

MATERIAL SPECIFICATIONS

Daily Bulletin

Industry Focus Article



Background Information

Content is developed by an RSNA writer through editorial interviews with the company designee and centers on the RSNA 2025 meeting theme: Imaging the Individual. The sponsoring company will have the opportunity to review the articles for accuracy.

- Articles are approximately 500 words
- Sponsor may submit up to three head shots

Note: the quarter-page ad to the right of the article is an optional add-on and can be secured for \$3,000. If you have secured this add-on, artwork specifications will be sent to you in a separate e-mail.

Image Specifications and Guidelines

Please submit up to three head shots to accompany your article. The head shots should be at least 1.25" (depth at your discretion) at 300 DPI.

- Due November 4

Timeline

1 week	Writer begins contacting company to schedule and conduct interviews
2 weeks	Article drafted, edited by RSNA staff
2 weeks	Company review of article
2 weeks	Final changes and approval
Nov. 4	Images due from company (headshot of article source), article finalized

The article must be finalized November 4.

Questions

Please direct any questions to the RSNA sponsorship team at sponsors@rsna.org.