

# 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](mailto:sponsors@rsna.org).