

The Magazine of Distinction in Radiology

Radiology Today is the premier biweekly publication for news and information affecting radiologists, radiology administrators, and technologists. **Radiology Today** is also the only imaging field magazine addressing the concerns, interests, and interrelationships of physicians, facility management, and technologists.

A trusted, popular resource that has been increasing the sales and brand awareness of advertisers for almost a decade, **Radiology Today** is the respected media brand so many critical decision makers now rely on for winning multimedia marketing solutions and recruitment strategies that help their businesses thrive.

The proven power of **Radiology Today** and our Web site—**www.RadiologyToday.net**—gives advertisers the advantage of combining and choosing from a full spectrum of targeted marketing opportunities, including print ads, Web site banner advertising, monthly e-newsletter sponsorships, e-mail marketing, list rentals, and direct mail—all targeted to the right audience for your message.

A comprehensive array of timely topics, an impressively qualified audience and nearly ten years of industry success make **Radiology Today** a powerful marketing solution for a broad range of companies and products serving the field of radiology.

Circulation: 50,000*

PROFESSIONAL AUDIENCE

- Radiologists
- Radiology Administrators/Directors
- PACS/RIS Administrators
- Radiology Managers/Supervisors
- Chief Technologists
- Technologists
- Dosimetrists
- Radiation Oncologists
- Nuclear Medicine Physicians
- Cardiologists
- Medical Physicists
- Radiology Educators



*Source: June 2008 BPA Circulation Statement

Radiology Today

2009 EDITORIAL CALENDAR

ADVERTISING SPACE DEADLINES

ISSUE	CONTENT	FEATURED DEPARTMENTS	BONUS DISTRIBUTION	PRODUCT	RECRUITMENT
Jan. 12	Cardiac Imaging Digital Radiography	Technology Trends MRI Monitor		Dec. 15	Jan. 8
Jan. 26	Teleradiology, Winter Product Showcase Special Section: Women's Imaging	Ultrasound News Mammography Matters		Dec. 29	Jan. 22
Feb. 9	MRI Radiation Oncology	Target on Therapy CT Slice		Jan. 12	Feb. 5
Feb. 23	Interventional Radiology, C-Arm Technology Special Section: Interventional Radiology	Technology Trends Interventional Update	SIR	Jan. 26	Feb. 19
March 9	PET Speech Recognition	Mammography Matters Nuc Med Notes	NCBC	Feb. 9	March 5
March 23	PACS/RIS Interoperability, Ultrasound Special Section: Nuclear Medicine	Follow the Money Managing to Succeed	HIMSS, AIUM	Feb. 23	March 19
April 6	Ergonomics in the Reading Room PACS	Technology Trends MRI Monitor	ARRS	March 9	April 2
April 20	Breast Imaging, Spring Product Showcase Special Section: Women's Imaging	Target on Therapy CT Slice		March 23	April 16
May 4	PACS/RIS Guide MRI	Target on Therapy CT Slice		April 6	April 30
May 18	PACS, RIS Special Section: Interventional Radiology	Technology Trends Interventional Update	SIIM	April 20	May 14
June 1	Molecular Imaging, SPECT Special Section: Nuclear Medicine	Research Review Nuc Med Notes	SNM RBMA	May 4	May 28
June 15	Interventional Radiology Ultrasound	Follow the Money Managing to Succeed		May 18	June 11
July 13	Teleradiology Summer Product Showcase	Interventional Update MRI Monitor		June 15	July 9
July 27	Management Gems, Billing & Collections Special Section: Women's Imaging	Interventional Update MRI Monitor	AHRA	June 29	July 23
Aug. 24	Brachytherapy, Imaging Buyers' Guide Special Section: Interventional Radiology	Mammography Matters Interventional Update		July 27	Aug. 20
Sept. 7	Cardiac Imaging Fall Product Showcase	Follow the Money Managing to Succeed		Aug. 10	Sept. 3
Oct. 19	Radiation Oncology, PET/CT Special Section: Nuclear Medicine	Target on Therapy PACS Platform	ASTRO	Sept. 21	Oct. 15
Nov. 16	MRI, CT Special Section: Women's Imaging	Ultrasound News Interventional Update	RSNA	Oct. 19	Nov. 12
Nov. 30	Teleradiology PACS, RSNA Product Showcase Special Section: Interventional Radiology	Follow the Money Managing to Succeed	RSNA	Nov. 2	Nov. 24

Content and bonus distributions are subject to change without notification.
Please note that there will be bonus distributions at many state and regional conferences not listed on this calendar.

