



The Magazine of Distinction in Radiology

A trusted resource for industry professionals for well over a decade, **Radiology Today** reports on the latest news and information affecting radiologists, radiology administrators, and technologists. The magazine and its associated media properties uniquely address industry professionals' concerns, challenges, and common interests.

Advertisers and recruiters seeking to educate and inform influential professionals have a powerful and reliable partner in **Radiology Today**. Our media network offers a range of channels proven effective for delivering key messages, information, and career opportunities to the nation's community of radiology professionals.

Anchored by our flagship monthly print publication, the **Radiology Today** media network can showcase your product, program, service, or professional opportunity via our mobile-ready digital edition, which is posted on our highly targeted website, www.RadiologyToday.net.

Our monthly e-Newsletter delivers timely news, research and information, as well as banner ads, directly to the inboxes of professionals who subscribe. We continue to build engaged and growing social media audiences on Facebook and Twitter, where we deliver content and drive traffic via direct links back to our digital edition and website.

Our partnerships are also assisting hundreds of facilities and recruiters 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.

RadiologyToday

PUBLISHED SINCE: 2000

FREQUENCY: Monthly

PRINT SUBSCRIBERS: 35,000

E-NEWSLETTER SUBSCRIBERS: 19,811

MONTHLY WEBSITE USERS: 29,978*

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.

*Source: Google Analytics



RadiologyToday



@RadiologyToday

	January	February	March	April	May	June	July	August	September	October	November	December
Features	3D Printing Group Practice CT	Enterprise Image Management MRI Technology Breast Density	Interventional Radiology C-Arm Technology Ultrasound	ICD-10 Update Pediatric Imaging CT Technology	Dose Reduction PET Technology Radioembolization	VNA Ultrasound Radiology Reporting	Workflow Tools Contrast Media DR Technology	Disaster Recovery Radiology Management CR Technology	Equipment Purchasing CT Oncology Imaging	Women's Imaging Cardiac Imaging Reading Room Design	Archiving Mobile Imaging Ultrasound	Neuroimaging MRI Workflow Management
Departments	Imaging IT Billing & Coding Molecular Imaging	Radiology Management Imaging IT CT Slice	Imaging IT Interventional News Billing & Coding	Radiology Management MRI Monitor Imaging IT	Oncology Imaging Ultrasound News Billing & Coding	Imaging IT CT Slice Billing & Coding	Interventional News Radiology Management Imaging IT	MRI Monitor CT Slice Billing & Coding	Interventional Update Radiology Management Imaging IT	Group Practice MRI Monitor Billing & Coding	Imaging IT CT Slice Interventional News	MRI Monitor Ultrasound News Oncology Imaging
Space Deadline	December 7	January 11	February 8	March 7	April 4	May 2	May 30	June 27	August 1	August 29	September 26	October 24
Material Deadline	December 21	January 25	February 22	March 21	April 18	May 16	June 13	July 11	August 15	September 12	October 14	November 11
Recruitment Deadline	January 7	February 4	March 3	March 31	April 28	May 26	June 23	July 21	August 25	September 22	October 20	November 17
Bonus Distribution		HIMSS	SIR AIUM NCBC	RBMA		SIIM SNMMI	AHRA	AHRA	ASTRO RBMA Fall		RSNA	RSNA
SPECIAL	Winter Product Showcase	Conference Issue	Imaging IT Buyers' Guide Conference Issue	Spring Showcase Conference Issue	Conference Issue	Summer Product Showcase Conference Issue	Conference Issue	AHRA Product Showcase Conference Issue	Annual Buyers' Guide Conference Issue	Fall Product Showcase	RSNA Planner 2016 Conference Issue	RSNA Showcase Conference Issue

* Subject to change

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

Size	Open	3x	6x	9x	12x	18x	24x
Full Page	\$8,380	\$8,075	\$7,760	\$7,540	\$7,235	\$6,895	\$6,545
2/3 Page	\$7,000	\$6,785	\$6,565	\$6,405	\$6,180	\$5,925	\$5,630
1/2 Page Vert	\$5,570	\$5,400	\$5,295	\$5,205	\$5,090	\$4,930	\$4,680
1/2 Page Horiz	\$5,315	\$5,140	\$5,025	\$4,955	\$4,815	\$4,665	\$4,435
1/3 Page	\$4,765	\$4,645	\$4,500	\$4,405	\$4,300	\$4,095	\$3,890
1/4 Page Horiz	\$4,355	\$4,240	\$4,140	\$4,070	\$3,995	\$3,875	\$3,675
1/4 Page Vert	\$3,950	\$3,840	\$3,775	\$3,735	\$3,695	\$3,655	\$3,470
Print Banner	\$2,290	\$2,245	\$2,195	\$2,140	\$2,115	\$2,055	\$1,950

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 supersedes any page separation requests. Additional premiums may apply to conference issues.

