



WELCOME TO THE AARST 2023 ADVERTISER PROSPECTUS

AARST strives to deliver robust advertising and networking opportunities that will connect your message with the decision-makers you most want to reach. Whether through our year-round publications, our annual symposium, website, or other platforms – we are here to help deliver. AARST is the professional association offering a knowledge base that members consult for resources and guidance on radon and vapor intrusion. As professionals saving lives, we work together to increase public awareness, advocate for public policy, and grow our members’ businesses. Our work at standard-setting, growing chapters, providing certifications for testing and mitigation professionals, and educating members puts us in front of your customers in a variety of ways, all year, every year.

AARST products and services fall into five main categories:

1. Standards Development
2. Memberships
3. Certification
4. Policy Advocacy
5. Professional Development



Advertisers must register to purchase advertising.

Not a registered AARST advertiser? Please contact advertiser-registrations@aarst.org

Overall Reach



4000 Members / Certified Professionals

12 Chapters

4000 – 7000 Monthly Industry News Recipients

Partner Reach – 7,000 – 14,000+

Social Media Reach



235+ Followers

1000+ Followers

2400+ Followers

235+ Subscribers @stopradon

Opportunities

Sale pricing for one-year / 12-month packages are only available through January 23, 2023.

Note: Rn Biz is the only publication which has an earlier deadline as it is distributed before the end of the sale. Once the sale ends, all advertising opportunities will be sold as single issues only. For example: if the advertiser does not purchase a 12-month contract of Rn Biz before the January issue, it is not possible to be listed when it is distributed January 5th, although it will be possible to purchase 11 (or fewer) monthly Rn Biz listings. Similarly, a purchase later in the year will affect visibility through web ads, Radon Reporter issues and any multiple-issue purchases.

Rn Biz Monthly E-newsletter

Each issue of AARST's digital newsletter is distributed to more than 5,000+ potential readers. Distributed on or near the first of each month, it is a proven, successful way to point prospective customers to your website, programs and services, and generate sales leads. Each month's issue is a web-based page, so clicks go from website to website for better SEO. Ads are placed first-come-first-serve, top down and are rotated from the bottom up. Ads from previous years maintain priority status until the individual contract runs through. Ads are available in the following size:

Size	Frequency	Cost
600 px W x 400 px H	Monthly	\$1200.00 for 12 months or \$120.00 per single month

Website Ads

AARST owns two websites, AARST.org and NRPP.info. Each website has a specific client base. Web ad packages are designed to feature your brand in direct correlation to your business for better engagement. Ads are sold in packs with four options: Certification Ad Pack (includes locations on AARST.org & NRPP.info), NRPP Device Ad Pack, NRPP Education Ad Pack and **(NEW in 2023)** AARST Digital News Ad Pack. The packs are designed to put your brand on exactly the page on our website that your client needs to visit, where they can see your company and immediately link to your page! Web ads are block ads that rotate; see details listed in the [Ad Spec sheet](#) for URL page placement for each pack.

Website Ads are available in one size:

Size	Frequency	Cost
300 px X 300 px	Daily with thousands of impressions	\$1200 for 12 months or \$120 per single month

The Radon Reporter Digital Magazine

AARST publishes a digital magazine three times per year. Each publication issue is launched first to our immediate community of 4,000+ and then released to our mailing list and partners of over 14,000. Articles can cover technical content or industry trends and are placed to expand the body of knowledge in the field. The digital Reporter maintains the 8.5" w X 11" h magazine format and continues to format on FlippingBooks, as well as PDF format.

