of respiratory and sleep professionals daily

1-3 months - \$500 per month

7-9 months - \$400 per month

4-6 months - \$450 per month

10-12 months - \$350 per month

WHY YOU SHOULD RECRUIT IN FOCUS JOURNAL

- Lowest ad-cost-per-reader of any magazine serving these professions
- Your ads will appear on Hi-gloss paper rather than low quality newsprint which dulls and washes out color
- Immediate (within 48 business hours) and free placement of your ad on the Focus website for 60 days
- Free design assistance in making your copy/logo into a finished ad.
- Credit card or institutional purchase orders accepted.

Recruitment advertising insertions should be directed to the Director of Recruitment Advertising, Gretchen Smith at (845) 876-2936 Fax (845) 876-2940 or e-mail her at GretchenS@Focus.com.

PUBLICATION	MATERIALS DEADLINE	PUBLICATION DATE	BONUS DISTRIBUTION
Jan/Feb	1/16/10	2/5/10	Medtrade Spring
Mar/Apr	3/12/10	4/1/10	FOCUS Conference
May/June	5/7/10	5/10/10	SLEEP 2010 Conference
July/Aug	7/16/10	8/6/10	Medtrade Conference
Sept/Oct	9/17/10	10/8/10	CHEST Conference
Nov/Dec	11/5/10	11/26/10	AARC Pre-Conference Issue (not distributed at)

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Is where you find them

*For more information call
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GretchenS@foocus.com*

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