ABOUT US

The Magazine of Distinction in Radiology

A trusted resource for industry professionals for more than a decade, Radiology Today reports on the latest news and information affecting radiologists, radiology administrators, and technologists.

During this time of significant change in imaging, the magazine and its associated media properties uniquely address industry professionals’ concerns, challenges, and common interests. Each issue offers a generous supply of feature stories, topical news, technology updates, and opinions certain to interest the entire imaging community and help its members succeed in tomorrow’s business environment.

The strength of the Radiology Today media brand among the nation’s community of professionals has solidified our reputation as a reliable partner for advertisers to gain the exposure they need to increase sales or support recruitment efforts.

In addition to our flagship monthly print publication, our platform includes a mobile-ready, interactive digital edition, which is posted on our content-rich, highly-targeted website, www.RadiologyToday.net. This added exposure offers advertisers longevity through continued access in our digital archives plus interactive features such as live links to company product or service information.

Our partnerships have helped companies enlighten and educate a responsive and influential audience about their products and brands while assisting hundreds of facilities with finding the best professional talent across the country through print display ads and online job postings on our highly regarded job boards, the Physician Recruitment Center and AlliedHealthCareers.com.

Radiology Today

PUBLISHED SINCE: 2000
FREQUENCY: Monthly
PRINT SUBSCRIBERS: 35,000*
E-NEWSLETTER SUBSCRIBERS: 20,544*
MONTHLY UNIQUE BROWSERS: 17,378*

AUDIENCE:
• Diagnostic and interventional radiologists
• Radiology directors, managers, and administrators
• PACS/RIS administrators
• Chief technologists/technologists
• Nuclear medicine physicians
• Radiation oncologists
• Cardiologists
• Medical dosimetrists
• Physicists
• Radiology educators

DISTRIBUTION: Professionals’ homes, hospitals, educational facilities, medical imaging centers. Bonus distribution at major industry events.

* BPA December 2014 Brand Report
## Editorial Calendar*

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<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<td>Women’s Imaging</td>
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<td>Women’s Imaging</td>
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<td>Imaging IT Radiology Billing and Coding</td>
<td>CT Slice Molecular Imaging ICD-10 Ultrasound News</td>
<td>Imaging IT Radiology Billing and Coding Imaging IT Radiology Billing and Coding MRI Monitor Oncology Imaging</td>
<td>Practice Management Radiology Apps</td>
<td>Radiology Billing and Coding MRI Monitor Ultrasound News</td>
<td>Radiology Billing and Coding CT Slice Imaging IT</td>
<td>Practice Management News from RBMA Imaging IT</td>
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<td>December 8</td>
<td>January 5</td>
<td>February 16</td>
<td>March 16</td>
<td>April 13</td>
<td>May 11</td>
<td>June 8</td>
<td>July 6</td>
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<td>January 30</td>
<td>March 6</td>
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<td>May 1</td>
<td>May 29</td>
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<td>July 24</td>
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<td>SIIM RBMA SNMMI</td>
<td>AHRA</td>
<td>AHRA</td>
<td>RBMA Fall Conference</td>
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<td>ASTRO</td>
<td>RSNA</td>
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* Subject to change
PRINT RATES

FOUR-COLOR RATES (CONTACT ACCOUNT EXECUTIVE FOR BLACK-AND-WHITE RATES)

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<td>$6,435</td>
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<td>$4,410</td>
<td>$4,315</td>
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<tr>
<td>1/4 Page Vert</td>
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<td>$3,760</td>
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<td>$2,095</td>
<td>$2,070</td>
<td>$2,010</td>
<td>$1,910</td>
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All print advertisements receive double exposure through our digital companion, which is posted on our website, www.RadiologyToday.net.

**Premium Placement**

**BACK COVER:** +30%

**INSIDE FRONT COVER:** +25%

**PAGE 3:** +25%

**INSIDE BACK COVER:** +20%

**OPPOSITE TABLE OF CONTENTS:** +20%

**OPPOSITE MASTHEAD:** +20%

**FRANCHISE OR OTHER PREFERRED POSITIONS:** +10% to 15%

**CONFERENCE ISSUES:** +10%

No print cancellations permitted with premium positions. Premium position supersede any page separation requests. Additional premiums may apply to conference issues.

**SHOWCASE AD:** $1,985

Showcase your product or service in a news release format. Supply a 4" × 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy. Hosted on publication website for 12 months. No additional design elements needed or accepted.

**PRODUCT PREVIEW:** $1,495

Supply a 40-word product description and a 4" × 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

**RESOURCE GUIDE LISTINGS:** $895

**DATEBOOK**

1 insertion: $350; 2 insertions: $335 each; 3 or more: $315 each

No print cancellations accepted after published space deadline. Specific cancellation terms and conditions can be found at www.RadiologyToday.net/terms.

