

2013

The Magazine of Distinction in Radiology

PUBLISHED SINCE: 2000
FREQUENCY: Monthly
TOTAL CONTACTS: 84,373*



AUDIENCE:*

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


(*Source: June 2012 BPA Brand Report)

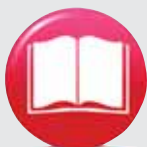
DISTRIBUTION:** Professionals' homes, hospitals, educational facilities, medical imaging centers. Bonus distribution at major industry events.

(**Source: Publisher's own data)

Widely recognized in the imaging industry, **Radiology Today** reports on the latest news and information affecting radiologists, radiology administrators, and technologists. During this great time of change in imaging, the magazine and its associated media properties are unique in addressing industry professionals' concerns, challenges, and common interests. Each issue offers a generous supply of feature stories, topical news, technology updates, and opinions certain to appeal to the entire imaging community as well as help so they can succeed in tomorrow's business environment.

A trusted industry resource for more than a decade, **Radiology Today** is a respected multimedia brand with a reputation as a reliable partner for advertisers to gain the exposure they need to increase sales or support recruitment efforts. With our innovative multimedia platform, all print advertisements receive additional exposure through our digital companion, which is posted with every issue on our website at 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 find the best professional talent across the country through print display ads and online job postings on the Physician Recruitment Center, our highly regarded and networked job board and for techs, AlliedHealthCareers.com. 



PRINT



DIGITAL



www.RadiologyToday.net



Physician Recruitment Center





2013 Editorial Calendar*

January

Winter Showcase

Top 5 Things to Watch in 2013

Featured Topics

MRI Safety

Prostate Imaging/Treatment

Special Section:

Interventional Radiology

Featured Departments

Imaging IT

CT Slice

Radiology Coding

SPACE DEADLINE: December 3

MATERIALS DUE DATE: January 4

RECRUITMENT AD DEADLINE: January 10

February

Featured Topics

Vendor-Neutral Archives

Technology Update: MRI

Special Section: Women's Imaging

Featured Departments

Radiology Apps

Molecular Imaging

Radiation Oncology

SPACE DEADLINE: January 14

MATERIALS DUE DATE: February 1

RECRUITMENT AD DEADLINE: February 7

BONUS DISTRIBUTION

NCBC, HIMSS

March

Interventional Showcase

Featured Topics

Vascular Interventions

Technology Update: CT

Special Section:

Interventional Radiology

Featured Departments

Imaging IT

Ultrasound News

Radiology Coding

SPACE DEADLINE: February 11

MATERIALS DUE DATE: March 1

RECRUITMENT AD DEADLINE: March 7

BONUS DISTRIBUTION

SIR, AIUM, ARRS

DIGITAL SUPPLEMENT

Interventional Radiology

April

Spring Showcase

Featured Topics

ICD-10 Update

Revenue Cycle Management

Special Section: Women's Imaging

Featured Departments

Radiology Apps

Radiology Coding

MRI Monitor

SPACE DEADLINE: March 11

MATERIALS DUE DATE: March 29

RECRUITMENT AD DEADLINE: April 4

BONUS DISTRIBUTION

RBMA Spring

May

Imaging Informatics and IT Buyers' Guide

Featured Topics

RIS/EMR

Molecular Imaging

Disaster Recovery

Featured Departments

Imaging IT

CT Slice

Molecular Imaging

SPACE DEADLINE: April 15

MATERIALS DUE DATE: May 3

RECRUITMENT AD DEADLINE: May 9

BONUS DISTRIBUTION

SIIM, SNMMI

DIGITAL SUPPLEMENT

Imaging IT

June

Summer Showcase

Featured Topics

Mobile Imaging (Mobile Units)

Technology Update:

