# MATERIAL SPECIFICATIONS
## RSNA News
## Industry Focus Article

RSNA®

### Background Information

*RSNA News* is RSNA's bimonthly member magazine featuring up-to-date news about radiologic research, education, and practice issues, as well as information about RSNA programs.

Sponsors will draft and submit their article, along with accompanying headshots and other images, to RSNA by the deadline specified in their contract.

### Guidelines

- 500 - 550 words
- Single page (8 ½ x 11)
- Article should focus on the technology behind a product and discuss the product in relation to the benefits for patients.
- Article cannot be a sales promotion for any individual product; RSNA does not endorse or recommend any products, services or brands.
- *RSNA News* sponsorship may be accompanied by source headshot(s) and a single image.
    - Image cannot be an ad. Image can show the logo on a product (i.e. image of an imaging product that is branded). Image size and resolution provided on request.
- Article will have no byline.
- Article will be featured in print only

**Note:** An article can be re-purposed by the sponsor with a note that it first appeared in an RSNA publication. It should state the month and year for *RSNA News*.

### Submission Instructions

Please send the copy in a Word document and image(s) to sponsors@rsna.org by the deadline provided in your contract.

### Questions

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