

MATERIAL SPECIFICATIONS

Daily Bulletin

Industry Focus Article



Background Information

The *Daily Bulletin* is the official newspaper of the RSNA annual meeting. Printed onsite and published digitally, the daily newspaper features must-read annual meeting news.

Sponsors will draft and submit their article, along with accompanying headshot(s), to RSNA by the deadline specified below.

- Your article will appear in print during the RSNA annual meeting and online at dailybulletin.RSNA.org.
- The article will also be featured in the evening RSNA *Daily Bulletin* e-newsletter, distributed to all attendees and other RSNA proprietary mailing lists (Approx. 40,000 distribution).

Guidelines

- 900 - 950 words
- Single page (11 x 14)
- Content must center on the RSNA 2026 meeting theme: At the Center of Care.
- Sponsor may submit up to three (3) headshots. The images should be at least 1.25” (depth at your discretion) at 300 DPI.
- 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.
- Article will have no byline.

Additional Sponsorship Details

- The article can be re-purposed by the sponsor with a note that it first appeared in an RSNA publication. It should state the annual meeting date (ex.: RSNA 2026) for the *Daily Bulletin*.
- A 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.

Submission Instructions

Please send the copy in a Word document and headshot image(s) to sponsors@rsna.org by **October 2, 2026**.

Questions

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