Digital Radiography

Special Section: Women's Imaging

Featured Departments

Radiology Apps

Radiation Oncology

Radiology Coding

SPACE DEADLINE: May 13

MATERIALS DUE DATE: May 31

RECRUITMENT AD DEADLINE: June 6

BONUS DISTRIBUTION

Pre-AHRA

*Subject to change



2013 Editorial Calendar*

July

AHRA Showcase

Featured Topics

Personnel Management

Technology Update: CR

Special Section: Interventional Radiology

Featured Departments

Imaging IT

CT Slice

Radiology Coding

SPACE DEADLINE: June 10

MATERIALS DUE DATE: June 28

RECRUITMENT AD DEADLINE: July 3

BONUS DISTRIBUTION
AHRA

August

Featured Topics

Imaging in the Cloud

Income Division

Special Section: Women's Imaging

Featured Departments

Radiology Apps

Ultrasound News

CT Slice

SPACE DEADLINE: July 8

MATERIALS DUE DATE: July 26

RECRUITMENT AD DEADLINE: August 1

DIGITAL SUPPLEMENT
Radiology Management

September

Annual Buyers' Guide

Featured Topics

Equipment Purchasing

Cancer Imaging

Special Section: Interventional Radiology

Featured Departments

Imaging IT

Molecular Imaging

Radiology Coding

SPACE DEADLINE: August 5

MATERIALS DUE DATE: August 23

RECRUITMENT AD DEADLINE: August 28

BONUS DISTRIBUTION
ASTRO, RBMA Fall

October

Fall Showcase

Featured Topics

HIPAA and Imaging

RSNA Sneak Peek

Special Section: Women's Imaging

Featured Departments

Radiology Apps

MRI Monitor

Technology Spotlight

SPACE DEADLINE: September 3

MATERIALS DUE DATE: September 20

RECRUITMENT AD DEADLINE: September 26

BONUS DISTRIBUTION
RSNA

DIGITAL SUPPLEMENT
RSNA Preview

November

RSNA Road Map

Featured Topics

Cardiac Imaging

Imaging Informatics

Special Section: Interventional Radiology

Featured Departments

Imaging IT

Ultrasound News

Radiology Coding

SPACE DEADLINE: September 30

MATERIALS DUE DATE: October 18

RECRUITMENT AD DEADLINE: October 24

BONUS DISTRIBUTION
RSNA

DIGITAL SUPPLEMENT
RSNA Preview

December

RSNA Showcase

Featured Topics

Tomorrow's Imaging Department

MRI

Special Section: Women's Imaging

Featured Departments

Radiology Apps

Molecular Imaging

Radiation Oncology

SPACE DEADLINE: October 28

MATERIALS DUE DATE: November 15

RECRUITMENT AD DEADLINE: November 21

BONUS DISTRIBUTION
RSNA

*Subject to change

Display Advertising Rates

Four-Color Rates*

| SIZE | OPEN | 3X | 6X | 9X | 12X | 24X |
|----------------|---------|---------|---------|---------|---------|---------|
| Full Page | \$7,740 | \$7,455 | \$7,165 | \$6,960 | \$6,680 | \$6,365 |
| 2/3 Page | \$6,465 | \$6,265 | \$6,060 | \$5,910 | \$5,700 | \$5,470 |
| 1/2 Page Vert | \$5,145 | \$4,985 | \$4,885 | \$4,805 | \$4,695 | \$4,545 |
| 1/2 Page Horiz | \$4,905 | \$4,740 | \$4,640 | \$4,570 | \$4,445 | \$4,305 |
| 1/3 Page | \$4,395 | \$4,285 | \$4,155 | \$4,060 | \$3,970 | \$3,775 |
| 1/4 Page | \$3,645 | \$3,540 | \$3,485 | \$3,445 | \$3,405 | \$3,370 |
| 1/6 Page** | \$2,110 | \$2,070 | \$2,025 | \$1,970 | \$1,950 | \$1,895 |
| 1/9 Page** | \$1,650 | \$1,620 | \$1,600 | \$1,565 | \$1,535 | \$1,520 |
| 1/12 Page** | \$1,375 | \$1,370 | \$1,360 | \$1,335 | \$1,330 | \$1,290 |

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

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

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 cancellations permitted with premium positions.
Additional premiums may apply to conference issues.)

SHOWCASE AD: \$1,695

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 75 words of copy. Hosted on publication website for 12 months.

PRODUCT PREVIEW: \$1,295

40 word product description and a 4"x 5" photo at 300 dpi in TIFF or JPEG format.

DOUBLE WIDE PRINT BANNER: \$3,295; 7" x 2.252"

PRINT BANNER: \$1,695; Run of book, 7" x 1.125"

BUYERS' GUIDE LISTINGS: \$795

DATEBOOK

1 insertion: \$325; 2 insertions: \$305 each;
3 or more: \$285 each

INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

All print advertisements receive double exposure through our digital companion, which is posted on our website, www.RadiologyToday.net. For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.

Recruitment Advertising



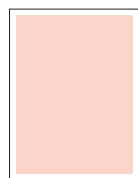
(Sample Recruitment Spread)

A trusted resource for radiologists, radiology administrators, and technologists, **Radiology Today** magazine has been connecting recruiters with the most qualified industry professionals for more than a decade. The response from our audience of professionals has propelled **Radiology Today** into a respected multimedia brand with a reputation as a reliable partner for our advertisers' recruitment efforts. In addition to appearing in our popular print issue, advertisers enjoy maximum visibility with double exposure in our digital edition, which is posted on our high-traffic website, www.RadiologyToday.net, and offers interactive live linking directly to the webpage of your choice. Contact our recruitment account executives about the variety of ad sizes and frequencies available. Plus, with every print ad comes a free posting on one of our popular niche recruitment websites, AlliedHealthCareers.com or the Physician Recruitment Center.

