

ABOUT RSNA

RSNA brings together a global community of peers dedicated to advancing radiology and promoting excellence in patient care through education, research and innovation. Our members include diagnostic and interventional radiologists, radiation oncologists, medical physicists, nuclear medicine physicians and radiologic scientists from early career to department chair.

RSNA's trusted, targeted channels let you engage with an audience you cannot find anywhere else. We offer a diverse portfolio of opportunities throughout the year for you to communicate with our members, showcase your brand, increase your sales and maximize your ROI. Metrics are based on the 2025 calendar year.

GLOBAL MEMBERSHIP

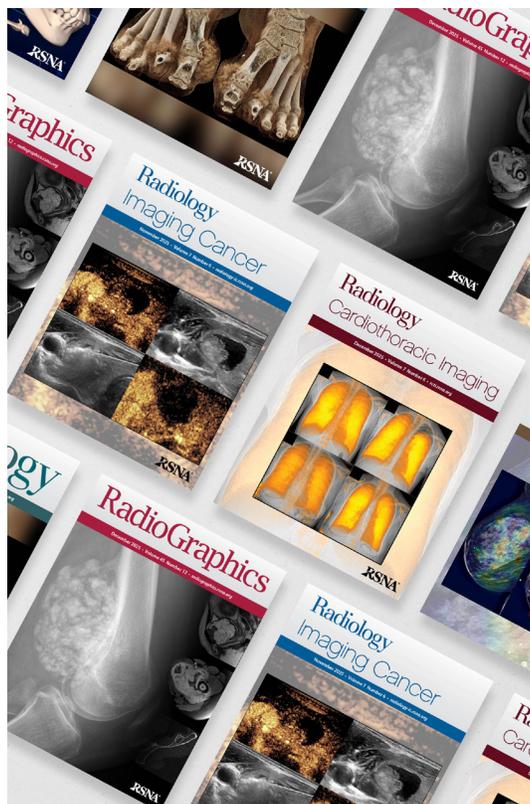
+ 52,000 MEMBERS

+ 160 COUNTRIES

+ 33 CONTENT AREAS

RSNA JOURNALS

Imaging professionals look to RSNA e-journals for the latest scientific discoveries and continuing education. Each journal site serves as a portal to the newest issues and can feature your company's messaging. Our flagship, open access and specialty journals keep imaging professionals up to date on the latest research and innovations.



Radiology

The authoritative reference for the most current, clinically relevant and highest-quality research in radiology.

Impact factor 15.2

Radiology: Artificial Intelligence

Highlights the emerging applications of machine learning and AI in the field of imaging across multiple disciplines.

Impact factor 13.2

Radiology: Imaging Cancer

The best clinical and translational cancer imaging studies across organ systems and modalities.

Impact factor 6.3

RadioGraphics

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning CME credits.

Impact factor 5.5

Radiology: Cardiothoracic Imaging

Features research advances and technical developments in medical imaging that drives cardiothoracic medicine.

Impact factor 4.2

Radiology Advances

RSNA's first open access journal was established in 2024 and provides a broad spectrum of high-quality, international research.

Impact factor coming soon.

JOURNAL WEBSITE BANNERS

Attract your target audience in an affordable and measurable way with digital promotion opportunities. Place your timely message on five of our journal sites and add a dimension of interaction to drive interest in your products and services. Average impressions monthly: *Radiology*, 53,000; *RadioGraphics*, 87,000; *Radiology: Artificial Intelligence*, 13,500 and *Radiology: Cardiothoracic Imaging*, 5,000; and *Radiology: Imaging Cancer*, 3,000.

