

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

AAP Career Center  
[careercenter.aap.org](http://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.

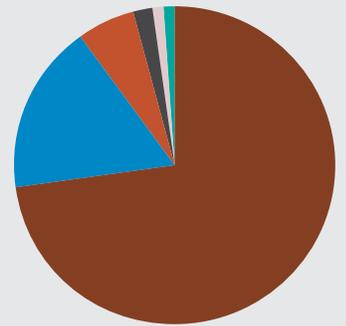
### Why exhibiting in the AAP Virtual Career Fair Is a Smart Choice for Physician Recruitment:

- 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 issues 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®

## 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, Spring, and Fall editions)\*
- Classified print text ads in *Pediatrics* and *AAP News* (AAP featured employer icons), and digital *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

# American Academy of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

Recruit quality physicians through the official job board of the American Academy of Pediatrics



# PedJobs.org

AAP Career Center  
careercenter.aap.org

Meet your recruitment goals and attract top talent that choose membership in the American Academy of Pediatrics.

## PEDJOBS 2018-2019 FACTS & STATS

**137,000** annual job seekers

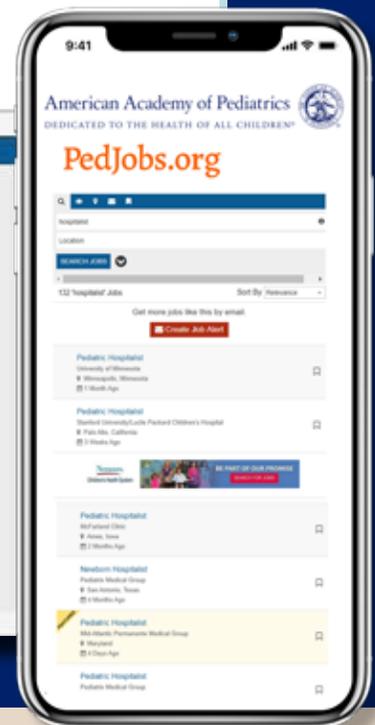
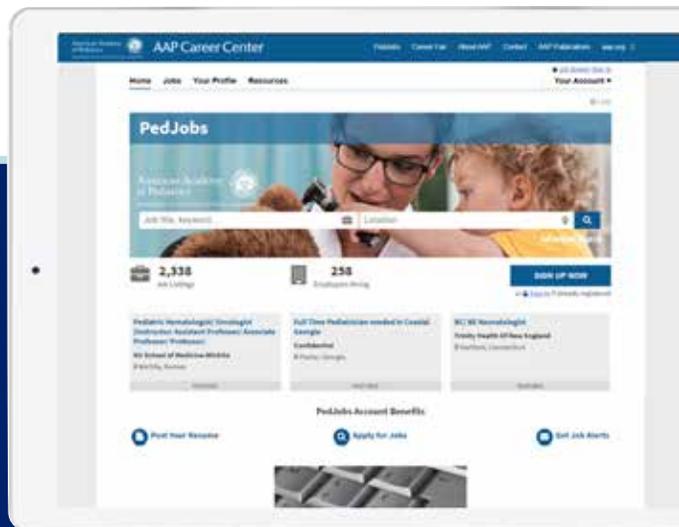
**69,000** searchable job resumes monthly

**69,000** page views monthly

**2,000** searchable jobs per month

**225**

new jobs posted monthly



PedJobs is also Indexed on Google Jobs

## AAP Member Distinction

The American Academy of Pediatrics is a member organization representing 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults.

AAP Members are vocal advocates for kids and their communities, stay connected and educated, read *Pediatrics*®—the most-cited journal in pediatric medicine—and *AAP News*™ cover to cover monthly.

### PedJobs Job Posting Rates\*

AAP 30-Day Online Posting // **\$430 BEST SELLER**

AAP 60-Day Online Posting // **\$835**

AAP 90-Day Online Posting // **\$1,220**

### Ask About Online Job Posting Advertising Upgrades

Online Posting and Advertising in 1 Print Issue of *Pediatrics* and *AAP News*

#### Featured Job posting

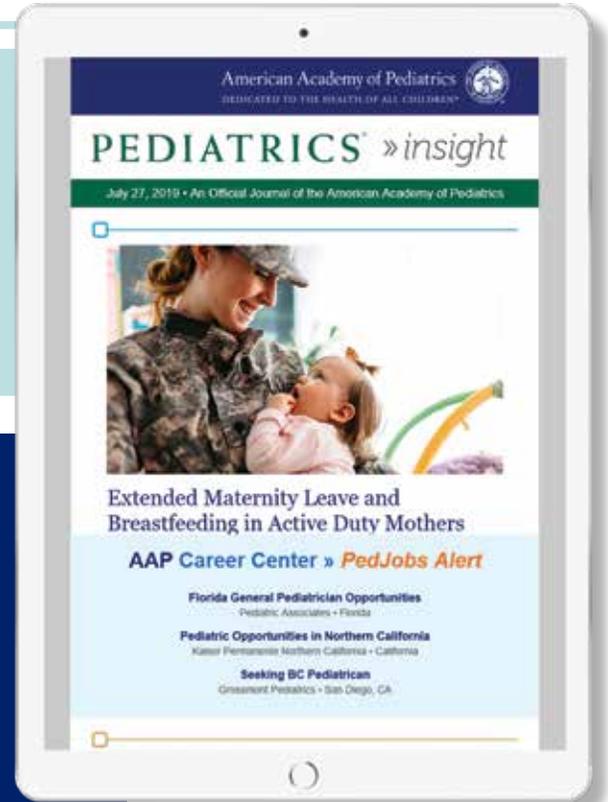
Increase your visibility in these essential publications distributed to all AAP Members with a Featured Job posting starting at \$200.

#### Network Distribution

Broadcast your local posting to a wider job seeker audience on relevant sites within the National Healthcare Career Network.

#### Monthly Job Alerts

Increase your visibility on monthly job alerts emailed to 78,000 AAP members and active job seekers. Featured job postings starting at \$300 per month.



### Contact Us for Customized Recruiting Solutions

Rhonda Truitt  
Advertising Manager  
The Walchli Tauber Group, Inc.  
443-512-8899, Ext. 106  
443-490-4003 Fax  
rhonda.truitt@wt-group.com

Learn more at [jobs.pedjobs.org/employers/](http://jobs.pedjobs.org/employers/)