Radiology Today

PRODUCT/MARKETPLACE/CONTINUING EDUCATION RATES (BLACK AND WHITE)

Frequency rates are based on total insertions placed within 12 months of first ad. See display advertising material specifications section for details.

SIZE	OPEN	3X	6X	9X	13X	26X	39X	52X
Full Page	\$4,370	\$4,170	\$3,965	\$3,820	\$3,625	\$3,405	\$3,065	\$2,765
1/2 Page Vert	\$2,545	\$2,430	\$2,360	\$2,310	\$2,225	\$2,125	\$1,950	\$1,835
1/2 Page Horiz	\$2,375	\$2,260	\$2,190	\$2,140	\$2,055	\$1,955	\$1,780	\$1,665
1/3 Page	\$2,015	\$1,945	\$1,850	\$1,780	\$1,715	\$1,585	\$1,470	\$1,410
1/4 Page	\$1,495	\$1,415	\$1,380	\$1,355	\$1,320	\$1,300	\$1,245	\$1,050
1/6 Page*	\$1,050	\$1,020	\$995	\$950	\$935	\$900	\$875	\$845
1/9 Page*	\$725	\$705	\$690	\$665	\$645	\$635	\$605	\$595
1/12 Page*	\$535	\$530	\$520	\$505	\$500	\$475	\$465	\$425

* 1/6, 1/9, and 1/12 page display ads are placed in *Radiology Today's* "Marketplace" section. Agency commission not applicable to Marketplace rates.

DISPLAY AD COLOR CHARGES

Matched 2nd color: ADD \$675
4-color process: ADD \$1,125

MARKETPLACE AD COLOR CHARGES

Matched 2nd color: ADD \$285
4-color process: ADD \$420

PREMIUM PLACEMENT

Back cover: +30%
Inside front cover: +25%
Page three: +25%
Inside back cover: +20%
Opposite table of contents: +20%
Opposite masthead: +15%
Franchise or other preferred positions: +10%
AHRA and RSNA conference issues: +10%
(No cancellations permitted with premium positions.)
(Additional premiums may apply to conference issues.)

DATEBOOK

1 insertion: \$225; 2 insertions: \$205 each;
3 or more: \$180 each

BUYERS' GUIDE LISTINGS: \$675

Contact your account executive for details.
Agency commission not applicable to Buyers' Guide Listings.

INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

For more information and rates on Reprints, List Rentals, and Direct Mail, call 800-278-4400.

DISPLAY SPACE DEADLINE: See editorial calendar for specific dates. **ART DEADLINE:** Call your account executive.

RECRUITMENT RATES

Rates include: 4-color process and exposure on AlliedHealthCareers.com!

SIZE	SIZE
1/18 \$400	1/3 \$2,495
1/12 \$700	4/9 \$3,095
1/9 \$885	1/2 \$3,415
1/8 \$1,150	5/9 \$4,360
1/6 \$1,315	2/3 \$4,665
2/9 \$1,700	5/6 \$6,125
5/18 \$2,070	Full Page \$6,650

BLIND BOX ADS: ADD \$25 per run

RECRUITMENT DEADLINE: Thursday prior to issue date, 6 PM ET.
See editorial calendar for specific dates.

SEE RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS SECTION FOR DETAILS.

ADVERTISING AGENCY DISCOUNT RATES

Discounts available for both display and recruitment advertising.

Recognized advertising agencies receive a discount of 15% gross billing with written documentation and paid within 30 days. Great Valley Publishing Company shall have the right to hold the advertiser and/or agency jointly and separately liable for such monies as are due and payable to Great Valley Publishing Company for advertising that the advertiser and/or agent ordered.