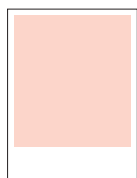


2013

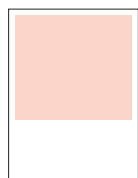
Recruitment Rates



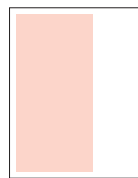
Full Page
7.125" x 9.75"



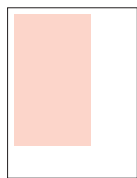
5/6
7.125" x 8.094"



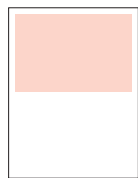
2/3 Horizontal
7.125" x 6.438"



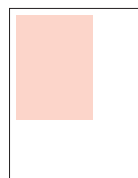
2/3 Vertical
4.708" x 9.75"



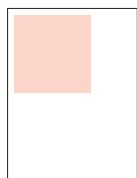
5/9
4.708" x 8.094"



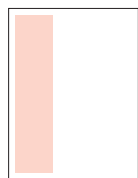
1/2
7.125" x 4.78"



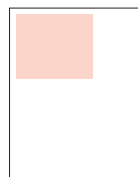
4/9
4.708" x 6.444"



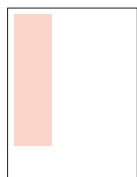
1/3 Horizontal
4.708" x 4.78"



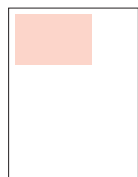
1/3 Vertical
2.292" x 9.75"



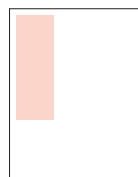
5/18 Horizontal
4.708" x 3.948"



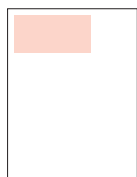
5/18 Vertical
2.292" x 8.094"



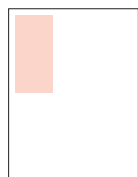
2/9 Horizontal
4.708" x 3.125"



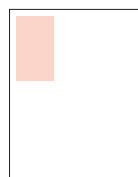
2/9 Vertical
2.292" x 6.444"



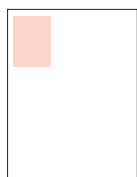
1/6 Horizontal
4.708" x 2.292"



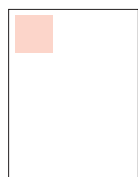
1/6 Vertical
2.292" x 4.78"



1/8
2.292" x 3.948"



1/9
2.292" x 3.125"



1/12
2.292" x 2.292"

| Size | Rate |
|-----------|---------|
| 1/12 | \$875 |
| 1/9 | \$1,105 |
| 1/8 | \$1,435 |
| 1/6 | \$1,640 |
| 2/9 | \$2,125 |
| 5/18 | \$2,585 |
| 1/3 | \$3,115 |
| 4/9 | \$3,860 |
| 1/2 | \$4,260 |
| 5/9 | \$5,440 |
| 2/3 | \$5,820 |
| 5/6 | \$7,645 |
| Full Page | \$8,300 |

See advertising material specifications section for material requirements.

Rates include 4-color process and a free job posting on **Radiology Today's** Physician Recruitment Center or **AlliedHealthCareers.com**, depending on the position advertised. All print advertisements receive additional exposure through our digital companion, which is posted on our website, www.RadiologyToday.net.

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 when 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

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

ART DEADLINE: Call your account executive.

Buyers' Guides



(Sample Buyers' Guide Spread)

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. They provide our loyal audience with complete product information and showcase the industry's finest companies, product lines, brands, and services.

All companies looking to reach radiologists, administrators, and technologists should be part of our Comprehensive Buyers' Guide to be published in the September issue.

Radiology Today will feature an Imaging Informatics and IT Buyers' Guide in our May issue, which will offer bonus distribution at two industry conferences (SIIM and SNMMI). Be sure your company is a part of one or both of these effective, targeted resources.

2013 Buyers' Guide Issues

- MAY:** Imaging Informatics and IT
- SEPTEMBER:** Comprehensive Annual Buyers' Guide

ALL BUYERS' GUIDE LISTINGS INCLUDE:

- 2.25" x 2.75" four-color ad space, formatted 9 ads to a printed page
 - Includes company logo (300 dpi)
 - Up to 40 words of copy
 - Company contact information
 - Added exposure in the digital edition
 - A 12-month online listing on our website, with direct links to the website or page of your choice
- All for only \$795

TECHNICAL REQUIREMENTS

- Put all important information and contacts in **bold** type.
- Font sizes should be above 7.5 pt.
- Avoid using thin or condensed fonts, especially on color backgrounds.
- Logos must be submitted at 300 dpi.
- Do not set up in Photoshop, as text becomes bitmapped.
- Supply artwork as PDF files.



Product & Service Showcases

Product & Service Showcase

ALLPRO IMAGING
 Precision by Design. AllPro Imaging's original performance...
 nordicBrainEx by nordicNeuroLab
 nordicBrainEx is a software application for post-processing and visualization of MRI...
HOVERTECH
 The HOVERTECH™ Patient System is an advanced patient monitoring device that reduces the risk of patient movement...
Breeza
 Breeza is a complete solution for respiratory therapy...
HYDRALY MEDICAL

Product & Service Showcase

RSNA

The DrapeCaddy™ Anesthesia Screen
 The DrapeCaddy™ is a durable, low-profile anesthesia screen...
DIDVIEW 250 Portable Digital Radiography Detector
 DIDVIEW 250 is a portable, high-resolution digital radiography detector...
MRI-Safe Tools
 MRI-Safe Tools are designed to ensure patient safety during MRI procedures...
LEAD TECHNOLOGIES
 LEAD TECHNOLOGIES provides comprehensive radiation protection solutions...

