

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

AAP Career Center
careercenter.aap.org



2020 Physician Recruiter Guide

*Reserve Your Spot at the Largest
Recruiting Event from the
American Academy of Pediatrics*





Reserve Your Spot Now at the Largest Recruiting Events in Pediatrics

The American Academy of Pediatrics' Virtual Career Fair offers more opportunities to connect recruiters with candidates worldwide. Increase the effectiveness of your recruitment program by hiring faster and reaching more pediatricians, pediatric subspecialists, researchers, and academics through your very own fully-customized employer booth.

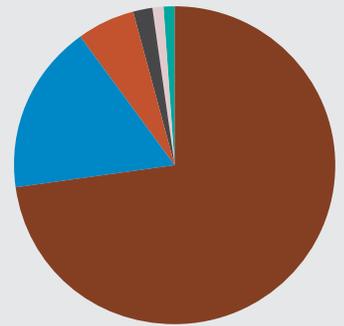
Why exhibiting in the AAP Virtual Career Fair Is a Smart Choice for Physician Recruitment:

- Work at the virtual event anywhere you like! All you need is your laptop, tablet or digital device and an internet connection. (Note: the AAP is not responsible for Internet connectivity and other technical requirements for online participation).
- Reach an even larger pool of candidates in general and pediatric subspecialties with combined email promotion to AAP Membership (distribution 67,000+).
- Save money. Budget-friendly virtual booths reduce costs like travel, food, and lodging.

Capture the potential to reach **67,000** AAP members & residents in training!

Area of Interest*

👤 General Pediatrics	71%
👤 Pediatric Subspecialty.....	18%
👤 Academic Medicine	7%
👤 PAs, NPs	2%
👤 Allied Health Provider.....	1%
👤 Pediatric Surgical Specialty.....	1%



*Averages based on job seeker data obtained between 2018–2019.

Featured Employer Recognition In Print & Online

Recognition in (digital and print) Fall issue of the AAP Career Opportunities Guide

- Logo placement in 3 emails to all 67,000 members and residents in training before each event

Prominent recognition through journal house ads in Pediatrics®, Pediatrics in Review®, Hospital Pediatrics®, and AAP News®

Bonus Print Distribution at the AAP Experience

AAP Career Center
Look inside for **Featured Employers** attending the 2019 AAP National Conference & Exhibition

AAP Helps You Maximize Your Virtual Employer Booth at Every Stage of the Virtual Career Fair

Before: Employers receive a virtual booth build kit pre-event with specs for hosting marketing collateral and recommendations for optimizing your company's brand.

During: Participate in private chats. Browse uploaded job seeker CVs, direct message and schedule interviews with registrants about job opportunities.

After: Receive a complete list of job seeker contact information, demographics, job preference indications and a job seeker lead list report for better post-event prospecting.



Customize your branded booth with images, logos, videos, links, and job postings

- Customized virtual booths match your corporate branding and marketing collateral
- Post-show registrant lists and in-depth demographic reporting allow for quality candidate vetting and prospecting
- AAP Virtual Career Fair job postings are also included on PedJobs.org, the official career center of the AAP
- Live chat with candidates fielding candidate questions
- Receive unparalleled exposure for your organization with event promotions from display ads in our largest journals, all-member emails, on our social media channels, and *AAP Career Opportunities Guide*

“The AAP Virtual Career Fair was the best recruitment fair. I have participated in! The amount of registered attendees was very impressive. I loved that I was able to sit at my desk, chat with potential candidates and search CVs all at the same time.”

*-Patty A. Shipton, FASPR Physician Recruiter
Penn State Health Milton S. Hershey Medical Center
Penn State College of Medicine*

“I have had two successful in-person interviews with candidates that I met at the AAP Virtual Career Fair. It was well worth the time and money!”

*-Dr. Saba Cossor, Child and Adolescent Center,
Southgate, MI*

AAP Virtual Career Fair Advertising Packages

\$2,499 (Per event)
Save 15%
 When you Reserve all 3
 Events Together

- Winter: February 5–6
- Spring: May 20–21
- Fall: October 14–15

Expand Your Visibility at the AAP National Conference with the Fall Premium Advertising Opportunity!

- Job openings: up to 30 positions
- Content tabs within your virtual booth for information, including company profile, videos, job openings, and FAQs
- Post-event reporting: booth visits, chat transcripts, curriculum vitae (CVs), applications, lead list of registered candidates including demographic and contact information
- Post-event: all job openings will be accessible to job seekers 30 days after each event
- Access to CVs and candidates profiles; schedule interviews
- AAP Career Center / PedJobs.org online advertising (1 ad)
- Quarter-page display ad in digital *Career Opportunities Guides* (Winter and Spring digital only; Fall digital and print)*
- Classified print text ads in *Pediatrics* and *AAP News* (with AAP featured employer icons), and the *Career Opportunities Guide**

Upgrade your Featured Employer package with these additional advertising options:

Digital Advertising Package \$999* (Per event) Advertising value over \$10,000!

- One full or half page ad in the digital *Career Opportunities Guide* to 67,000 email distribution*
- One banner ad on the AAP News & Journals Gateway Network (20,000 impressions per ad - 30 days) potentially reaching 1.3 million monthly readers
- AAP Career Center Online Ad for 60 days per ad: reaching an average total of 44,000 job seekers
- Logo recognition in email communications to residents and fellowship trainees
- Logo recognition in email marketing campaign to all AAP members

Pediatrics Print Advertising Package* (select one)

- One full page ad in *Pediatrics* print - \$2,200 (per event)
- One quarter page ad in *Pediatrics* print - \$880 (per event)
 One issue only, 70,000 circulation (*first available issue*)

Video Package* \$2,200 (Per event)

- Belly band ad in digital *Career Opportunities Guide* to 67,000 distribution

Tip Cover Advertising Package*

\$15,000 (Per event)

- Tip print ad on the cover of *Pediatrics in Review* (month of event)
- 25,000 - 34,000 circulation distribution for one month

* Availability based on commitment date and AAP print production deadlines.

Contact Information

Company Name

Name and Title of Contact

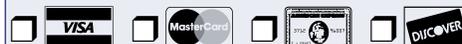
Address

City/State/Postal Code

Telephone and Fax Numbers

Email Address (Required)

Credit Card Payment



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CREDIT CARD NUMBER

PRINT NAME AS IT APPEARS ON CARD

EXP. DATE

PHONE

SIGNATURE

To protect your credit card information, please return as a secure or encrypted email