



The Magazine of Distinction in Radiology

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 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 appeal to the entire imaging community to help its members 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 with finding 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.

RadiologyToday

PUBLISHED SINCE: 2000

FREQUENCY: Monthly

PRINT SUBSCRIBERS: 38,367*

E-NEWSLETTER SUBSCRIBERS: 24,226*

MONTHLY WEBSITE IMPRESSIONS: 27,605*



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 2013 Brand Report



RadiologyToday



@RadiologyToday

	January	February	March	April	May	June	July	August	September	October	November	December
Features	Vendor-Neutral Archives Pediatric Imaging <i>Special Section: Women's Imaging</i>	Dose Management Technology Update: MRI <i>Special Section: Imaging IT</i>	Ultrasound Technology Update: C-Arm <i>Special Section: Interventional Radiology</i>	Technology Update: CT Breast Imaging <i>Special Section: Imaging IT</i>	Technology Update: PET Voice Recognition <i>Special Section: Women's Imaging</i>	Advanced Visualization (3D Imaging) Technology Update: CR <i>Special Section: Interventional Radiology</i>	Radiology Management Technology Update: DR <i>Special Section: Imaging IT</i>	RIS Monitor/Display Technology <i>Special Section: Women's Imaging</i>	Radiation Oncology Equipment Purchasing <i>Special Section: Interventional Radiology</i>	Cardiac Imaging Data Mining <i>Special Section: Women's Imaging</i>	MRI Radiology Workflow <i>Special Section: Imaging IT</i>	Enterprise Imaging DR <i>Special Section: Interventional Radiology</i>
Departments	Imaging IT Molecular Imaging Radiology Coding	Radiology Apps CT Slice ICD-10	Imaging IT MRI Monitor Radiology Coding	Radiation Oncology Ultrasound News Radiology Management	Imaging IT Radiology Coding Molecular Imaging	Practice Management CT Slice Radiology Coding	ICD-10 MRI Monitor Ultrasound News	Radiology Apps Radiology Management CT Slice	Imaging IT Mobile Imaging Ultrasound News	MRI Monitor CT Slice Practice Management	Radiology Management Molecular Imaging Radiology Coding	Radiology Apps CT Slice Ultrasound News
Special	5 Things to Watch in 2014 Winter Showcase	Conference Issue	Interventional Showcase Conference Issue	Imaging IT Buyers' Guide Conference Issue	Spring Showcase Conference Issue	Summer Showcase	AHRA Showcase Conference Issue	Conference Issue	Annual Buyers' Guide Conference Issue	Fall Showcase	RSNA Road Map Conference Issue	RSNA Showcase Conference Issue
Space Deadline	December 2	January 13	February 10	March 10	April 7	May 5	June 2	July 7	August 4	September 2	September 29	October 27
Material Deadline	January 3	January 31	February 28	March 28	April 25	May 23	June 20	July 25	August 22	September 19	October 17	November 14
Recruitment Deadline	January 9	February 6	March 6	April 3	May 1	May 29	June 26	July 31	August 27	September 25	October 23	November 20
Bonus Distribution		HIMSS	SIR AIUM	SIIM RBMA NCBC	SNMMI		Pre-AHRA	AHRA	ASTRO		RSNA	RSNA

* Subject to change

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

Size	Open	3x	6x	9x	12x	18x	24x
Full Page	\$7,975	\$7,680	\$7,380	\$7,170	\$6,880	\$6,555	\$6,225
2/3 page	\$6,660	\$6,455	\$6,245	\$6,090	\$5,875	\$5,635	\$5,353
1/2 Page Vert	\$5,300	\$5,135	\$5,035	\$4,950	\$4,840	\$4,685	\$4,450
1/2 Page Horiz	\$5,055	\$4,885	\$4,780	\$4,710	\$4,580	\$4,435	\$4,215
1/3 Page	\$4,530	\$4,415	\$4,280	\$4,185	\$4,090	\$3,890	\$3,695
1/4 Page Horiz	\$4,140	\$4,030	\$3,935	\$3,870	\$3,800	\$3,680	\$3,495
1/4 Page Vert	\$3,755	\$3,650	\$3,590	\$3,550	\$3,510	\$3,475	\$3,300
Print Banner	\$2,175	\$2,135	\$2,085	\$2,030	\$2,005	\$1,950	\$1,850

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

SHOWCASE AD: \$1,895

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: \$1,395

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.