(Sample Product & Service Showcase layouts)

In addition to the topical magazine features, Special Sections, monthly e-newsletter, digital supplements, and Resource Guides, **Radiology Today** will also deliver seven Product & Service Showcases this year.

Our showcases help our audience of radiologists, administrators, and technologists learn about what's available in the marketplace while enhancing advertising campaigns with a cost-effective, high-profile forum to place new product information, service offerings, and company messaging in front of these influential professionals.

In addition to the four seasonal showcases, the March issue will feature an Interventional Showcase while in July, we review the AHRA conference. In December, the final showcase of the year is exclusive to announcements made at and around the industry's premier event and most popular venue for product launches, the annual RSNA conference.

A Product & Service Showcase is approximately the size of a quarter-page ad and will consist of a 75-word product description with an accompanying four-color image and contact information for \$1,695. ✨

2013 Showcase Issues

JANUARY: Winter Showcase
MARCH: Interventional Showcase
APRIL: Spring Showcase
JUNE: Summer Showcase
JULY: AHRA Showcase
OCTOBER: Fall Showcase
DECEMBER: RSNA Showcase



2013

Digital Supplements

(Sample Digital Supplement)



A natural evolution after the introduction of our digital editions has been the development of digital-only supplements, stand-alone editorial specials that feature content on a particular topic, development, or technology that has impact on the industry.

This single-subject focus makes *Radiology Today* digital supplements an ideal sponsorship opportunity for companies looking to target that same audience within the radiology community. These supplements are delivered to the inboxes of our subscribers via an e-mail that includes the logos of all sponsors. They are also posted on our website at www.RadiologyToday.net/digitaleditions, providing advertisers continual online exposure.

In addition to being included in the introductory delivery e-mail, digital supplement sponsorships include a full-page ad with direct link in the supplement, a logo with direct link included in our e-newsletter the month prior to the supplement's release, a logo on the sponsor index page opposite the issue's cover, and the company name listed as a sponsor on our Digital Editions, archive page. Plus, we provide the digital platform to enhance any ad with video, Flash, or audio.

A *Radiology Today* digital supplement sponsorship is an outstanding component of a strategic, targeted advertising campaign designed to reach influential and decision-making radiology professionals in 2013.

Call your account executive for more information, including costs, availability and deadlines. 

2013 Digital Supplements

- MARCH:** Interventional Radiology
- MAY:** Imaging IT
- AUGUST:** Radiology Management
- NOVEMBER:** RSNA Preview

Custom Digital Publishing



(Sample Digital Supplement)



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 like 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.

If you don't have something already created for us to transform but have an important, targeted message you'd like to deliver to our audience, then we'll write it for you! Our award-winning editorial team will work with you to develop and deliver the exact message you want, using the same engaging, interactive format and our unique reach to ensure the best results. Additionally, these supplements make great sales tools that have a never-ending shelf life and are easily distributed via e-mail, websites, or social media channels. Ask your account executive today about how to begin customizing this great addition to your marketing plan. 🌸



Custom Digital Supplement Pricing

Excellent for companies promoting new products or programs, white papers, case studies, or advertorial pieces.

SPONSORSHIP OPTIONS

OPTION 1

Advertiser **supplies content**, and **Radiology Today** formats provided content into a digital magazine-style format

- PAGE COUNT: Up to **10 PAGES** (Client ad placements will count toward the total page count.)
- RICH MEDIA OPTIONS: Video, audio, Flash animation

Rate includes full marketing support: **\$9,990**

OPTION 2

- Advertiser chooses a selected topic or specialty for the editorial content
- **Radiology Today's** editorial team will produce content related to the chosen topic
- Specific interviews can be conducted, if requested, with provided sources from the advertiser
- We will format into a digital magazine-style supplement
- PAGE COUNT: Up to **10 PAGES** (Advertiser ad placements will count toward the total page count.)
- RICH MEDIA OPTIONS: Video, audio, Flash animation

Rate includes full marketing support: **\$14,495**

OPTION 3

Everything listed in **OPTION 2**, plus...

- PAGE COUNT: Up to **16 PAGES** (Client ad placements will count toward the total page count.)

Rate includes full marketing support: **\$16,995**

MARKETING SUPPORT INCLUDES...