Pricing applies to each journal listed

▶ **Radiology**

▶ **RadioGraphics**

300 x 250 banner, **\$3,000 per month**

300 x 600 banner, **\$5,000 per month**

▶ **Radiology: Artificial Intelligence**

▶ **Radiology: Cardiothoracic Imaging**

▶ **Radiology: Imaging Cancer**

300 x 250 banner, **\$2,500 per month**

300 x 600 banner, **\$5,000 per month**

Creative and linking URL for all sites due the 25th of the month prior to running (i.e., March 25 for April placement). Availability differs for each journal. [See specifications.](#)

SPECIAL FOCUS ISSUE

Put a spotlight on breast imaging, lung cancer or the topic of your choice. Partner with RSNA to curate a collection of articles previously published in RSNA flagship journals to create a special issue. You will review and approve the articles for inclusion in your sponsored issue. The digital issue will include your banner and linking URL. Special Focus issues are distributed to approximately 24,000 subscribers per issue.

\$7,500

E-BLAST PROMOTIONS: ANNOUNCEMENT OF NEW ISSUES

Include your custom banner and linking URL in the e-blast announcing the new issue. RSNA sends the Table of Contents with the announcement that the issue is available to an engaged audience of subscribers. Specifications: 580 x 100 banner and linking URL.

▶ **Radiology, \$3,000/month**

Frequency: Monthly | Average distribution: 25,000

▶ **RadioGraphics, \$3,000/month**

Frequency: Monthly | Average distribution: 25,000

▶ **Radiology Weekender, \$2,000/month**

*Frequency: Three to four times/month
Average distribution: 25,000*

▶ **Radiology: Artificial Intelligence, \$2,000/month**

*Frequency: Six times/year (Jan, Mar, May, July, Sept, Nov)
Average distribution: 24,000*

▶ **Radiology: Cardiothoracic Imaging, \$2,000/month**

*Frequency: Six times/year (Feb, Apr, Jun, Aug, Oct, Dec)
Average distribution: 23,000*

▶ **Radiology: Imaging Cancer, \$2,000/month**

*Frequency: Six times/year (Jan, Mar, May, July, Sept, Nov)
Average distribution: 23,000*

The image shows a promotional banner for RSNA Radiology. At the top left, a yellow box contains the text 'JOIN OUR CULTURE OF CARE'. To its right, a larger yellow box says 'Now hiring radiologists'. On the far right, a dark blue box features the 'UC DAVIS HEALTH' logo and a yellow button that says 'APPLY TODAY >'. Below these boxes is a dark teal background with a faint MRI scan of a human head. The text 'NEW ISSUE' is written in white, followed by the 'RSNA Radiology' logo. At the bottom, a white box contains the text: 'The latest issue of Radiology is now online!', 'July 2025', and 'Volume 316, Number 1'.

Only one company banner is included in each e-blast. [See specifications.](#)

PODCAST SPONSORSHIP

Podcasts related to RSNA journals highlight experts discussing research and covering topics that are of high interest to RSNA's audience and are filled with essential information.

Choose our weekly *Radiology* podcast or bi-monthly *RadioGraphics* podcast.

Average downloads/episode at one month was 1,035 and average downloads/episode at three months was 1,227 in 2025.

► Industry Focus Interview

Collaborate with RSNA to determine the podcast interview topic and speakers. RSNA will provide the moderator to run the interview, and your company can provide up to two expert speakers (physicians, clinical directors, etc.) to join a recorded discussion as thought leaders.

\$7,500



► Single Episode Sponsor

Include your message with a 30-second pre-roll and 15-second mid-roll promotion in a podcast. Only one company will be featured in each episode.

\$3,000 per podcast

► Podcast Supporter

Provide financial support for an RSNA journal podcast and gain recognition in several RSNA promotions.

\$2,000 per podcast

Material deadline: mp4 file due 30 days prior to the podcast going live. Subject to RSNA review and approval. [See specifications.](#)

RSNA WEBSITE & E-NEWSLETTERS

RSNA's premier member communications give you the power to promote your story. Whether you need a year-round opportunity or a strategic, timely placement, *RSNA.org* and our three e-newsletters give you the tools you need to increase your brand awareness. The average distribution for *RSNA Weekly* is 35,000; and *RSNA Insider* is 37,000; and *RF Buzz* is 15,000. Average open rate for e-newsletters is 38%.