RESOURCE GUIDE LISTINGS: \$849

DATEBOOK

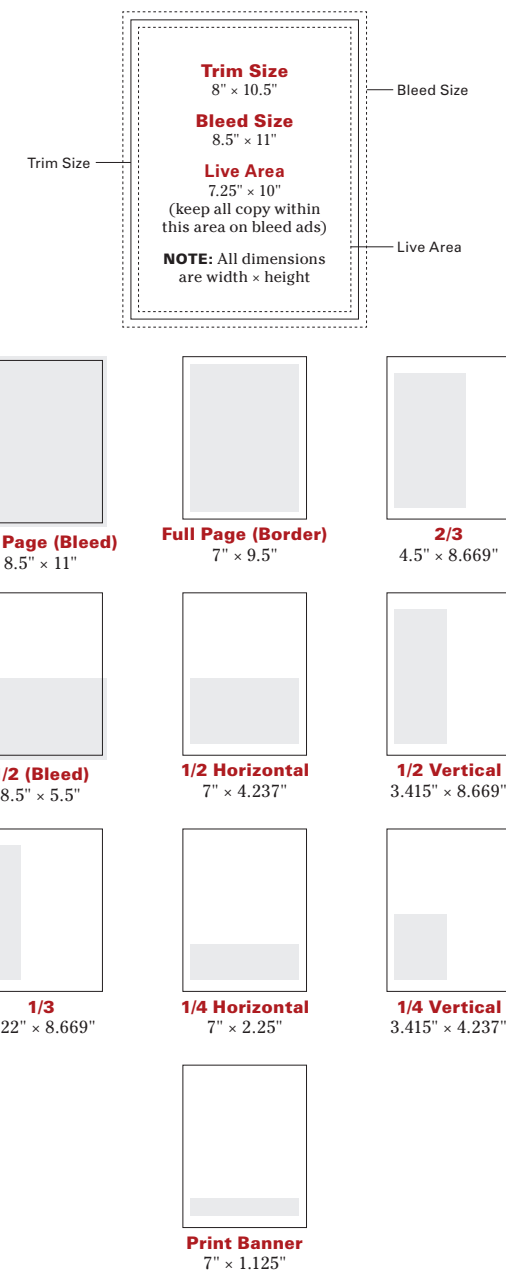
1 insertion: \$340; 2 insertions: \$320 each;
3 or more: \$300 each

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.

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





(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.

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 \$849

2014 Buyers' Guide Issues

APRIL: Imaging IT

SEPTEMBER: Annual Buyers' Guide

Sponsored Content
Sponsored Content

Product & Service Showcase



Body Tom®
Bringing the Power of Innovative Imaging to the Patient

Body Tom® is a portable, full body, battery powered 32 slice CT that shoots an impressive 80cm gantry and 80cm field of view — a valuable tool for versatile real time CT imaging.

Please visit www.NeuroLogica.com or call 1-877-544-8520 for additional information.

NeuroLogica
A Division of General Electric Co., Ltd.



MRlequip
MRlequip.com has a diverse line of nonmagnetic and PNC products for your MRI environment. Introducing the first nonferromagnetic wheelchair with 24" wheels and a folding stretcher that will pass ferromagnetic detection systems. We offer over 1,300 products, including MRI wheelchairs, MRI stretchers, MRI laryngoscopes, 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 866-529-3526 or visit our website at www.mrlequip.com.