- Piece will be hosted on **Radiology Today's** website, www.RadiologyToday.net
- One FULL e-BLAST will be sent to **Radiology Today's** entire e-list of double opt-in professionals
- A FULL BANNER that is linked to the supplement will appear in that same month's installment of **Radiology Today's** e-newsletter
- 30-DAY Button Banner will appear on **Radiology Today's** website, which will be linked to the advertiser's supplement
- Social media marketing support

A LA CARTE ITEMS

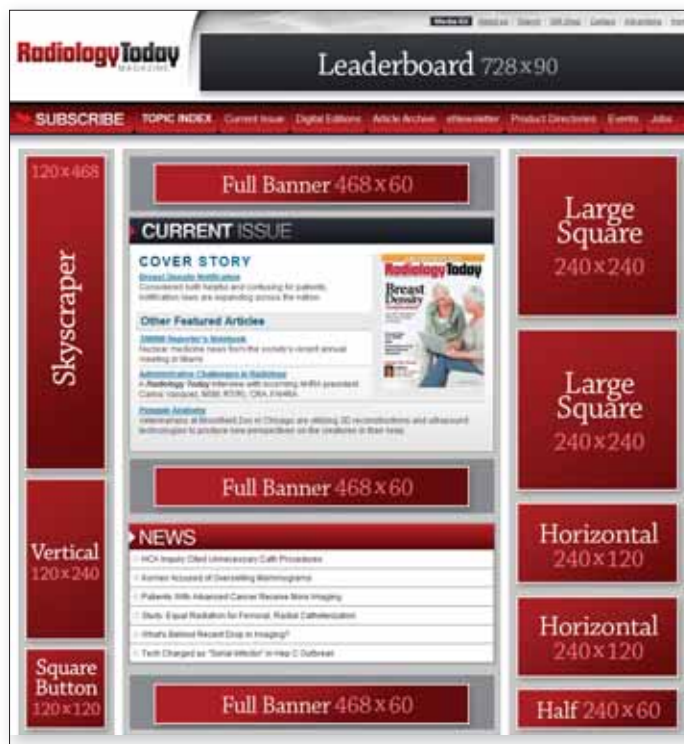
- Additional pages: \$500 per page
- Additional months of the button banner (linked to supplement): \$750 per month

PLEASE CONTACT YOUR ACCOUNT EXECUTIVE ABOUT OTHER CUSTOM OPTIONS THAT ARE AVAILABLE.

2013

Online Advertising

(Home Page)



(All banner rates based on a 30-day posting.)

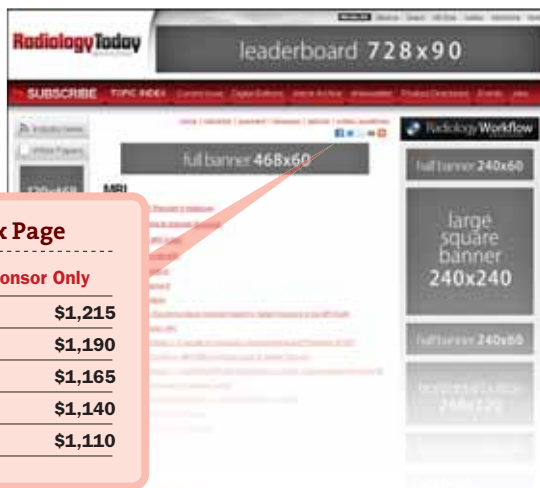
| SIZE | 1X | 3X | 6X | 9X | 12X |
|--|---------|---------|---------|---------|---------|
| Leaderboard | \$2,455 | \$2,405 | \$2,355 | \$2,300 | \$2,230 |
| Large Square Banner | \$2,100 | \$2,055 | \$2,015 | \$1,975 | \$1,910 |
| Skyscraper | \$1,740 | \$1,705 | \$1,670 | \$1,635 | \$1,580 |
| Vertical Banner | \$1,475 | \$1,445 | \$1,415 | \$1,385 | \$1,340 |
| Square Button | \$1,010 | \$990 | \$970 | \$950 | \$920 |
| Full Banner - Top Position | \$1,680 | \$1,645 | \$1,610 | \$1,580 | \$1,525 |
| Half Banner - Top Position | \$1,080 | \$1,060 | \$1,035 | \$1,015 | \$980 |
| Horizontal Button - Middle Position | \$1,385 | \$1,355 | \$1,330 | \$1,300 | \$1,260 |
| Full Banner - Middle Position | \$1,230 | \$1,205 | \$1,180 | \$1,155 | \$1,120 |
| Half Banner - Middle Position | \$765 | \$750 | \$735 | \$720 | \$695 |
| Horizontal Button - Bottom Position | \$925 | \$905 | \$885 | \$870 | \$840 |
| Full Banner - Bottom Position | \$890 | \$870 | \$855 | \$835 | \$810 |
| Half Banner - Bottom Position | \$540 | \$530 | \$520 | \$510 | \$490 |



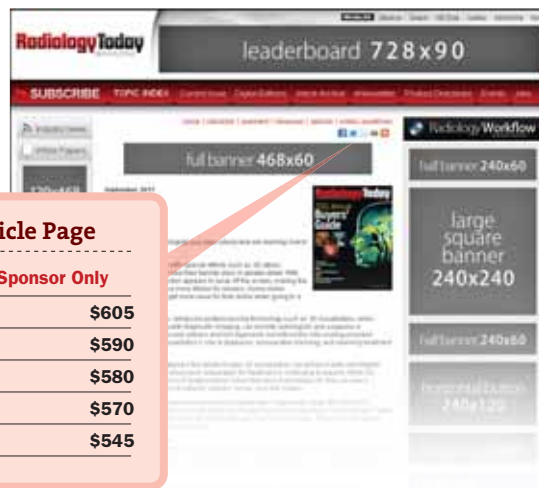
2013

Online Advertising

(Index Page)