SHOWCASE AD: \$2,045

Showcase your product or service in a news release format. Supply a 4" x 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: \$1,695

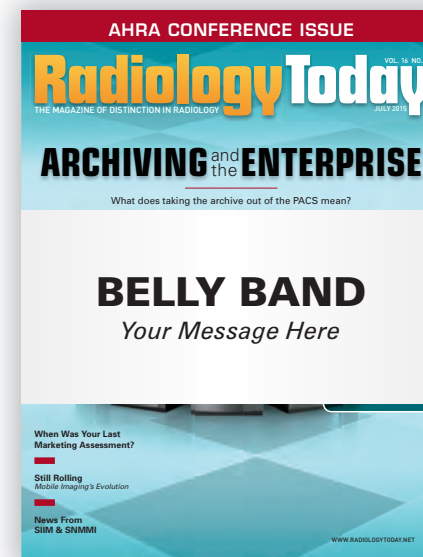
Supply a 40-word product description and a 4" x 5" photo at 300 dpi in TIFF or JPEG format. No additional design elements needed or accepted.

BUYERS' GUIDE LISTING: \$925

DATEBOOK

1 insertion: \$375; 2 insertions: \$350 each;
3 or more: \$325 each

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



(Sample Belly Band)

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.

(Sample Buyers' Guide Spread)

2016 Resource Guide Issues

FEBRUARY: Imaging IT Buyers' Guide
SEPTEMBER: Annual Buyers' Guide

Radiology Today Buyers' Guides are advertising vehicles that combine power with longevity. These cost-effective entries are hyper-targeted, which adds to their potency. Listings maintain their value because they are utilized by professionals year-round as reference tools when they're looking for the industry's most reliable companies, product lines, brands, and services. Our Resource Guides deliver key product information to assist and inform professionals making purchasing decisions, along with the direct contact information that can start mutually beneficial business relationships.

All Resource 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 \$925

Increase your exposure within the **Radiology Today** Buyers' Guides with a larger display ad placement to appear within the editorial pages of the same issue. Contact your account executive for special packages.

Sponsored Content

AHRA Product & Service Showcase

Making work productive and comfortable



Old habits—whether good or bad—die hard. Studies are mounting, showing that as radiologists diagnose patients' injuries, many are mounting their neck, with poor design and configurations that can strain the eyes as well as other parts of the body.

The Ergo Star™ is an electronic height adjustable workstation with an independent height adjustable monitor shelf that supports free-standing or permanently attached monitors for your optimum viewing comfort.

www.ahraonline.com/radiology/workstation-website/monitorplatformp959

800.663.3412 **INDUSTRIES, INC.**

AHRA 2015 Booth #1732

MRIsquip



MRIsquip.com has a diverse line of nonmagnetic and PVC products for your MRI environment. Introducing the first nonmagnetic wheelchair with 24" wheels and a folding stretcher that will pass for magnetic detection systems. We offer over 1,200 products, including MRI wheelchairs, MRI stretchers, MRI lap gynecoscopes, MRI pulse oximeters, MRI safety, MRI stools, MRI furniture, MRI anesthesia equipment, MRI carts, and more. Also including products for stereotactic, ultrasound, and CT imaging. Keep your MRI suite safe with our nonmagnetic equipment. Call or visit us online to request your **free catalog** today.

Contact us at 866-829-3526 or visit our website at www.mrisquip.com.

Drive Patient Drinking Compliance in CTE or MRI with Breeza™ Flavored Beverage for neutral abdominal/pelvic imaging



New Breeza Flavored Beverage for neutral abdominal/pelvic imaging lights, refreshes, lemon-lime flavor and appealing bottle help encourage drinking compliance and improve satisfaction for patients undergoing entropography exams in CT (CTE) or MR (MRE) to drink the full amount.

Sugar-free and gluten-free, Breeza™ Flavored Beverage for neutral abdominal/pelvic imaging is sold in cases of twenty-four (20)oz. bottles. Each case comes with straw and patient labels for the convenience of your staff and your patients.