Oxygen Monitor Keeps Patients and Staff Safe

ETS Lindgren's Oxygen Monitoring System (OMS) alerts and alarms when oxygen levels fall below safe limits for humans in MRI rooms, labs, frezers, confined spaces, and other locations where inert gases can displace oxygen. The OMS has a maintenance-free sensor life of 10+ years, and is not affected by temperature or pressure changes.

www.ets-lindgren.com/OMS

ETS-LINDGREN
An ESGO Technologies Company



MINDWAYS CT
quantifiably better.

QCT Pro™ provides a cost-effective CT alternative to DXA.

QCT Pro™ quantitative CT bone densitometry systems provide osteoporosis assessment using a standard CT scanner. These systems cost around half as much as an entry level DXA machine and dedicated spine and technicians are not required. QCT studies take around 10 minutes and are restorable to Medicare. Spine studies of trabecular bone give exceptional sensitivity to early change, hip studies produce DXA equivalent T-scores and BMD measures compatible with the WHO FRAX® fracture risk calculation tool.

For more information visit www.qct.com. Call 1-812-887-1111 or email info@qct.com. Visit us at RSNA Booth #7307.



Increase First-Stick Accuracy with New Mark-Through GuideLines®

CT Grid for Lesion Needle Entry Sites

Exclusive all-over adhesive backing plus exceptional mark-through capability help increase accuracy of needle placement. Mark-Through GuideLines™ use flat and deep lines to place without buckling or lifting. Ink instantly transfers through to clearly mark entry sites. Entry spaced, lead-free radiopaque lines provide a distinct artifact-free image, enhancing mark correlation.

BEEKLEY MEDICAL
when your diagnosis must be right

800-233-5559
www.beekley.com
Booth 3104 at RSNA



Acuo Technologies is part of Perceptive Software

Perceptive Software provides healthcare solutions that bridge the content gaps in your enterprise systems to deliver all information in the context of the patient record. With the addition of Acuo Technologies, our solutions include vendor neutral archive (VNA) and data migration.

Our solutions allow you to:

- Free your clinical content from departmental silos
- Enable interoperability and data liquidity
- Deliver ALL content within the EMR

Learn more at www.perceptivesoftware.com and stop by RSNA Booth #6142.



MedicalConnect™
Helps Ready Your Referring Physicians Referring

Revolutionary connectivity between radiology practices and referring physicians in MedicalConnect from ADS. Radiologists can transmit reports directly to 100% of their referring physician's networks with immediate availability for uploading into their EMRs without the expense of expensive PACS interfaces. MedicalConnect is a robust marketing tool providing major benefits to referring physicians and patients.

Contact ADS for a MedicalConnect overview.

See why over 30,000 physicians rely on interoperable systems from ADS!

ADS - All You Need Is Us!
Advanced Data Systems Corporation™
Innovation and Excellence in Healthcare Since 1977

800-899-4237 ext. 224
info@ads.com www.ads.com
Visit us at RSNA Booth #1815 in the South Building, Hall A.

Control-X Medical

Control-X Medical's Z-Motion Digital System with our **APEX DR Flat Panel System** is an affordable, high-quality combination of our new **Z-Motion Universal Radiographic System** with our **APEX DR Flat Panel System** to provide extraordinary digital imagery in keeping with the proven quality of Control-X Medical's radiographic products. The variable stand allows for easy-to-acquire exposures on standing, sitting, or reclined patients. **Quiet motorized and/or manual motion** for all movements ensures safe and reliable stand positioning in all directions. **Minimum ceiling height: 8 feet!**

For more information, contact Control-X at 1755 Atlas Street, Columbus, OH 43228; by telephone at 614-777-7729, or by e-mail at sales@ctrlxmed.com. Visit us at 2013 MEDICA, Hall 10 C77 and RSNA 2903

34 radiology today october 2013
october 2013 www.radiologytoday.net 35

(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.

