

MATERIAL SPECIFICATIONS

Outdoor Banners



Deliverables Needed

Due: September 18

- Radiology Image Files
 - Sponsor may provide up to three (3) image files 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, and no text or logos are allowed within the image.
 - **Image sizes:** 30" wide x 38" tall, 24" wide x 38" tall
- 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 providing a company name or logo and booth number for the highest visibility.

NOTE: All sponsor banners will be paired with a Choose Chicago Partner Banner. RSNA cannot guarantee the color of paired Partner Banners, they will be printed in a mix of colors. All designs are subject to approval by RSNA, Choose Chicago, and the City of Chicago.

Examples of sponsored banners and the Choose Chicago Partner Banners are available upon request.

Art Production

Banners are double-sided. Art should be prepared in Adobe Illustrator or Adobe InDesign. 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.

Submission Instructions

Send all deliverables before or by the due date listed above to the RSNA sponsorship team at sponsors@rsna.org.

Questions

Please direct any questions to the RSNA sponsorship team at the email address listed above.