Visit Booth #1530 at the AHRA annual meeting in Las Vegas to learn more or contact Beekley Medical at 1-800-233-5539 or www.beekley.com

BEEKLEY MEDICAL
where your diagnosis must be right!™

Shared Imaging



Shared imaging provides flexible options for obtaining & viewing CT, MRI, PET/CT, and DR systems from all major OEM's including GE, Siemens, Toshiba, and Philips.

- latest technology or proven workhorse
- systems for shared access or point
- technology with or without clinical support
- on-lease, resale, or modular
- multi-vendor service program or unplanned maintenance

Asset Management Share When Where
Flexible Deal Structures Personalize to your budget and terms
Clinical Support Central Technology

800.656.6264 info@sharedimaging.com
www.sharedimaging.com

Visit us at AHRA Booth #326

RAYENCE



The Rayence R1-3000 U-arm features a compact design with dual telescoping arm movement that permits radiologists settings being ceiling heights of just eight (8) feet. Its fully-recessed movement is 3D, with rotation, height, and detector angle can be automatically programmed to user-specific radiographic positions utilizing the flexible touch-screen located labor side, a handheld remote control, or by using the touchpad workstation.

T • 201-585-0290
E • information@rayenceusa.com
W • www.rayenceusa.com

ahra
American Healthcare
Radiology Association
Visit us at Booth 1925

Improve your Health, Increase your Comfort, and Gain Productivity



Through built-in ergonomics, Biomorph improves efficiency and well-being in PACS reading rooms, allowing radiologists fully utilization of workstation surfaces, creating an optimal rock-solid PACS reading experience. Available in multiple configurations to fit the most demanding work and facilities, including single surface, dual surface, base and corner designs with monitor rotation on 5 or more, and with replaceable modules and hot swappable PACS. Furnishes the most economical and effective solution for your reading rooms.

CONTACT US TODAY AT 888-802-0268 FOR A FREE ERGONOMICS ANALYSIS
See the full line of free quote: <http://www.biomorph.com/ergonomics/quote-radiology-workstation-functions>
Email us for a free quote: info@biomorphdesk.com

biomorph
ergonomics PACS furniture

AHRA Booth #321
www.relihealthcare.com

Richardson Healthcare



Richardson Healthcare provides high quality diagnostic imaging components and expert technical support's healthcare facilities. With the Thera Alpha EZ200 DR System, an exciting X-ray room can be easily upgraded from CR to DR with no equipment to replace. This portable flat panel detector and tablet also make it possible to convert any fixed portable X-ray machine to DR. The Alpha EZ200 provides maximum productivity and faster clinical diagnosis at a lower cost to own and operate.

AHRA Booth #321
www.relihealthcare.com

COMING SOON

September Issue

2015 Annual Buyers' Guide!



800-278-4400
sales@grub.com

july 2015 www.radiologytoday.net 29

2016 Showcase Issues

- JANUARY:** Winter Showcase
- MARCH:** Interventional Showcase
- APRIL:** Spring Showcase
- JUNE:** Summer Showcase
- AUGUST:** AHRA Showcase
- OCTOBER:** Fall Showcase
- DECEMBER:** RSNA Showcase

(Sample Showcase Spread)

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 \$2,045

Leaderboard*
(728 × 90 pixels)

Open	\$3,120
3x	\$3,065
6x	\$3,000
9x	\$2,930
12x	\$2,840

Full Banner (Top)
(468 × 60 pixels)

