

# WELCOME TO THE INDOOR ENVIRONMENTS ASSOCIATION (AARST) 2024 ADVERTISER PROSPECTUS

Indoor Environments Association (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, annual symposium, website, or other platforms – we are here to help deliver.

We are a 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.

Our 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](mailto:advertiser-registrations@aarst.org)

## Overall Reach



4000 Members / Certified Professionals  
15 Chapters – and growing  
4000 – 7000 Monthly Industry News Recipients  
Partner Reach – 7,000 – 14,000+

## Social Media Reach



250+ Followers  
1000+ Followers  
2400+ Followers  
235+ Subscribers @stopradon

## Opportunities

**Sale pricing for one-year / 12-month packages is only available through January 31, 2024.**

**Note: Rn Biz is the only publication that 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 2-5th, 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	\$1320 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 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	\$1320 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		3-Issue Package – \$1000

### Sponsored White Papers – Radon Reporter

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

#### 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 at <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 that 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

### Indoor Environments 2024 Radon and Vapor Intrusion Symposium – Orlando October

The annual symposium offers many sponsorship opportunities. While the assortment of events and activities available to be sponsored is many, each purchase can elevate your brand to a higher sponsor level: Diamond, Platinum, Gold, Silver, and Bronze. Levels are achieved over 3-year cumulative purchases of sponsored items and booths; sponsors do not have to be exhibitors. The 2024 Prospectus will be available in February.

#### Ad Art Deadlines

Rn Biz media is due the 15<sup>th</sup> of each month before each issue publication.

Radon Reporter Media is due: April Publication – Ads due 3/1/24, July Publication – Ads due 6/1/24, November Publication – Ads due 10/1/24

***We look forward to your partnership in 2024!***