

## ABOUT RSNA

RSNA members are dedicated to shaping the future of radiology. Members include diagnostic and interventional radiologists, radiation oncologists, medical physicists, nuclear medicine physicians, and radiologic scientists from early career to department chairs.

RSNA's trusted, targeted channels let you engage with an audience you cannot find anywhere else. We offer a diverse portfolio of opportunities throughout the year for you to communicate with our members, showcase your brand, increase your sales and maximize your ROI.

### GLOBAL MEMBERSHIP

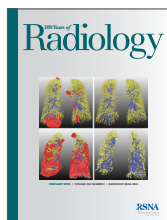
+ 48,000+ Members

+ 160 Countries

+ 31 Subspecialties

## RSNA JOURNALS

Imaging professionals look to RSNA e-journals for the latest in scientific discoveries and continuing education. These journal sites serve as the portal to the newest issues and can feature your company's messaging. Our two flagship journals and our three subspecialty journals keep readers up to date on the latest research and advances.



### Radiology

The authoritative reference for the most current, clinically relevant and highest-quality research in radiology.

*Average monthly users: 408,542*  
*Subscribers: 28,000*



### RadioGraphics

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning SA-CME credits.

*Average monthly users: 723,234*  
*Subscribers: 28,000*

### Radiology:

#### Artificial Intelligence

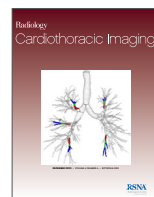


Highlights the emerging applications of machine learning and AI in the field of imaging across multiple disciplines.

*Average monthly users: 13,491*  
*Subscribers: 27,000*

### Radiology:

#### Cardiothoracic Imaging



Features research advances and technical developments in medical imaging that drive cardiothoracic medicine.

*Average monthly users: 21,942*  
*Subscribers: 27,000*

### Radiology:

#### Imaging Cancer



The best clinical and translational cancer imaging studies across organ systems and modalities.

*Average monthly users: 8,374*  
*Subscribers: 27,000*

## JOURNAL WEBSITE BANNERS

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.

*Pricing applies to each journal listed*

▶ **Radiology**

▶ **RadioGraphics**

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

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

▶ **Radiology: Artificial Intelligence**

▶ **Radiology: Cardiothoracic Imaging**

▶ **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 25th of the month prior to running (i.e., March 25 for April placement). Availability differs for each journal. [See specifications.](#)*

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## **NEW!** E-BLAST PROMOTIONS: DIGITAL eTOC BANNERS

RSNA sends digital table of contents (TOC) for our five journals and *Radiology Weekender* to an engaged audience of subscribers.

*Pricing applies to each journal listed*

▶ **Radiology**

▶ **RadioGraphics**

620 x 100 banner, **\$5,000 per month**

*Average distribution is 28,000*

▶ **Radiology: Cardiothoracic Imaging**

▶ **Radiology: Imaging Cancer**

620 x 100 banner, **\$4,000 per month**

*Average distribution is 27,000*

▶ **Radiology: Artificial Intelligence**

620 x 100 banner, **\$5,000 per month**

*Average distribution is 27,000*

▶ **Radiology Weekender**

620 x 100 banner, **\$3,000 per month**

*Average distribution is 29,000*

*Only one company banner is included in each e-blast. [See specifications.](#)*

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## **NEW!** PODCAST SPONSORSHIP

Podcasts related to RSNA journals highlight experts discussing research and covering topics that are of high interest to RSNA's audience and are filled with essential information.

Choose our weekly *Radiology* podcast or bi-monthly *RadioGraphics* podcast.

**Radiology** averaged 12,500 downloads per month in 2022

**RadioGraphics** averaged 5,200 downloads per month in 2022

▶ **Industry Focus Interview**

Collaborate with RSNA to determine the podcast interview topic and speakers. RSNA will provide the moderator to run the interview, and your company can provide up to two expert speakers (physicians, clinical directors, etc.) to join a recorded discussion as thought leaders.

**\$7,500**

▶ **Single Episode Sponsor**

Include your message with a 30-second pre-roll and 15-second mid-roll promotion in a podcast. Only one company will be featured in each episode.

**\$3,000 per podcast**

▶ **Podcast Supporter**

Provide financial support for an RSNA journal podcast and gain recognition in several RSNA promotions.

**\$2,000 per podcast**

*Material deadline: mp4 file due 30 days prior to the podcast going live. Subject to RSNA review and approval. [See specifications.](#)*

## RSNA WEBSITE & E-NEWSLETTERS

RSNA's premier member communications give you the power to promote your story. Whether you need a year-round opportunity or a strategic timely placement, *RSNA.org* and our three e-newsletters, our premier member communications platforms, give you the tools you need to increase your brand awareness.

### ► **RSNA.org Banner**

Make your brand highly visible to RSNA members and online readers. Position your banner on *RSNA.org* throughout the year with an average of 3.25 million page views per month.

**Starting at \$3,500**

### ► **RSNA Insider E-Newsletter**

Newsletter includes member announcements and the latest medical news impacting radiology. Reaches an average of over 33,000 RSNA member subscribers monthly with an average open rate of 38%.

**\$3,000**

See specifications for [RSNA.org](#) and [e-newsletters](#).

### ► **RSNA Weekly E-Newsletter**

Weekly newsletter includes current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reaches an average of 33,000 RSNA members every Tuesday with an average open rate of 38%.  
**\$2,000**

### ► **RF Buzz E-Newsletter**

This newsletter includes radiology news, featured job postings and information about RSNA products and services. Reaches an average of 11,000 residents and fellows quarterly with an average open rate of 45%.  
**\$1,200**

## RSNA NEWS

This exclusive print opportunity dives deeper into our specialty, highlights RSNA's goals and accomplishments and shows how we are envisioning new ways to support radiology's future.



### ► **Industry Focus Article**

Work with an RSNA writer to craft a story that includes your company's message in a special Industry Focus article in *RSNA News*. Sent to over 15,000 practicing members, your story will be included among other must-read news.

**\$10,000**

### ► **Full-Page Cover Ad**

This publication offers up-to-date news about radiologic research, education and practice issues as well as RSNA programs, delivered to practicing members each month. Print circulation is over 15,000. This is a full-page, four-color print opportunity. Cover II is **\$4,500** and Cover IV is **\$5,250**. Both rates include the full-page 4C placement.

See specifications.

## 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

### Industry Focus Article

Requires 8-week lead time with final review and approval one month prior to publication date.

### Ad Deadlines

**Space Close:** 24th of the month; two months prior to publication

**Material Close:** 27th of the month; two months prior to publication (*i.e., Jan. 27 for the March issue*)

**Mail Date:** 20th of the month prior to issue date