Radiology Today

The Magazine of Distinction in Radiology

A trusted resource for industry professionals for well over a decade, *Radiology Today* reports the latest news and information that matters to radiologists, radiology administrators, and technologists. Our coverage focuses on the concerns, challenges, and common interests that engage and excite industry professionals.

For advertisers and recruiters who seek to reach influencers and decision-makers, our wide-ranging media network offers effective channels for delivering key messages, information, and career opportunities to the nation's community of radiology professionals.
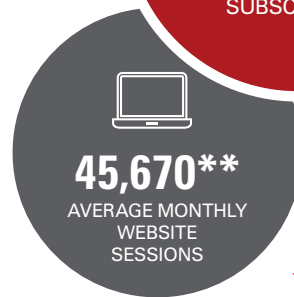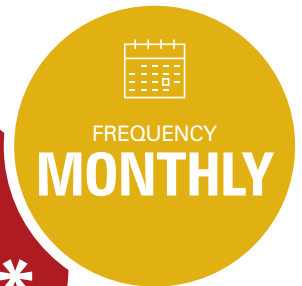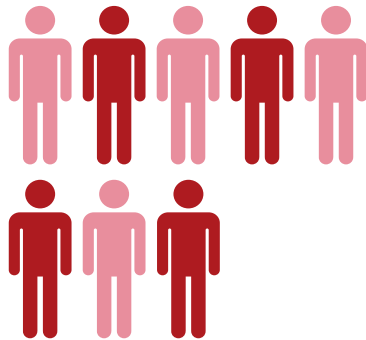
The *Radiology Today* media network can showcase your product, program, service, or professional opportunity in the way that best meets your needs. Anchored by our monthly print publication, our network extends to our mobile-ready digital edition, our highly targeted website—www.RadiologyToday.net—our monthly e-Newsletter, and our flourishing social media platform.

Radiology Today's monthly e-Newsletter delivers timely news, research, and information, as well as banner ads and e-Blasts, directly to subscribers' inboxes. The content we share with our active and engaged Facebook and Twitter audiences drives traffic directly to our website and our digital edition. Our partnerships also help hundreds of facilities and recruiters find the best professional talent across the country, through print display ads and online job postings on our busy and highly regarded job boards, the Physician Recruitment Center and AlliedHealthCareers.com.

RadiologyToday   @RadiologyToday

Radiology Today's audience comprises:

