

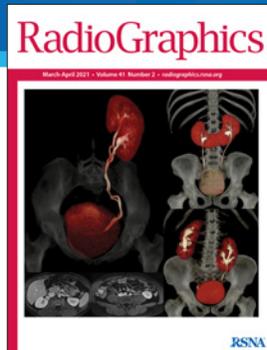
# RSNA Journals™

Target key audiences when you promote your products and services in any of our five respected journals. Reach new prospects and generate interest from active, engaged physicians who strongly influence purchasing decisions. Subscribers include radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, libraries and developers of radiologic equipment and technology.

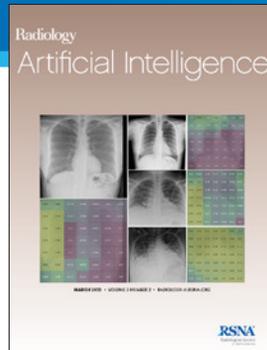
Print promotional opportunities are available in *Radiology* and *RadioGraphics*. Digital promotional opportunities are available for all five journals.



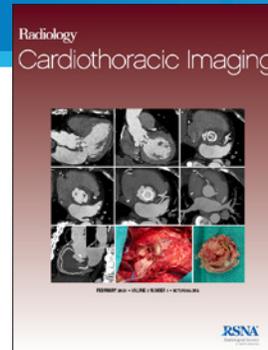
Print and Online



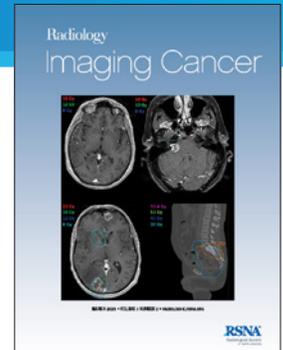
Print and Online



Online Only



Online Only



Online Only

## Radiology

The authoritative reference for the most current, clinically relevant and highest-quality research in radiology. With an impact factor of 7.931, *Radiology* is one of the top cited journals in the field. Published monthly, circulation of 9,000.

## RadioGraphics

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning SA-CME credits. Published bi-monthly, circulation of 11,000.

## Radiology: Artificial Intelligence

Highlights the emerging applications of machine learning and artificial intelligence in the field of imaging across multiple disciplines. Published bi-monthly and available exclusively online.

## Radiology: Cardiothoracic Imaging

Features research advances and technical developments in medical imaging that drive cardiothoracic medicine. Published bi-monthly and available exclusively online.

## Radiology: Imaging Cancer

The best clinical and translational cancer imaging studies across organ systems and modalities. Published bi-monthly and available exclusively online.

## Questions?

Contact: Lisa Lazzaretto 1-630-571-7818, [llazzaretto@rsna.org](mailto:llazzaretto@rsna.org)

# Radiology & RadioGraphics PRINT SPECIFICATIONS

## DISPLAY RATES:

Black and white frequency rate basis.

Size	1x	6x	12x
1 page	\$3,655	\$3,540	\$3,425
Spread	7,310	7,080	6,850
2/3 page	3,105	2,995	2,905
1/2 page	2,415	2,320	2,230
1/3 page	1,695	1,630	1,555
1/4 page	1,400	1,345	1,280
1/6 page	1,010	975	950
1/9 page	705	680	645

All rates are gross.

## COVER II, III AND IV:

Covers are contracted on a yearly basis and include color. Special positions are 10 percent of the earned B/W rate. Special positions include, but are not limited to, facing TOC and opposite editorial.

## COLOR CHARGES:

Standard: \$550; Four-color process: \$1,500

## BINDING:

Perfect

## MECHANICAL

### REQUIREMENTS:

	Live Area	Trim Size*	Bleed Size
Spread**	14" x 9.5"	16.5" x 10.875"	16.75" x 11.125"
1 page	7" x 9.5"	8.25" x 10.875"	8.5" x 11.125"
2/3 page vertical		4.5" x 9.5"	
1/2 page horizontal		7" x 4.5"	
1/2 page vertical		3.375" x 9.5"	
1/2 page island		4.25" x 7.5"	
1/3 page vertical		2.25" x 9.5"	
1/3 page square		4.5" x 4.5"	
1/4 page		3.375" x 4.5"	
1/6 page		2.25" x 4.5"	
1/9 page		2.25" x 3"	
Tip Sheet		8.25" x 5.5"	8.375" x 5.625"
Belly Band		4" x 18.625"	4.125" x 18.75"

\*Keep live matter at least .25" inside final trim. Crossover type should be .125" away from gutter on each side.

\*\*Creative for spread should be submitted as separate pages.

# Radiology & RadioGraphics IMPORTANT DATES

## RADIOLOGY

**SPACE CLOSE:** 15<sup>th</sup> of the month; two months prior to publication

**MATERIAL CLOSE:** 20<sup>th</sup> of the month; two months prior to publication (i.e.: November 20 for the January issue)

**MAIL DATE:** 25<sup>th</sup> of the month prior to issue date

## RADIOGRAPHICS

**SPACE CLOSE:** 25<sup>th</sup> of the month; two months prior to publication

**MATERIAL CLOSE:** 1<sup>st</sup> of the month; one month prior to publication (i.e.: October 1 for the Nov/Dec issue)

**MAIL DATE:** 5<sup>th</sup> of the month prior to issue date

## Questions?

**Contact:** Lisa Lazzaretto 1-630-571-7818, [llazzaretto@rsna.org](mailto:llazzaretto@rsna.org)

# Radiology & RadioGraphics PRINT OPPORTUNITIES

Expand your reach and increase visibility when you advertise in our trusted publications. A variety of promotional options gives you the flexibility you need to connect with the right customers. Choose from specific opportunities and specifications listed below.