(Article Page)



Index Page

Top Sponsor Only

| | |
|-----|---------|
| 1x | \$1,215 |
| 3x | \$1,190 |
| 6x | \$1,165 |
| 9x | \$1,140 |
| 12x | \$1,110 |

Article Page

Top Sponsor Only

| | |
|-----|-------|
| 1x | \$605 |
| 3x | \$590 |
| 6x | \$580 |
| 9x | \$570 |
| 12x | \$545 |

Digital Advertising Packages

A BANNER, A BUTTON & A BLAST (Premium Package)

- Run-of-site skyscraper banner on magazine's website
- Full banner, middle sponsor in our e-newsletter
- HTML e-mail blast to 20K professionals guaranteed

Package Price: **\$6,325**

A BANNER, A BUTTON & A BLAST (Standard Package)

- Run-of-site square button on magazine's website
- Half banner within content in our e-newsletter
- HTML e-mail blast to 20K professionals guaranteed

Package Price: **\$5,460**

ARTICLE PAGE PACKAGE

- 4 different article sponsorships in one month

Package Price: **\$1,815**

CONTENT/ARTICLE PACKAGE

- Content page sponsorship plus 5 article sponsorships for one month

Package Price: **\$3,030**

ONLINE ADVERTORIAL PACKAGE

Content control of a subsection of our magazine's website for 30 days that includes 800 to 900 words of text, images, and various links to your company website. Company also provides title of navigation link on our home page.

Package Price: **\$3,295**

INTERSTITIAL AD

- Your ad appears over our homepage
- One appearance per day for each unique visitor

Monthly Price: **\$5,495**

INTRO PAGE AD ON DIGITAL EDITIONS

- Place your message and branding opposite the cover of our digital companion
- Interactive click-through to the website or page or your choice

Monthly Price: **\$2,995**



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 prior to the live or deployment date.



E-Newsletters

By placing a banner on the popular *Radiology Today* monthly e-newsletter, your product or brand message will be delivered directly to the desktops of our subscriber base of influential radiology professionals. This direct reach will build brand awareness while driving traffic to your website!

Each e-newsletter features content on a subject that is timely for that month, as well as other relevant topics. Those featured topics are listed by month in the Editorial Calendar below. ✿

E-Newsletter Editorial Calendar

| | | | |
|---|--|---|--|
| January <hr/> 5 Things to Watch in 2013 | February <hr/> Imaging IT HIMSS Preview | March <hr/> Interventional Radiology SIR Preview | April <hr/> Radiology Coding |
| May <hr/> Imaging IT | June <hr/> MRI | July <hr/> Radiology Management AHRA Preview | August <hr/> CT |
| September <hr/> Molecular Imaging | October <hr/> Women's Imaging | November <hr/> RSNA Preview | December <hr/> RSNA Recap |

To subscribe and access our online archive of e-newsletters, visit www.RadiologyToday.net. ✿



E-Newsletters

Leaderboard

| | |
|-----|---------|
| 1x | \$2,795 |
| 3x | \$2,740 |
| 6x | \$2,685 |
| 9x | \$2,630 |
| 12x | \$2,545 |

Large Square Banner

| | |
|-----|---------|
| 1x | \$2,495 |
| 3x | \$2,445 |
| 6x | \$2,395 |
| 9x | \$2,345 |
| 12x | \$2,270 |

Half Banner

| | |
|-----|---------|
| 1x | \$1,160 |
| 3x | \$1,140 |
| 6x | \$1,115 |
| 9x | \$1,090 |
| 12x | \$1,055 |

Horizontal Banner (Button)

| | |
|-----|---------|
| 1x | \$1,500 |
| 3x | \$1,475 |
| 6x | \$1,450 |
| 9x | \$1,400 |
| 12x | \$1,350 |

Full Banner

Top Sponsor

| | |
|-----|---------|
| 1x | \$2,060 |
| 3x | \$2,020 |
| 6x | \$1,980 |
| 9x | \$1,935 |
| 12x | \$1,875 |

Middle Sponsor

| | |
|-----|---------|
| 1x | \$1,650 |
| 3x | \$1,620 |
| 6x | \$1,585 |
| 9x | \$1,550 |
| 12x | \$1,505 |

Bottom Sponsor

| | |
|-----|-------|
| 1x | \$980 |
| 3x | \$960 |
| 6x | \$940 |
| 9x | \$920 |
| 12x | \$895 |

Square Button

| | |
|-----|-------|
| 1x | \$980 |
| 3x | \$960 |
| 6x | \$940 |
| 9x | \$920 |
| 12x | \$895 |

Skyscraper

| | |
|-----|---------|
| 1x | \$2,175 |
| 3x | \$2,130 |
| 6x | \$2,090 |
| 9x | \$2,045 |
| 12x | \$1,980 |





2013

E-Mail Marketing



(Sample E-Mail Marketing)

Radiology Today's unparalleled reach to influential radiologists, imaging physicians, administrators, and technology buyers has served many companies well with their e-marketing efforts using custom-designed e-blasts. This is a proven and cost-effective way to utilize the power of our subscriber lists by delivering a specific product message, technological benefit, or positioning statement directly to the inboxes of radiology professionals using 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. Either way, custom e-mail marketing gets the job done well. ❁

Physician Recruitment Center

The **Radiology Today Physician Recruitment Center** features thousands of currently available opportunities for imaging physicians, with a strong emphasis on radiologists.