- 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

PUBLISHED SINCE
2000

30,000*
SUBSCRIBERS

FREQUENCY
MONTHLY

45,670**
AVERAGE MONTHLY WEBSITE SESSIONS

24,000*
E-NEWSLETTER SUBSCRIBERS

*Publisher's Data
**Google Analytics

PROFESSIONALS' HOMES AND OFFICES

HOSPITALS

MEDICAL IMAGING CENTERS

EDUCATIONAL INSTITUTIONS

DISTRIBUTION
*Bonus distribution at major professional events

*Editorial Calendar**

RadiologyToday — 2018 MEDIA KIT

	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January	MRI Artificial Intelligence Women's Imaging	CT Slice Billing & Coding Interventional News	**SPACE:** December 4 **MATERIAL:** January 2 **RECRUITMENT:** January 4		Winter Product Showcase
February	Workflow Technology Update Dose Safety CT Technology Update	Imaging IT Practice Management Molecular Imaging	**SPACE:** January 8 **MATERIAL:** January 29 **RECRUITMENT:** February 1	HIMSS	Conference Issue
March	Ultrasound Update Radioembolization C-Arm	MRI Interventional News Billing & Coding	**SPACE:** February 5 **MATERIAL:** February 26 **RECRUITMENT:** March 1	SIR AIUM RBMA	Spring Product Showcase
April	Women's Imaging Cardiac Imaging MRI	Imaging IT Oncology Practice Management	**SPACE:** March 5 **MATERIAL:** March 26 **RECRUITMENT:** March 29	SBI	Conference Issue
May	Enterprise Imaging Medical Displays CT	MRI Imaging IT Ultrasound	**SPACE:** April 2 **MATERIAL:** April 23 **RECRUITMENT:** April 26	SIIM	Imaging IT Buyers' Guide
June	PET Technology Update Imaging IT Ultrasound	Interventional News CT Slice Billing & Coding	**SPACE:** May 7 **MATERIAL:** May 28 **RECRUITMENT:** May 31	AHRA SNMMI	Summer Product Showcase
July	Imaging Ergonomics DR Technology Update Women's Imaging	Imaging IT Practice Management Molecular Imaging	**SPACE:** June 4 **MATERIAL:** June 25 **RECRUITMENT:** June 28	AHRA	AHRA Showcase
August	CT Ultrasound Reading & Reporting Workflow	Interventional News MRI Billing & Coding	**SPACE:** July 2 **MATERIAL:** July 23 **RECRUITMENT:** July 26		Special Workflow Spotlight
September	Dose Reduction Interventional Radiology MRI Technology Update	CT Slice Practice Management Molecular Imaging	**SPACE:** July 30 **MATERIAL:** August 20 **RECRUITMENT:** August 23		Annual Buyers' Guide
October	Women's Imaging Patient Comfort/Experience Oncology Imaging	Imaging IT MRI Billing & Coding	**SPACE:** August 27 **MATERIAL:** September 17 **RECRUITMENT:** September 20	ASTRO	Fall Product Showcase
November	MRI 3D Printing Ultrasound	Imaging IT CT Slice Practice Management	**SPACE:** September 24 **MATERIAL:** October 15 **RECRUITMENT:** October 18	RSNA	RSNA Planner 2018
December	Cloud Imaging CT Emergency Radiology	Imaging IT Molecular Imaging Billing & Coding	**SPACE:** October 22 **MATERIAL:** November 12 **RECRUITMENT:** November 15	RSNA	RSNA Showcase

* Subject to change

011918

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

SIZE FEATURES	OPEN	3X	6X	9X	12X	18X	24X
Full Page	$9,070	$8,740	$8,395	$8,160	$7,830	$7,465	$7,085
2/3 Page	$7,575	$7,340	$7,105	$6,930	$6,690	$6,415	$6,090
1/2 Page Vert	$6,030	$5,845	$5,730	$5,635	$5,510	$5,335	$5,070
1/2 Page Horiz	$5,750	$5,560	$5,440	$5,365	$5,210	$5,050	$4,800
1/3 Page	$5,160	$5,025	$4,870	$4,770	$4,655	$4,435	$4,215
1/4 Page Horiz	$4,715	$4,590	$4,480	$4,405	$4,325	$4,195	$3,980
1/4 Page Vert	$4,275	$4,160	$4,085	$4,045	$4,005	$3,955	$3,755
Print Banner	$2,480	$2,435	$2,380	$2,320	$2,290	$2,230	$2,115

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: $2,175
Showcase your product or service in a news release format. Supply a 4" × 5" photo at 300 dpi in TIFF or JPEG format along with 70 words of copy. Hosted on publication website for 12 months. No additional design elements needed or accepted.

BUYERS' GUIDE LISTING: $975

DATEBOOK
1 insertion: $395; 2 insertions: $370 each; 3 or more: $340 each

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

High Impact Placements

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

INSERTS, POLYBAGS, OR SPECIAL REQUESTS
Contact your account executive for details.

For more information and rates on reprints, list rentals, and direct mail, call 800-278-4400.

(Sample Belly Band)

(Sample resource guide ad, actual size)

Antmed Corporation offers angiographic syringes, pressure connecting tubes and accessories, transfer sets, transducers, color and control syringes and many more disposable medical devices. Products are fully compatible with OEM brands. End-users prefer our premium quality, cost savings, clean quality and safety record of our products.

www.antmedcorp.com
info@antmedcorp.com
+1-703-239-3118

Buyers' Guides

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 Buyers' 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 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 $975

2018 Buyers' Guide Issues

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

The Whitestone Workstation™ is the ultimate height adjustable sit-to-stand desk for radiology and imaging. At the touch of a button, you set the **height and tilt** to sit, stand or recline. You raise or lower monitors or move them in or out for optimum focal lengths. The Whitestone Workstation™ addresses the need for an integrated workstation with proper adjustable lighting, controlled climate, and enhanced acoustics all wrapped up into an ergonomically friendly unit.