## JOURNAL BELLYBAND

Wrap your message around one of RSNA's journals and ensure that readers see your brand. Exclusive to one company per issue. **\$17,000**

## FRONT COVER TIP-ON SHEET

Include your message prominently on the front cover of *Radiology* or *RadioGraphics* on a half-page, one-sided, four color tip-on. Exclusive to one company per issue. **\$15,000**

## SUPPLEMENT SPONSORSHIP

A custom supplement can be polybagged with either *Radiology* or *RadioGraphics* with a sponsor message on the three cover positions. **\$25,000**

## OUTSERT SPONSORSHIP

Your marketing piece may be polybagged with RSNA's journals. The outsert must be 3.3 ounces or less to qualify. Sponsorship includes postage. **\$20,000**

## INSERT SPONSORSHIP

2-page insert: 3 times earned B/W rate  
4-page insert: 5 times earned B/W rate

## PREMIUM COVER PLACEMENTS

Give your full-page ad prominent placement for a strong impression that will maximize impact.

Cover II: **\$6,585**

Cover III: **\$6,585**

Cover IV: **\$7,045**

*Additional sizes and options are available. Please consult the display rates on page 2.*

## BOUND BRC CARDS

This will be accepted in addition to a full-page ad. Call for additional specifications and shipping instructions. **\$1,830**

# Radiology & RadioGraphics DIGITAL OPPORTUNITIES

Attract your target audience in an affordable and measurable way with digital promotion opportunities. Place your timely message on any of our five journal sites and add a dimension of interaction to drive interest in your products and services.

## RADIOLOGY

300 x 250 banner, **\$3,000 per month**

300 x 600 banner, **\$5,000 per month**

## RADIOGRAPHICS

300 x 250 banner, **\$3,000 per month**

300 x 600 banner, **\$5,000 per month**

## RADIOLOGY: ARTIFICIAL INTELLIGENCE

300 x 250 banner, **\$2,500 per month**

300 x 600 banner, **\$5,000 per month**

## RADIOLOGY: CARDIOTHORACIC IMAGING

300 x 250 banner, **\$2,500 per month**

300 x 600 banner, **\$5,000 per month**

## RADIOLOGY: IMAGING CANCER

300 x 250 banner, **\$2,500 per month**

300 x 600 banner, **\$5,000 per month**

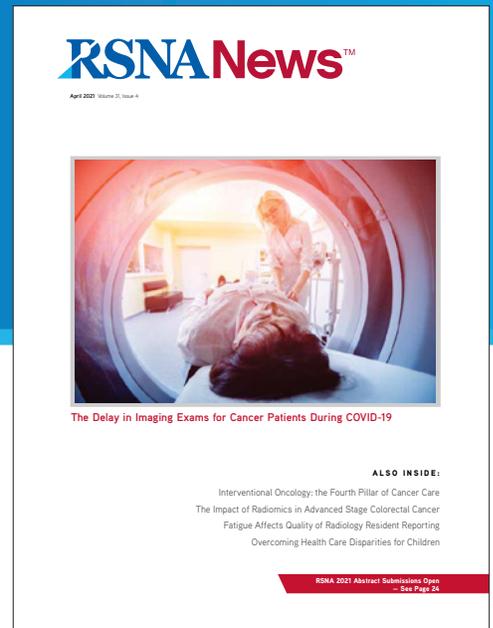
*Creative and linking URL for all sites due the 25<sup>th</sup> of the month prior to running (i.e. March 25 for April placement).*

## Questions?

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# RSNA News™

Boost your promotions with placement in our highly regarded magazine delivered to practicing members. Published monthly and archived online, *RSNA News* has a circulation of 15,300 and provides up-to-date stories about radiologic research, education, practice issues and RSNA programs.



## PRINT OPPORTUNITIES

### FULL-PAGE COVER AD

Connect with focused subscribers with spending power when you promote your products and services on inside and back cover ads. Only two placements available per issue.

Cover II: **\$4,500**

Cover IV: **\$5,250**

### INDUSTRY FOCUS ARTICLE

Work with an RSNA writer to craft a story including your company's message in a special Industry Focus article in *RSNA News*. Your story will be included among other must-read news. **\$10,000**

## PRINT SPECIFICATIONS

### MECHANICAL REQUIREMENTS:

	Live Area	Trim Size*	Bleed Size
1 Page	7" x 9.5"	8.25" x 10.875"	8.5" x 11.125"

\*Keep live matter at least .25" inside final trim.

Crossover type should be .125" away from gutter on each side.

**BINDING:** Saddle

## IMPORTANT DATES

**SPACE CLOSE:** 24<sup>th</sup> of the month; two months prior to publication

**MATERIAL CLOSE:** 27<sup>th</sup> of the month; two months prior to publication (i.e.: January 27 for the March issue)

**MAIL DATE:** 20<sup>th</sup> of the month prior to issue date

## Questions?

**Contact:** Lisa Lazzaretto 1-630-571-7818, [llazzaretto@rsna.org](mailto:llazzaretto@rsna.org)