LIST RENTALS

Various options are available. Call your sales representative for more information.

CONTACT YOUR SALES REPRESENTATIVE

PHONE: 800-278-4400/610-948-9500
FAX: 610-948-4202
E-MAIL: SALES@GVPUB.COM

RADIOLOGY TODAY ELECTRONIC ADVERTISING

From Web site advertising to e-newsletter sponsorships, our digital solutions provide you with the opportunity to effectively connect with your target audience.



Web Banners



Online Buyers' Guide



E-Newsletter

Web Site Rates/Specifications

Run of site		
Leaderboard	\$1,495/month	728 X 90 pixels
Large Square Bannner	\$1,295/month	240 X 240 pixels
Half Banner - top position	\$695/month	240 X 60 pixels
Half Banner - middle position	\$495/month	240 X 60 pixels
Half Banner - bottom position	\$349/month	240 X 60 pixels
Horizontal button - middle	\$895/month	240 X 120 pixels
Horizontal button - bottom	\$595/month	240 X 120 pixels
Skyscraper	\$995/month	120 X 480 pixels
Vertical banners	\$875/month	120 X 240 pixels
Square Button	\$600/month	128 X 128 pixels

Home Page Only

Full banner - top position	\$995/month	468 X 60 pixels
Full banner - middle position	\$725/month	468 X 60 pixels
Full banner - bottom position	\$525/month	468 X 60 pixels

JPEG or GIF, RGB color, 72 dpi, and 20K maximum file size

E-Newsletter Rates/Specifications

Full Banner - top sponsor	\$1,650/month	468 X 60 pixels
Full Banner - middle sponsor	\$1,200/month	468 X 60 pixels
Full Banner - bottom sponsor	\$750/month	468 X 60 pixels
Half Banner - within content	\$850/month	234 X 60 pixels
Square Banner	\$1,495/month	240 X 240 pixels
Skyscraper	\$1,650/month	120 X 480 pixels
Vertical Banner	\$1,250/month	120 X 240 pixels
Vertical Button	\$750/month	120 X 120 pixels

From Web site advertising to e-newsletter sponsorships, our digital solutions provide you with the opportunity to effectively connect with your target audience.

E-NEWSLETTER ADVERTISING

Advertise in our publication's e-newsletters and your ad will be seen directly on professionals' desktops as they read exclusive articles, news, and polls. Your Web site traffic will see increased activity, and your products and services will experience the needed exposure to help your company grow.

*All Web site and e-newsletter banners must be approved by Great Valley Publishing Company. Our graphics department can create banner art per your request. A \$75 fee will apply. On-screen images will vary depending on monitor settings.

WEB SITE ADVERTISING

www.RadiologyToday.net

Our Web sites are promoted heavily in each print publication and online, bringing thousands of people to the sites each day. Don't miss a great opportunity to put your message in front of the exact audience you need to reach!

E-BLASTS AND PODCASTS

Custom e-blasts deliver your branding message to thousands of qualified prospects in a simple, straightforward format. Podcasts give you the opportunity to literally "voice" your message in an electronically deliverable format. Call for rates and specifications.

ONLINE BUYERS' GUIDE

Promote your product or service year-round with our online buyers' guides. These pages are frequently visited by key decision makers and those involved in the buying process. Your listing includes contact information, a description of your product or service, and a link to your Web site. **\$495**

Contact your sales representative to take advantage of these great marketing opportunities or for more information.