AFC Industries
800-663-3412
www.afcindustries.com/sit-stand-desks-whitestone-d85

(Sample showcase ad at 70%, actual size is roughly 3.45" × 4")

Product & Service Showcases

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

Product & Service Showcases Include:

- Space approximately the size of a quarter-page ad

- 70-word product description displayed in news release format

- Accompanying four-color image

- Company contact information and URL

- No additional design elements needed or accepted

All for only $2,175

2018 Showcase Issues

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

Full Banner (Top)
(468 × 60 pixels)

Open	**$2,690**
3x	**$2,630**
6x	**$2,560**
9x	**$2,495**
12x	**$2,250**

Leaderboard*
(728 × 90 pixels)

Open	**$3,575**
3x	**$3,510**
6x	**$3,435**
9x	**$3,355**
12x	**$3,250**

Medium Rectangle*
(300 × 250 pixels)

Open	**$3,310**
3x	**$3,250**
6x	**$3,185**
9x	**$3,100**
12x	**$3,015**

Wide Skyscraper*
(160 × 600 pixels)

Open	**$4,045**
3x	**$3,960**
6x	**$3,880**
9x	**$3,815**
12x	**$3,705**

3:1 Rectangle
(300 × 100 pixels)

Open	**$2,360**
3x	**$2,310**
6x	**$2,250**
9x	**$2,195**
12x	**$2,140**

Button*
(120 × 60 pixels)

Open	**$1,345**
3x	**$1,305**
6x	**$1,251**
9x	**$1,205**
12x	**$1,150**

Full Banner
(468 × 60 pixels)
Homepage Only

Open	**$1,745**
3x	**$1,680**
6x	**$1,630**
9x	**$1,550**
12x	**$1,475**

Leaderboard 728x90
Full Banner 468x60
CURRENT ISSUE
Medium Rectangle 300x250
Medium Rectangle 300x250
Wide Skyscraper 160x600
Full Banner 468x60
NEWS
3:1 Rectangle 300x100
Button 120x60
ON THE CASE
Full Banner 468x60
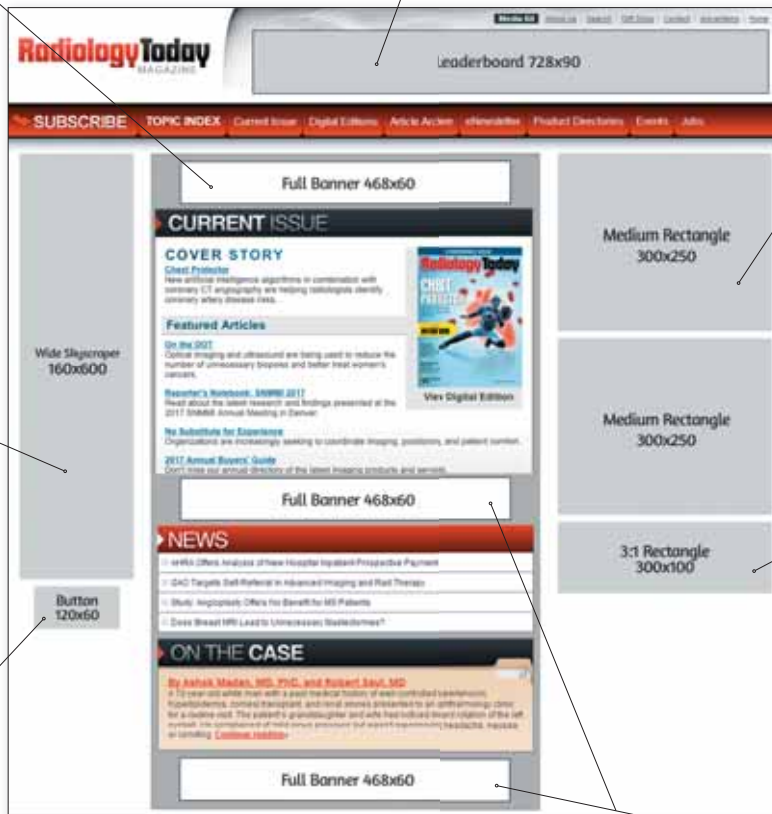
All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

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

(Sample interstitial ad,
850 × 535 pixels)

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: $7,155

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 run-of-site Wide Skyscraper (160 × 600) banner on the magazine's website

PRICE: $11,275

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: $9,870

(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

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 $11,500, 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 to learn more.