**High-Impact Placements**

High-impact placements include belly bands, cover stickers, french gates, etc. Contact your account executive for more details.

**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.
Radiology Today’s annual Buyers’ Guides assist imaging professionals and decision makers with their year-round purchasing decisions. Our Buyers’ Guides are well known in the field as reliable reference resources for professionals.

These effective, targeted resources provide our loyal audience with complete product information and showcase the industry’s finest companies, product lines, brands, and services.

**All Buyers’ Guide Listings Include:**

- 2.22” x 2.75” four-color ad space, formatted 9 ads to a printed page
- Contact information and logo (300 dpi)
- Up to 40 words of copy
- Added exposure in the interactive digital edition
- A 12-month online listing on our website, with direct links to any website or webpage

All for only $895
**Product & Service Showcases**

Radiology Today Product & Service Showcases help our audience of radiologists, administrators, and technologists learn about what’s available in the marketplace while enhancing advertising campaigns. This cost-effective, high-profile opportunity positions the advertiser’s product information, service offerings, and company messaging directly in front of these influential professionals in an appealing and unique format.

**Product & Service Showcases Include:**

- Space approximately the size of a quarter-page ad
- 70-word product description displayed in news release format
- Accompanying four-color image
- Company contact information and URL
- No additional design elements needed or accepted

All for only $1,985

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**2015 Showcase Issues**

- **JANUARY:** Winter Showcase
- **APRIL:** Spring Showcase
- **JUNE:** Summer Showcase
- **JULY:** AHRA Showcase
- **OCTOBER:** Fall Showcase
- **DECEMBER:** RSNA Showcase
All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc.) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.
HIGH-IMPACT DIGITAL AD PLACEMENTS

Intro Page Ad on Digital Editions
In this era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Every month, our interactive digital editions draw a significant, growing audience, as well as an increase in mobile users and international subscribers.

Each digital issue has an introduction page opposite the cover where advertisers can place their messages. The benefits of this high-impact placement are:

- It’s certain to be seen by all digital edition readers.
- Space is exclusive to one advertiser per issue.
- It’s an interactive ad that includes direct links to the webpage or website chosen by the advertiser.
- It’s one of the most effective stand-alone placements available for product and branding messaging.

PRICE: $2,995 per issue

Interstitial Ad
This high-profile placement allows the advertiser to “take over” the popular Radiology Today website when someone visits. Providing an exclusive and prominent forum for product and branding images and messaging, as well as a direct link to any webpage or website, this large, powerful ad appears in front of our homepage until it is closed manually by the visitor.

MONTHLY PRICE: $6,545

Digital Ad Packages
Combining the consistency of a website banner, the direct delivery of a banner in our monthly e-Newsletter, and the power of our subscriber list and your brand message, these packages deliver a multichannel punch that is certain to reach the influential professionals in our audience. Standard and Premium packages are available to fit your budget and timing needs.

Premium Package
- HTML custom e-blast to full e-subscriber list
- Full banner (468 × 60) within content in our e-Newsletter
- 30-day sitewide wide skyscraper (160 × 600) banner on the magazine’s website

PRICE: $8,520

Standard Package
- HTML custom e-blast to full e-subscriber list
- Rectangle (180 × 150) within content in our e-Newsletter
- 30-day sitewide 3:1 Rectangle (300 × 100) on the magazine’s website

PRICE: $7,225

For information on additional high-impact digital opportunities, such as online advertorials, custom digital supplements, white papers, webinars, and more, call your account executive.
**Custom Digital Supplements**

Our custom digital supplements are stand alone editorial pieces that deliver your message in a style and format that are certain to be read.

By allowing us to take your white paper, news release, brochure, or informational packet and enhance it with rich media such as audio, video, or Flash animation, you instantly initiate greater reader engagement and response. That, coupled with targeting your custom digital supplement to our responsive group of influential professionals, ensures successful delivery of your message.

These custom digital supplements make great sales tools that have a never-ending shelf life and are easily distributed via e-mail, websites, and social media channels.

With packages starting at just $9,990 you will receive full marketing support to our entire audience, plus many options for editorial support and expanded pages.

For the full range of options regarding this high-impact advertising opportunity, please call your account executive.

**Online Advertorial Package**

Advertiser receives content control of a sub-section of our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company's website. Company also provides title of navigation link on our homepage.

**Price:** $2,995
E-NEWSLETTERS AND CUSTOM E-BLASTS

**E-Newsletters**

Placing a banner on the *Radiology Today* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content as well as other relevant topics.