► RSNA.org Banner

Make your brand highly visible to RSNA members and viewers. Banners on *RSNA.org* receive an average of 279,339 unique page views per month.

Starting at \$3,500

► RSNA Insider E-Newsletter

Newsletter includes member announcements and the latest medical news impacting radiology.

\$3,000

► RSNA Weekly E-Newsletter

Weekly newsletter includes current news related to radiology and clinical practice from a wide array of news sources, both domestic and international.

\$2,000

See specifications for [RSNA.org](#) and [e-newsletters](#).

► RF Buzz E-Newsletter

This newsletter includes radiology news, featured job postings and information about RSNA products and services.

\$1,200



RSNA News is a trusted source for medical imaging news, key events and timely opportunities available to RSNA members. Article and advertising opportunities are offered for printed issues only. RSNA News is printed in January, March, May, July, September and November. Print distribution is 15,500 per issue.



► **Industry Focus Article**
 Include your story in a special Industry Focus article in RSNA News. Align your article with a theme or special focus that month.
\$10,000



► **Full-Page Cover Ad**
 Cover II is **\$4,500**
 Cover IV is **\$5,250**
 Both rates include the full-page 4C placement.

PRINT EDITORIAL CALENDAR & DEADLINES:

Written, preapproved copy and all logos and images must be submitted by the dates indicated.

Month	Submission Deadline	Focus Topic(s)
May	March 9	Special Focus on Abdominal Imaging; Mental Health Awareness and Osteoporosis
July	May 1	Quality Improvement and MRI Safety
September	July 10	Healthy Aging and Sarcopenia
November	Sept. 9	RSNA 2026 Annual Meeting Preview
January	Oct. 24	Thyroid Awareness

IMPORTANT DATES

Industry Focus Article

Requires eight-week lead time with final review and approval one month prior to publication date.

Ad Deadlines

Space Close: 24th of the month; two months prior to publication.

Material Close: 27th of the month; two months prior to publication (i.e., Jan. 27 for the March issue).

Mail Date: 20th of the month prior to issue date.

PRINT SPECIFICATIONS

Mechanical Requirements

	Live Area	Trim Size*	Bleed Size
1 page	7" x 9.5"	8.25" x 10.875"	8.5" x 11.125"

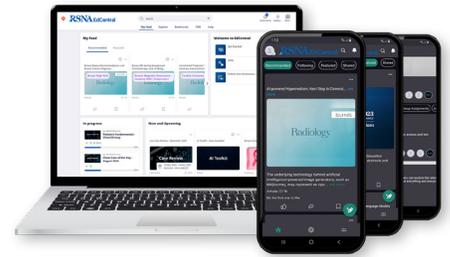
*Keep live matter at least .25" inside final trim. Crossover type should be .125" away from gutter on each side.

Binding: Saddle

EDCENTRAL: RSNA'S EDUCATION PORTAL

As a benefit of membership, 50,000 diagnostic and interventional radiologists, academic radiologists, radiographers, nuclear medicine physicians, medical imaging technicians and residents can access journals, courses and other educational materials. RSNA EdCentral users join and follow channels, live case reviews and playlists. These individual interests generate unique, curated learning opportunities for each member.

Sponsorship opportunities include sponsoring content, channels and playlists. Contact us at sales@rsna.org to learn more today.



RSNA 2026: AT THE CENTER OF CARE

Nov. 29–Dec. 3 | Chicago

► **Industry Focus Article: *Daily Bulletin***

Include your story in RSNA's official daily newspaper, *Daily Bulletin*, onsite at RSNA 2026. Your prewritten and approved copy will be available for all professional attendees, in person and virtual.

Copy deadline: **Oct. 2.**

Learn more at: [RSNA.org/Annual-Meeting](https://rsna.org/Annual-Meeting)

