

# MATERIAL SPECIFICATIONS

## Meeting E-Blast: Registered Attendee Banner Placement

The screenshot displays the RSNA 2021 website interface. At the top, it features the RSNA 2021 logo with the tagline 'REDEFINING RADIOLOGY' and dates 'November 28 to December 2'. A blue banner prompts users to 'Validate your vaccine before you travel' with a 'Learn More' link. Below this, there's a section for 'Start Your Planning, Optimize Your Experience' with a 'Meeting Central' button. A 'PHILIPS' banner for 'Join us at RSNA 2021' is also visible. The main content area includes several sections: 'Build your Agenda' with a 'Meeting Central' button, 'Explore the Exhibitor List' with a search icon, 'Schedule Convenient Childcare at Camp RSNA', 'Enjoy a Fitness Break and Support a Good Cause', 'Purchase Dining Tickets', 'Badge Pickup Information', 'Still looking for lodging?', and 'Want access to meeting content through April 30, 2022?'. At the bottom, there's a 'Hyland' banner and a footer with contact information and social media icons.

### Banner Size:

Square banner: 250 x 250

Horizontal banner: 620 x 100

**Accepted file formats:** .gif, .jpg, .png;  
animated gif can loop up to four times

**Max file size:** 100K

Note: We require a hairline border around the banner.

Some email clients may not support animation and will only display the first frame of the banner.

**Please include the linking URL in your email submission.** Send creative file and link to [hammond@rsna.org](mailto:hammond@rsna.org).

Questions? Contact Lindsey Hammond at 630-571-7817 or via email at the address above.