Size	Frequency	Cost
Full Page	Published 3x a year. Digital version remains in archives	3-Issue package \$2,500 Single Issue: \$900
Half page (Vertical or Horizontal) 3.75"w x 10"h OR 7.5"w x 5"h		3-Issue Package \$1650 Single Issue: \$700
1/4 Page 3.75"w x 5"h		3-Issue Package -\$1350 Single Issue: \$550
Banner 7.5"w x 1.5"h (NEW in 2023)		3-Issue Package – \$1000 Single Issue: \$425

Sponsored White Papers – Radon Reporter (NEW in 2023)

AARST accepts editorial content in the form of white papers considered for the inclusion of The Radon Reporter and AARST News, marked "sponsored content" that presents technical/research information adding to the industry knowledge base without solely commercial promotional messaging. All content is subject to

approval and editing by AARST Communications. One paper (1 page/800 words) per advertiser per year. (This does not include AARST-sourced content such as business-themed articles.)

Size	Cost
1 page	Single Issue Insertion: \$1200

Featured Logo Placement

National Radon Action Month (January 2023) (NEW in 2023)

AARST sends out three to four NRAM weekly emailings each year featuring the NRAM Toolkit that has been developed by the AARST Advocacy Committee. Logo Placement advertising through this weekly campaign offers companies the opportunity to be featured on the entire NRAM toolkit for the year <https://aarst.org/nram/>, including weekly e-blasts during January.

	Quantity Available	Cost
Page Advertiser	1	\$900

AARST Educational Page

AARST offers members free continuing education. Free CE is also a strong conversion vehicle for NRPP Certified professionals to join AARST. Promote your brand as a leader/supporter in radon education and AARST membership on <https://aarst.org/courses/>

	Quantity Available	Cost
Page Advertiser	2	\$900

Additional Advertising Opportunities

ARPC Advertisers

The American Radon Policy Campaign supports AARST efforts to represent the radon industry in Washington DC and states. Advertisers can achieve sponsorship levels of: Champion, Legionnaire, Elite, Standard Bearer, Defender, and Advocate.

We are fortunate to have many companies and organizations which significantly invest in AARST's mission throughout the year. The Advocate, Defender and Standard Bearer Advertisers will have the added benefit of having a half-page ad in the digital magazine, recognizing them, their leadership, and their commitment to AARST policy goals. All other level Advertisers will be featured in a combined ad, all in the July issue of the Radon Reporter. For more information regarding being an ARPC Advertiser [visit](#).

Level	Frequency/ Ad Size	Cost
Advocate	Radon Reporter July issue half page	\$20,000
Defender	Radon Reporter July issue half page	\$10,000
Standard Bearer	Radon Reporter July issue half page	\$5,000
Elite	Radon Reporter July issue combined ad	\$2,500
Legionnaire	Radon Reporter July issue combined ad	\$1,000

Champion	Radon Reporter July issue combined ad	\$500
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2023 AARST International Radon Symposium – Nashville October

The annual symposium offers many opportunities for sponsorship. While the assortment of events and activities available to be sponsored are many, each purchase can elevate your brand to a higher sponsor level: Diamond, Platinum, Gold, Silver and Bronze. Levels are achieved over a 3-year cumulative purchases of sponsored items and booths; sponsors do not have to be exhibitors. The 2023 Prospectus will be available in February.

Ad Art Content Theme and Deadlines

	Rn Biz Theme	Rn Biz Ads Due	Radon Reporter Theme	Radon Reporter Ads Due
January	NRAM	12/15/22		
February	Revised Standards	1/15/23		
March	Small Business	2/15/23		
April	Radon and Health	3/15/23	Policy Updates, Apps, NRPP	April Publication – Ads due 3/1/23
May	Emerging New Standards	4/15/23		
June	Risk Communication	5/15/23		
July	Worker Safety	5/15/23	Single Family, Commercial, and VI Mitigation	July Publication – Ads due 6/1/23
August	Healthy Homes (indoor air)	7/15/23		
September	Symposium	8/15/23		
October	Contingency/ Inspection	9/15/23		
November	RRNC	10/15/23	Symposium Recap, Updates	November Publication – Ads due 10/1/23
December	Advocacy	11/15/23		

We look forward to your partnership in 2023!