

MATERIAL SPECIFICATIONS

RSNA 2024 Meeting Central Banners

Banner Size:

- Desktop display:
970 (width) x 90 (height) pixels
- Mobile display:
320 (width) x 50 (height) pixels

File Specs:

- 100K max file; gif, jpeg or png files accepted; animated gifs can loop up to 4 times.
- We require a hairline border (hex code #999) around all banner submissions.
- Banners rotate with up to four other sponsors.

Timeline:

Your banner will run on the RSNA Meeting Central site from July 17, 2024, when the site launches to April 30, 2025, at Noon CT when Virtual Access concludes.

- **Banners and linking URLs are due Monday, July 1.** Creative and link updates throughout the placement are accepted. Please allow 2-3 business days for any changes to be reflected online.
- Please ensure that your banner is linking to an active page for the full duration of the placement (through April 30, 2025, at Noon CT).
- Metrics will be provided following the conclusion of the live meeting week and following the conclusion of Virtual Access.

Submission Instructions:

- Send creative files and linking URLs to sponsors@rsna.org.

Reach out to the RSNA sponsorship team with any questions at the email noted above.