

# 2021 Physician Recruiter Guide

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



American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®





## Recruiting 101: Reaching Pediatricians

Many recruiters face challenges in recruiting board-certified, board-eligible pediatricians; pediatric hospitalists; and other boarded pediatric subspecialists. You may have a limited budget, be located in a remote area, or have ever-changing hiring priorities.

It is more important than ever to cut through the clutter of online job postings and drive traffic directly to your current physician openings. Make valuable connections with established pediatricians and pediatric trainees, from graduating residents to fellowship trainees. Learn how you can get direct access to early career and established practicing pediatricians who are members of the largest medical association of its kind, the American Academy of Pediatrics (AAP).



## Recruiting Established Medical Professionals With Classified and Banner Advertising

General pediatricians are truly time pressed and often difficult to reach. Our AAP recruiting channels include classifieds in the print editions of our monthly member benefit publications like *Pediatrics*. Additional employer classified listings are included in the *Hospital Pediatrics* journal and display advertising is available in *Pediatrics in Review*, our monthly clinical review journal, read from cover to cover by pediatricians in direct patient care and

additionally printed and distributed monthly as 10,000 copies mailed to resident trainees.

Routine listings from the PedJobs.org job board are featured in the monthly editor-curated AAP Journal Insight emails with the option to place banner ads. Sign up to receive Journal Insight emails at [go.aap.org/insights](https://go.aap.org/insights).



Derived from American Academy of Pediatrics. Professional resources: pediatrics as a profession. Accessed October 20, 2020 from [www.aap.org/en-us/professional-resources/Pediatrics-as-a-Profession/Pages/Pediatrics-as-a-Profession.aspx](https://www.aap.org/en-us/professional-resources/Pediatrics-as-a-Profession/Pages/Pediatrics-as-a-Profession.aspx).





## Recruiting Graduating Trainees: Where to Begin?

Many graduates begin their search on the basis of location or a specific position (eg, academic, private practice, hybrid). If location is the primary determinant, then looking for a job may extend beyond looking at the classifieds. First-time candidates have many questions and considerations when it comes to outpatient and inpatient care, such as

- location
- hours of operation
- practice size
- office space
- record-keeping system
- company culture
- turnover rates
- room per provider
- vaccine policy
- visit-type schedules
- referral procedures
- laboratory and imaging access
- shift schedule
- after-hours call coverage
- tools provided
- cost of living
- community issues
- recreational activities

Many new candidates will have questions about reimbursement of interview/travel expenses, hiring timetable and notification, and opportunities for advancement or partnership, and, once an offer is made, seek further discussion about

- contract negotiations process
- salary
- incentives
- production bonuses
- standard medical benefits
- maternity/paternity leave
- PTO
- dental insurance
- life insurance
- 401(k) benefits
- loan repayment programs
- malpractice insurance
- CME and professional dues stipends
- moving expenses
- and more



Establish a direct line of communication with job seekers and particularly among new trainee graduates. Employers participating in the seasonal AAP Virtual Career Fair events enjoy the convenience of live text-based chatting with prospective candidates at dedicated times and receive a qualified lead list post-event with prospects who are actively looking for employment. An accompanying digital *AAP Career Opportunities Guide* is distributed to all AAP Members just before the Virtual Career Fair and showcases your open positions. The PedJobs.org job board offers job seekers the most up-to-date positions.



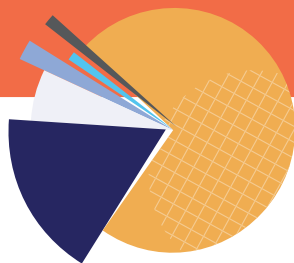
# Reserve Your Spot Now at the Largest Recruiting Event in Pediatrics

The AAP 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 and 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 Providers..... 1%
- Pediatric Surgical Specialty .... 1%

\*Averages based on job seeker data 2019–2020.

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

## Employer Recognition Featured in Print & Online

- Recognition in the print ads in journal issues and digital 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



For customized solutions, contact Rhonda Truitt at  
443/512-8899, ext 106, or email [rhonda.truitt@wt-group.com](mailto:rhonda.truitt@wt-group.com).



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



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

**During:** Participate in private chats. Browse uploaded job seeker curriculum vitae (CV). Direct message and schedule interviews with registrants about job opportunities.

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

## Participation Benefits

- Customized virtual booths match your corporate branding and marketing collateral.
- Postshow 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, in our all-member emails, on our social media channels, and in the *AAP Career Opportunities Guide*.