Product & Service Showcases Include:

Space approximately the size of a quarter-page ad

70-word product description

Accompanying four-color image

Company contact information and URL

No additional design elements needed or accepted

All for only \$1,895

<i>Size</i>	<i>Open</i>	<i>3x</i>	<i>6x</i>	<i>9x</i>	<i>12x</i>
Leaderboard* (728 × 90 pixels)	\$2,650	\$2,600	\$2,545	\$2,485	\$2,405
Wide Skyscraper* (160 × 600 pixels)	\$2,995	\$2,935	\$2,875	\$2,825	\$2,745
Medium Rectangle* (300 × 250 pixels)	\$2,455	\$2,405	\$2,355	\$2,300	\$2,230
Full Banner/Top (468 × 60 pixels)	\$1,995	\$1,950	\$1,895	\$1,850	\$1,785
3:1 Rectangle* (300 × 100 pixels)	\$1,750	\$1,710	\$1,665	\$1,625	\$1,585
Button* (120 × 60 pixels)	\$995	\$965	\$925	\$890	\$850
Full Banner (468 × 60 pixels) <i>Homepage Only</i>	\$1,295	\$1,245	\$1,205	\$1,145	\$1,095

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

LEADERBOARD
728 × 90

FULL BANNER
468 × 60

BUTTON
120 × 60

3:1 RECTANGLE
300 × 100

MEDIUM RECTANGLE
300 × 250

**WIDE
SKYSCRAPER**
160 × 600

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

In the era of tablets, iPads®, and other mobile devices, digital magazines are becoming an increasingly popular medium. Our interactive digital editions draw a significant audience every month that is growing along with 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 we have 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: \$5,945

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

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 within content in our e-newsletter
- 30-day sitewide skyscraper banner on magazine's website

PRICE: \$7,845

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 magazine's website

PRICE: \$6,495

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 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, or social media channels.

Starting at just \$9,990.00, 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.

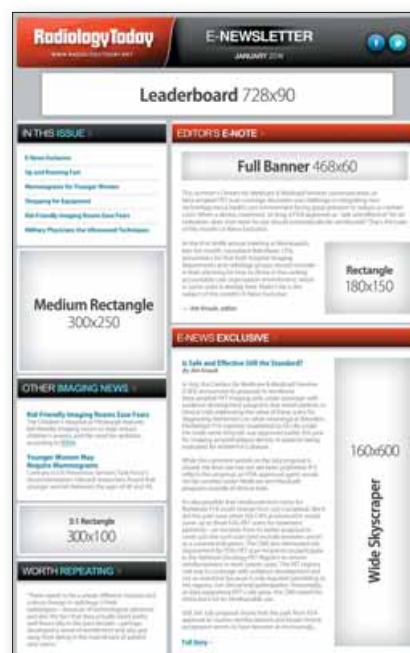
Online Advertorial Package

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

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.



(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 radiology professionals. This targeted and cost-effective method of reaching **Radiology Today's** audience of influential radiologists, administrators and technologists 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: \$5,995
\$395 per 1,000 names for quantities under 15,000

Size	Open	3x	6x	9x	12x
Leaderboard* (728 × 90 pixels)	\$2,995	\$2,940	\$2,875	\$2,810	\$2,720
Wide Skyscraper* (160 × 600 pixels)	\$3,385	\$3,315	\$3,250	\$3,190	\$3,100
Medium Rectangle* (300 × 250 pixels)	\$2,775	\$2,715	\$2,660	\$2,600	\$2,520
3:1 Rectangle* (300 × 100 pixels)	\$1,980	\$1,930	\$1,880	\$1,835	\$1,790
Full Banner (468 × 60 pixels)	\$1,465	\$1,405	\$1,360	\$1,295	\$1,240
Rectangle* (180 × 150 pixels)	\$1,125	\$1,090	\$1,045	\$1,005	\$960

* IAB-approved sizes

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

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.

E-Mail Marketing Specifications

PREFERRED FILE FORMAT: 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.

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.

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.

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 sales representative 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.