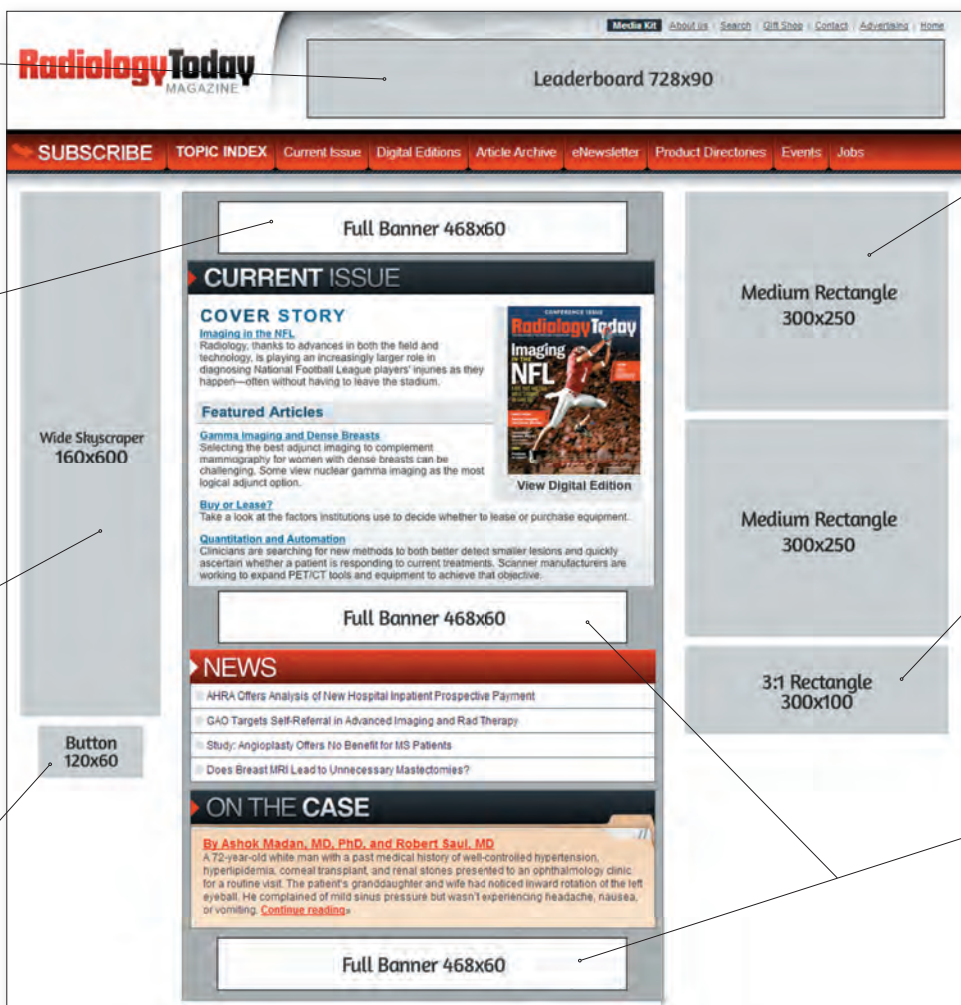
Open	\$2,350
3x	\$2,300
6x	\$2,235
9x	\$2,180
12x	\$2,105

Wide Skyscraper*
(160 × 600 pixels)

Open	\$3,530
3x	\$3,460
6x	\$3,390
9x	\$3,330
12x	\$3,235

Button*
(120 × 60 pixels)

Open	\$1,175
3x	\$1,140
6x	\$1,095
9x	\$1,050
12x	\$1,005



Medium Rectangle*
(300 × 250 pixels)

Open	\$2,895
3x	\$2,840
6x	\$2,780
9x	\$2,710
12x	\$2,630

3:1 Rectangle*
(300 × 100 pixels)

Open	\$2,060
3x	\$2,020
6x	\$1,965
9x	\$1,920
12x	\$1,870

Full Banner
(468 × 60 pixels)
Homepage Only

Open	\$1,525
3x	\$1,470
6x	\$1,425
9x	\$1,350
12x	\$1,290

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.



(Sample intro page ad)

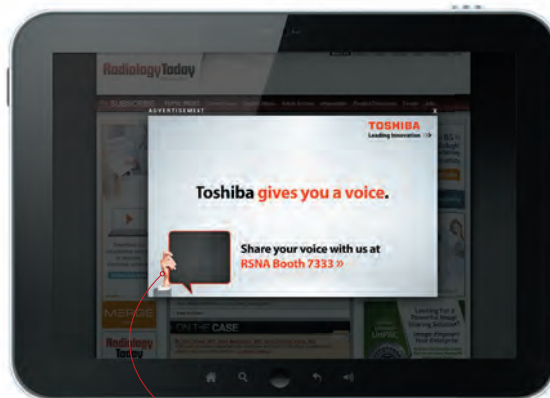
Intro Page Ad on Digital Editions

Every issue of the print publication is digitized and posted on our website. 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



(Sample interstitial ad)

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: \$6,740

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: \$9,840

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: \$8,625

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

Ask your account executive about options and pricing for these great additions to your marketing plan.



(Sample Custom Digital Supplement)

Custom Digital Supplements

Our custom digital supplements are standalone 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.

White Papers and Press Releases

Post your white paper or press release on our website exclusively for 30 days. A link to your content will be prominently placed on our homepage and reside in its own section of the website.*

*Contact your Account Executive for more information.

Website Sponsored Content

Sponsor receives content control of native advertising posted on 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

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



(Sample e-Newsletter)



(Sample e-mail marketing)

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: \$6,820
\$395 per 1,000 names for quantities under 18,000

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.

