

RSNA Outdoor Banners Material Specifications

Banner Design and Art Specifications

- **Image Files** – Sponsor may recommend an image file to be placed in the middle of the sponsored banners, though RSNA reserves the right to make the final selection. To meet the City of Chicago approval requirements, images must be generic to radiology and not product specific.
 - Image Sizes:
 - 30” wide x 38” tall
 - 24” wide x 38” tall
 - RSNA suggests providing up to three (3) image files sized to the dimensions listed above.
- **Sponsor Illustration** – City regulations require that the height of the sponsor illustration (graphics and/or words) be no larger than 10 inches tall and placed at the bottom of the banner.
 - RSNA suggests only providing a company name/logo and booth number for highest visibility.
- **Art Production** – Banners are double-sided. In general, art is prepared in Illustrator or In Design. Art can be prepared at full size, ½ size or ¼ size. Any fonts used in the design should be changed to outlines before the files are submitted. Colors can be referenced by pantone solid coated numbers. Any photographic images should be scanned at 300 dpi at ¼ size.

Banner Locations – Banner poles are located throughout the downtown area and by McCormick Place. The City of Chicago will provide approved locations one month prior to the event.

NOTE: All sponsor banners will be paired with a Choose Chicago Partner Banner. The partner banner design is displayed below. RSNA cannot guarantee the color of sponsored banners and will be printed in a mix of the colors below. **All designs are subject to approval by RSNA, Choose Chicago, and the City of Chicago.**

Artwork is due by **September 29** and can be emailed to us at sponsors@rsna.org.

Chicago “We’re Glad You’re Here!” Partner Banners