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



*“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. Cossor**, Child and Adolescent Center, Southgate, MI

# AAP Virtual Career Fair Advertising Packages

☐ **Winter: February 3–4**

☐ **Spring: May 19–20**

☐ **Fall: October 20–21**

*Expand your visibility at the AAP  
National Conference & Exhibition with  
the premium advertising opportunities!*

**\$2,499 (Per event)**  
**Save 15%**  
*when you reserve all  
3 events together*

## Here's what is included with your booth

- 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, CVs, applications, and lead list of registered candidates, including demographic and contact information
- Post-event: all job openings accessible to job seekers 30 days after each event
- Access to CVs and candidates' profiles; ability to schedule interviews
- AAP Career Center/PedJobs.org online advertising (1 ad)
- Quarter-page display ad in digital issue of the *AAP Career Opportunities Guide* (winter, spring, fall digital)\*
- Classified print text ads in selected member-benefit publications (with AAP-featured employer icons) and the *AAP 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 in 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 in circulation  
(first available issue)

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

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

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

### Cover Tip Advertising

Package\* \$15,000 (Per event)

- Print ad on the cover tip of *Pediatrics in Review* (month of event, if applicable)
- 25,000–34,000 in circulation distribution for 1 month

## Contact Information

Company Name

Name and Title of Contact





Address

City/State/Postal Code

Telephone and Fax Numbers

Email Address (Required)

### Credit Card Payment

☐  ☐  ☐  ☐  Total \_\_\_\_\_

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CREDIT CARD NUMBER

PRINT NAME AS IT APPEARS ON CARD

EXP DATE

TELEPHONE NUMBER

SIGNATURE

*To protect your credit card information, please return this form 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](http://careercenter.aap.org)

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

## PEDJOBS 2019–2020 Facts & Stats

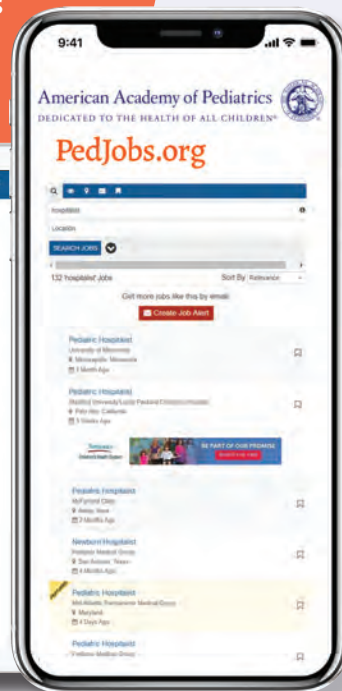
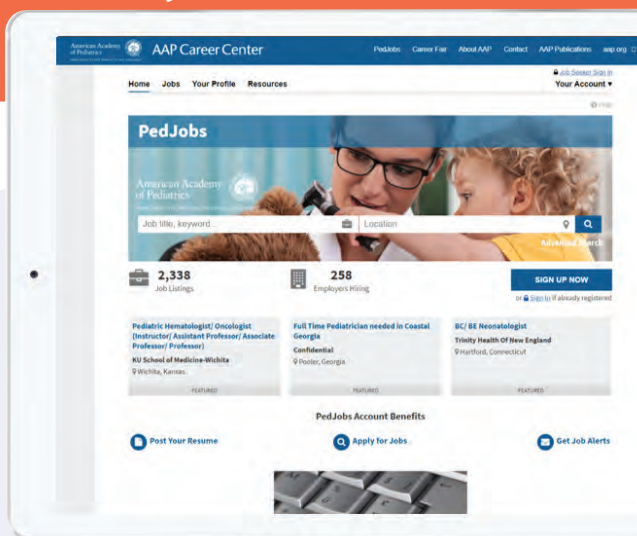
**137,000** annual  
job seekers

**69,000** searchable job resumes  
posted monthly

**69,000** pages viewed  
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 (AAP) 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, and read *Pediatrics*®—the most-cited journal in pediatric medicine—and *AAP News*™ from 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 One Print Issue of *Pediatrics* and *AAP News*

#### Featured Job Posting

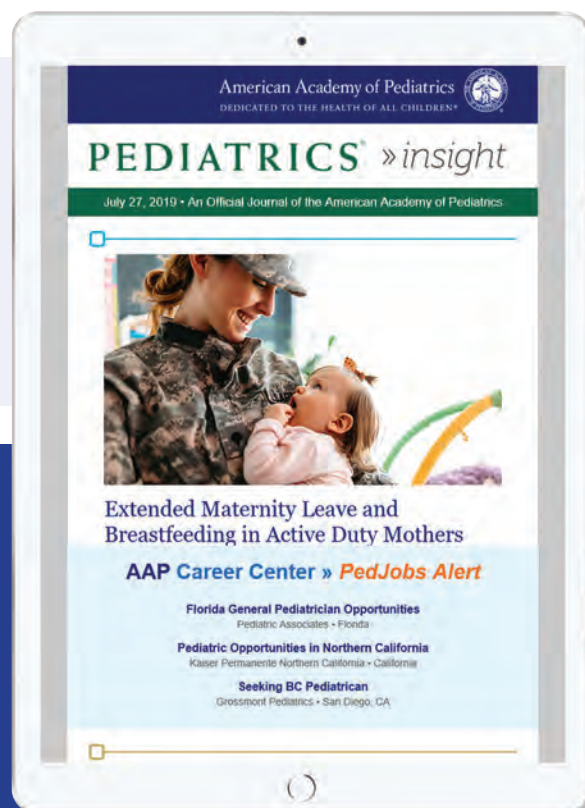
Increase your visibility in these essential publications distributed to all AAP Members with a featured job posting starting at \$225.

#### 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

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