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$3,370	\$3,310	\$3,235	\$3,165	\$3,065
Wide Skyscraper* (160 × 600 pixels)	\$3,810	\$3,730	\$3,655	\$3,590	\$3,490
Medium Rectangle* (300 × 250 pixels)	\$3,120	\$3,060	\$2,995	\$2,925	\$2,835
3:1 Rectangle* (300 × 100 pixels)	\$2,230	\$2,175	\$2,120	\$2,065	\$2,020
Full Banner (468 × 60 pixels)	\$1,650	\$1,585	\$1,535	\$1,460	\$1,400
Rectangle* (180 × 150 pixels)	\$1,270	\$1,230	\$1,180	\$1,135	\$1,085

* IAB-approved sizes

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

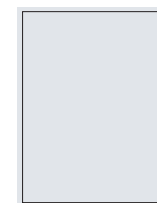
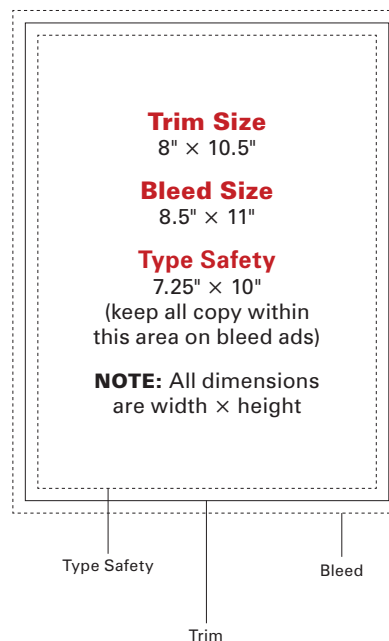
A hi-res offset color contract proof made to SWOP specifications can be mailed at the time of submission. **Radiology Today** cannot guarantee accurate reproduction without a hard-copy proof. Proof must be received by the Material Deadline for the issue in which it will run (see Editorial Calendar).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

File Submission

E-MAIL: ads@gvpub.com
For files under 10 MB

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

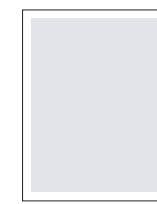
MAIL: 3801 Schuylkill Road
Spring City, PA 19475



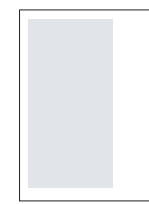
Full Page (Bleed)
8.5" × 11"



Spread (Bleed)
16.5" × 11"



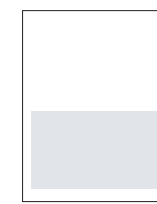
Full Page (Border)
7" × 9.5"



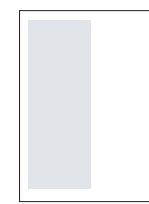
2/3
4.5" × 9.535"



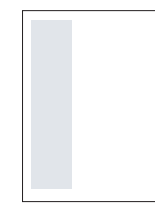
1/2 (Bleed)
8.5" × 5.5"



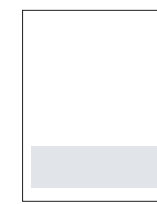
1/2 Horizontal
7" × 4.237"



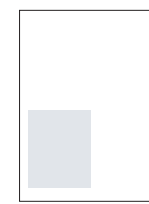
1/2 Vertical
3.415" × 9.535"



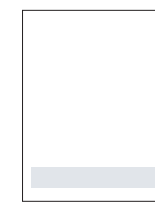
1/3
2.22" × 9.535"



1/4 Horizontal
7" × 2.25"



1/4 Vertical
3.415" × 4.237"



Print Banner
7" × 1.125"

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

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.



Recruiting With Radiology Today

A trusted resource for radiologists, radiology administrators, and technologists, **Radiology Today** has been connecting recruiters with the most qualified industry professionals for more than a decade.

Offering an unmatched track record of attracting both active and passive job seekers, **Radiology Today** magazine and its associated digital media properties connect recruiters with our audience of dedicated professionals through a variety of different channels that comprise the **Radiology Today** media brand.

When you choose one of the ad sizes offered, your open position will be immediately posted on one of our active job boards, AlliedHealthCareers.com or The Physician Recruitment Center, be included in the **Radiology Today** monthly e-Newsletter, appear in the next print edition, be deployed digitally to the desktops of our subscribers in our digital edition, and be included in our monthly recruitment e-blast—all for one low price! Select your size and ensure your positions are seen today.

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*All rates are net.

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