**Monthly Features**

- **JANUARY:** Women's Imaging
- **FEBRUARY:** Interventional Radiology
- **MARCH:** HIMSS Preview
- **APRIL:** Imaging IT
- **MAY:** Molecular Imaging
- **JUNE:** VNA
- **JULY:** DR
- **AUGUST:** AHRA Notes
- **SEPTEMBER:** Business Analytics
- **OCTOBER:** Ultrasound
- **NOVEMBER:** RSNA Preview
- **DECEMBER:** Imaging IT

**E-Mail Marketing**

Advertisers can utilize the power of our subscriber lists by using custom-designed e-blasts to deliver a specific product message, technological benefit, or positioning statement directly to the inboxes of influential radiology professionals. This targeted and cost-effective method of reaching *Radiology Today*’s audience uses your company's own words, terminology, and images. Our in-house team can create the artwork to match your message or we can simply take your design and deliver it to our double opt-in list of professional subscribers.

**FULL LIST E-BLAST:** $6,495
$395 per 1,000 names for quantities under 17,000

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<tr>
<td>Leaderboard* (728 x 90 pixels)</td>
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<td>Wide Skyscraper* (160 x 600 pixels)</td>
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<tr>
<td>Rectangle* (180 x 150 pixels)</td>
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* IAB-approved sizes

Digital advertising packages that include e-newsletters, custom e-blasts, and website banners are available. See the High-Impact Digital Ad Placements page for special package pricing and high-visibility placements.

Banner positions not fixed, but based on content distribution.
Print Material Specifications

**PREFERRED FILE FORMAT:** PDF and PDF/X1a only. Files must conform to SWOP standards. All marks (trim, bleed, center) should be included and must be 0.1875” outside the trim of the magazine.

**COLORS:** CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

**TOTAL AREA COVERAGE:** Maximum ink density is 300%

**LINE SCREEN:** 133 lpi

**MINIMUM IMAGE RESOLUTION:** 300 dpi

No native applications accepted

**PRODUCTION COSTS:** Original ad creation will be charged at a rate of $250 per hour. Revisions to artwork will be charged at a rate of $95 per hour.

**Hard-Copy Proofs**

A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. *Radiology Today* cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar). Send to address under File Submission.

**File Submission**

**E-MAIL:** RTads@gvpub.com

*For files under 10 MB*

**FTP:** Available for larger files. Please contact your account executive for more information.

**MAIL:** 3801 Schuylkill Road

Spring City, PA 19475

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

E-Mail Marketing Specifications

**PREFERRED FILE FORMAT:** HTML documents ONLY. Images in JPG or GIF formats. (Animated GIFs may not display correctly for all recipients.) Text sent in a Microsoft Word document. Embed all graphics or include with HTML document.

**FILE SIZE:** HTML file size should not exceed 150 KB and be within 500 to 700 pixels wide.

No “image-only designs.” Use HTML to create design, 40/60 image-to-text ratio. Inline CSS (cascading style sheets). No MS Word HTML, Flash, or JavaScript allowed.

**PRODUCTION COSTS:** E-blast creation will be charged at a rate of $350 per hour. E-blast corrections will be charged at a rate of $125 per hour.

Website Banners

**ACCEPTED FORMATS:** JPG, GIF, PNG, Flash SWF (requires clickTAG), third-party ad tags. (Note: Files without extensions will not be accepted.)

**MAX FILE SIZE:** 100 KB

**PRODUCTION COSTS:** Banner creation will be charged at a rate of $200 per hour. Revisions will be charged at a rate of $75 per hour.

E-Newsletter Banners

**ACCEPTED FORMATS:** JPG, GIF. Animated GIFs may not display correctly for all recipients. (Note: Flash, custom scripts, and files without extensions will not be accepted.)

**MAX FILE SIZE:** 40 KB

**PRODUCTION COSTS:** Banner creation will be charged at a rate of $200 per hour. Revisions will be charged at a rate of $75 per hour.

Digital Magazine Specifications

**PREFERRED FILE FORMAT:** PDF and PDF/X1a only

**COLORS:** RGB

**VIDEO AND AUDIO SPECIFICATIONS:** Your video or audio file should not exceed 25 MB. The media link system is made to show small formats such as commercials and spots. The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

**FLASH REQUIREMENTS:** All programming must be Actionscript 3 (AS3) compatible. Simple animations can use AS2, but any complex events such as button events must be AS3. (In general, Zmags doesn’t support AS2.) All AS3 movies should target Flash Player version 9. Use a frame rate of 30 fps, as this is what the viewer uses. Animations should be kept in individual movie clips and placed on the root timeline. Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.

**SYSTEM REQUIREMENTS:** Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and the minimum Flash version required is 9.0.115. If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML. The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 × 1024 and 1024 × 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

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