Physician recruiters now have a powerful tool to fill immediate and future positions. With the ability to search CVs, post positions, and manage your own account, the unique and targeted Physician Recruitment Center is all you'll need to find qualified imaging physicians for practice partnerships, academic appointments, and staff positions. 🌸

Physicians
Set up Job Alerts and create your online resume to let potential employers find you today!
REGISTER

Employers/Recruiters
Employers & recruiters, post your open positions to qualified candidates!
REGISTER

Your need is our niche!
Find Non-Physician Jobs in radiology and geriatric care on **AlliedHealthCareers.com**
ahc alliedhealthcareers.com

Search Results

Candidates: 0

Start a New Search

| ID | Compensation Position | Location | Update |
|---------|--|--|--------|
| #113817 | Radiologist Liaison Hospital | Bayhagton, New York (United States) | |
| #121518 | Medical Director - Radiology PROFESSIONAL | Richmond, Virginia (United States) | |
| #128984 | Chief Medical Assistant (CMA) MS ADMIN & 4 Positions SPE GERIATRICIAN AT Inpatient | Jericho, New York (United States) | |

Employers/Recruiters

Post / Create A Job

Type of Job Posting

| Type of Job Posting | Jobs | Cost |
|---------------------------|---------|------------|
| Single Posting - 30 days | 25 Jobs | \$275.00 |
| Single Posting - 60 days | 50 Jobs | \$450.00 |
| Single Posting - 90 days | 30 Jobs | \$525.00 |
| Single Posting - 180 days | 10 Jobs | \$900.00 |
| Single Posting - 365 days | 5 Jobs | \$1,350.00 |

■ Employers and recruiters can search our network with hundreds of CVs to choose from.

WWW.RADIOLOGYTODAY.NET/PHYSICIANS



2013

Physician Recruitment Center

Test Drive: 30-day trial membership with unlimited postings and résumé network access. Memberships are renewable for 3, 6, or 12 months

| Product | Cost |
|----------------------|-------|
| Test Drive (30 days) | \$695 |

Single Résumé Purchase

| Product | Cost |
|-----------------|------|
| Résumé Purchase | \$35 |

Résumé Access: Credits/Subscriptions

| Product | Cost |
|---------------------------------|---------|
| 5 Résumé Credits 365 days | \$198 |
| 10 Résumé Credits 365 days | \$379 |
| 15 Résumé Credits 365 days | \$561 |
| 20 Résumé Credits 365 days | \$737 |
| Unlimited 1-Month Résumé Access | \$412 |
| Unlimited 3-Month Résumé Access | \$918 |
| Unlimited 6-Month Résumé Access | \$1,540 |
| Unlimited 1-Year Résumé Access | \$2,970 |

Single Job Postings

| Product | Cost |
|--------------------------|-------|
| Single Posting (30 days) | \$275 |
| Single Posting (60 days) | \$435 |

PowerPost: Broadcast your job posting to multiple job boards at once, such as Indeed and SimplyHired, which don't accept single job postings.

| Product | Cost |
|-----------|-------|
| PowerPost | \$149 |

Job Posting Credits: Job posting credits expire within 5 years. Packages can be purchased by an agency and used for multiple clients. Packages do not include résumé access.

| Product | Cost |
|---|---------|
| 3 Job Posting Package <i>Usable for 30-day job postings</i> | \$693 |
| 5 Job Posting Package <i>Usable for 30-day job postings</i> | \$1,094 |
| 10 Job Posting Package <i>Usable for 30-day job postings</i> | \$1,925 |
| 25 Job Posting Package <i>Usable for 30-day job postings</i> | \$4,174 |

Job Posting Memberships: Memberships include unlimited postings but are time sensitive and limited to one facility per membership. Memberships include résumé access.

| Product | Cost |
|------------------------------------|---------|
| Job Posting Membership (3 Months) | \$1,815 |
| Job Posting Membership (6 Months) | \$3,492 |
| Job Posting Membership (12 Months) | \$6,594 |



Radiology Today is a unique media brand in its field and the only trade publication that addresses the concerns and shared interests of physicians, facility management, and technologists.


Through display ads in our magazine and postings on our successful online recruitment resource, AlliedHealthCareers.com, we've helped hundreds of facilities find radiology managers, directors, and technologists.

Now, **Radiology Today** offers physician recruiters a powerful resource in the Physician Recruitment Center.