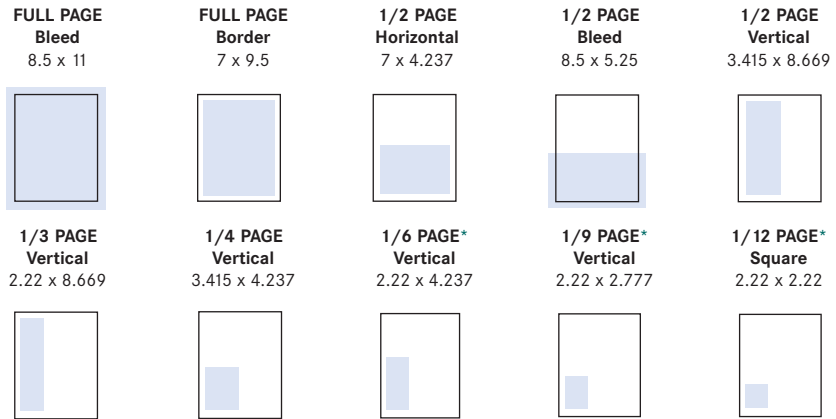
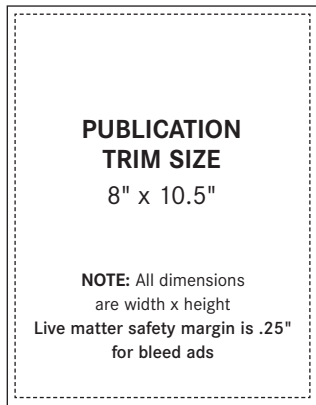
Call 800-278-4400

E-mail: sales@gvpub.com

DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

DEADLINES

Supplied artwork is due three weeks prior to issue date. For specific dates, please call your account executive. Space reservations and all materials for ads to be created by Great Valley Publishing Company are due four weeks prior to issue date. Creative fees apply.



*Product ads this size are placed in the "Marketplace" section of our publications.

MATERIAL SPECIFICATIONS

- **PDF/X-1a** file is preferred. Send to RTads@gvpub.com specifying in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified Proof. Details available at www.swop.org.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS2, Photoshop CS2 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **RGB color and JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc., **MUST** be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

PRODUCTION SERVICES

Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

TERMS

Net Cash 30 days. A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

INSTRUCTIONS TO ADVERTISERS

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to sales@gvpub.com.

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at the full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**
















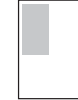

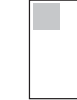

ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and at the fault of the publisher.

RECRUITMENT ADVERTISING MATERIAL SPECIFICATIONS

DEADLINES

All ads must be received no later than 6 PM ET on the Thursday preceding the Monday issue date. The standard column width is 2.292", making ads easier to read. Ads are grouped geographically by region, making them easier to find.

FULL PAGE 7.125 x 9.75	5/6 PAGE 7.125 x 8.094	2/3 PAGE Horizontal 7.125 x 6.438	2/3 PAGE Vertical 4.708 x 9.75	5/9 PAGE 4.708 x 8.094	1/2 PAGE 7.125 x 4.78	4/9 PAGE 4.708 x 6.444	1/3 PAGE Horizontal 4.708 x 4.78	1/3 PAGE Vertical 2.292 x 9.75		
										
5/18 PAGE Horizontal 4.708 x 3.948	5/18 PAGE Vertical 2.292 x 8.094	2/9 PAGE Horizontal 4.708 x 3.125	2/9 PAGE Vertical 2.292 x 6.444	1/6 PAGE Horizontal 4.708 x 2.292	1/6 PAGE Vertical 2.292 x 4.78	1/8 PAGE 2.292 x 3.948	1/9 PAGE 2.292 x 3.125	1/12 PAGE 2.292 x 2.292	1/18 PAGE 2.292 x 1.469	
										

MATERIAL SPECIFICATIONS

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INSTRUCTIONS TO ADVERTISERS

Ads can be submitted via e-mail, fax, mail, or phone. Our account executives are knowledgeable in professional terminology and can be of assistance to advertisers in the preparation of ad copy. To place an ad, call 800-278-4400/610-948-9500, fax 610-948-4202, send an e-mail to sales@gvpub.com, or deliver to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475

ALTERATIONS AND CANCELLATIONS

There is no charge for cancellations of ads if cancellation occurs within two hours of placement. A charge of \$25 will apply to later cancellations. **NO CHANGES OR CANCELLATIONS WILL BE ACCEPTED ON DEADLINE DAY. FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.**

Contract advertisers: If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "Closing Date" will be billed at full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

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