WWW.RADIOLOGYTODAY.NET/PHYSICIANS



Webinar Sponsorship Opportunities

With the advent of streaming media and high-speed Internet, webinars are now one of the most popular platforms for dynamic content distribution. **Radiology Today** is offering webinar sponsorship opportunities for companies looking for a unique, exclusive venue to reach our influential audience of radiologists, administrators, and technologists. Webinars can be hosted and facilitated either by the sponsoring companies or by **Radiology Today**. 

Webinar Sponsorship Package

Includes the following for webinars, with sponsor company providing presenter and event hosting:

- Inclusion in monthly e-newsletter promotion blast
- Two to three individual registration blasts promoting the live event/webinar and the company
- 30-day banner ad on **Radiology Today** website linking to webinar registration
- Webinar would reside on website for 12 months
 1. First month after event on home page as a banner linking to webinar
 2. Subsequent 11 months will have link from home page via our Webinar/Podcast button
- Social media outreach through Facebook and Twitter

..... **\$10,000**

Facilitation Services (optional)

Radiology Today can facilitate the webinar, which includes the following services:

- Hosting the live event
- Preparation of presenter
- Dedicated moderator
- Detailed metrics of viewers

..... **ADD \$5,000**

Display Material Specifications

MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. Send materials to ads@gvpub.com and specify in which issue the ad is to be placed.
- Pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

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

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (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 Multiple Master 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

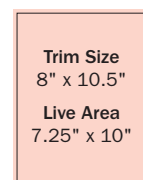
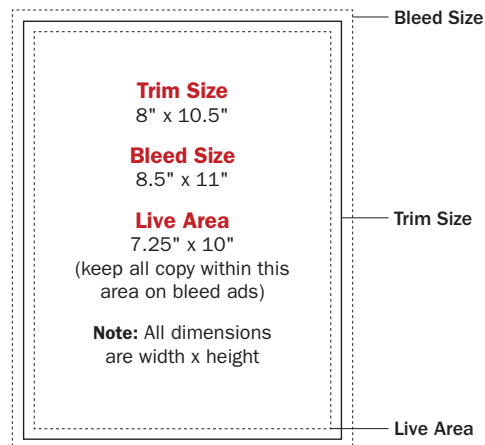
Original ad creation will be charged at a rate of \$250 per hour. Revisions to artwork needed to make ads print ready will be charged \$95 per hour.

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.

ALTERATIONS AND CANCELLATIONS

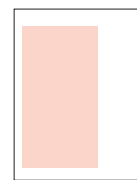
If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "closing date" will be billed at full contract rate. NO cancellations are accepted for premium positions. ✿



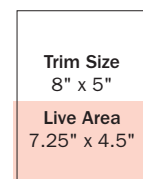
Full Page (Bleed)
8.5" x 11"



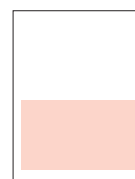
Full Page (Border)
7" x 9.5"



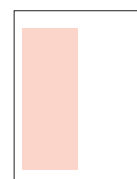
2/3
4.36" x 8.669"



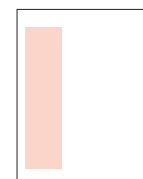
1/2 (Bleed)
8.5" x 5.5"



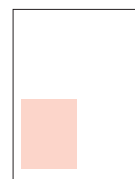
1/2 Horizontal
7" x 4.237"



1/2 Vertical
3.415" x 8.669"



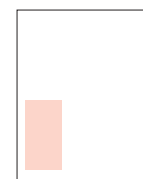
1/3
2.22" x 8.669"



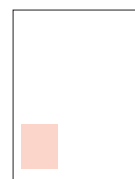
1/4
3.415" x 4.237"



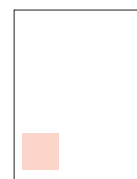
Print Banner
7" x 1.125"



1/6
2.22" x 4.237"



1/9
2.22" x 2.75"



1/12
2.22" x 2.22"



Recruitment Material Specifications

DEADLINES

All ads must be received no later than 6 PM ET on the Thursday preceding the Monday issue date. See the editorial calendar page for deadline dates. Ads are grouped geographically by region, making them easier to find.

MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. **Send materials to ads@gvpub.com** and specify in which issue the ad is to be placed.
- Pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

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

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (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 Multiple Master 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 will be charged at a rate of \$250 per hour. Revisions to artwork needed to make ads print ready will be charged \$95 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

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.

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 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 is the fault of the publisher. ❁



Digital Media Specifications

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

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

E-MAIL MARKETING SPECIFICATIONS

- HTML documents ONLY.
- Images in .jpg, .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.
- 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.

DIGITAL MAGAZINE SPECIFICATIONS

PDF Specifications

PDF/X-1a file is preferred. Send to ads@gvpub.com and specify in which issue the ad is to be placed. Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, Photoshop CS5. (Other application files are not accepted.) If created in another program, save ad as a RGB PDF file at a minimum of 300 dpi with all fonts and images 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 RGB (process colors). Black-and-white images must be grayscale. **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 Multiple Master fonts. Black text should not be RGB or 4-color black.

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 a minimum flash version required is version 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 x 1024 and 1024 x 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.