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: News from RSNA
FEBRUARY: CT
MARCH: Imaging IT – News from HIMSS
APRIL: Women's Imaging
MAY: Imaging IT
JUNE: Ultrasound
JULY: Radiology Management
AUGUST: News from AHRA
SEPTEMBER: MRI
OCTOBER: Women's Imaging
NOVEMBER: RSNA Preview
DECEMBER: Interventional Radiology

(Sample e-Newsletter)

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: $7,235
$395 per 1,000 names for quantities under 18,000

(Sample e-mail marketing)

SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 × 90 pixels)	$3,575	$3,510	$3,430	$3,360	$3,250
Wide Skyscraper* (160 × 600 pixels)	$3,955	$3,880	$3,805	$3,600	$3,395
Medium Rectangle (300 × 250 pixels)	$3,310	$3,245	$3,175	$3,100	$3,010
3:1 Rectangle (300 × 100 pixels)	$2,365	$2,310	$2,250	$2,190	$2,145
Full Banner (468 × 60 pixels)	$1,750	$1,680	$1,630	$1,545	$1,485
Rectangle* (180 × 150 pixels)	$1,350	$1,300	$1,250	$1,205	$1,150

* IAB-approved sizes   *Banner positions not fixed, but based on content distribution.*

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.

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.

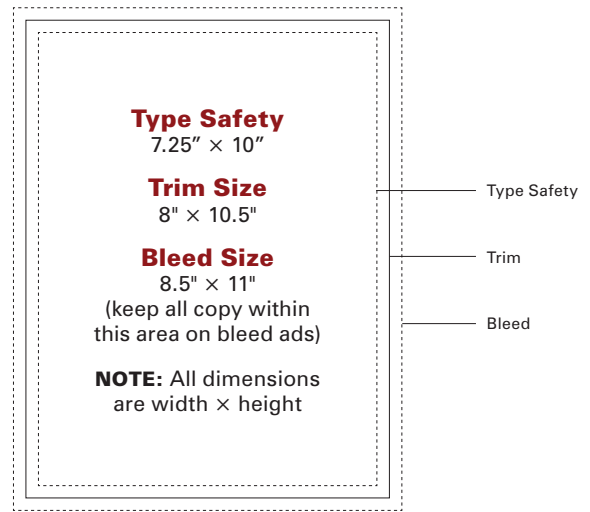**COLORS:** CMYK (no pantone or spot colors, RGB, LAB, ICC color profiles, or 4-color black type)

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.
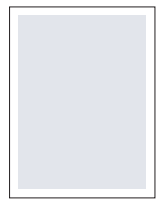
MAIL: 3801 Schuylkill Road
Spring City, PA 19475

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.
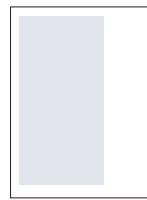
Type Safety
7.25" × 10"

Trim Size
8" × 10.5"

Bleed Size
8.5" × 11"
(keep all copy within this area on bleed ads)

NOTE: All dimensions are width × height

Type Safety
Trim
Bleed
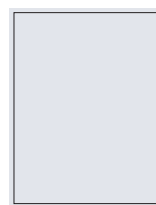
Full Page (Bleed)
8.5" × 11"

Spread (Bleed)
16.5" × 11"

Full Page (Border)
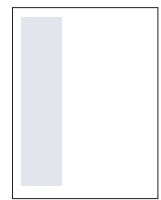7" × 9.5"

2/3
4.5" × 9.535"

1/2 (Bleed)
8.5" × 5.25"
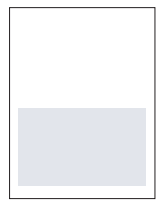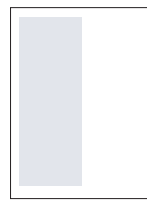
1/2 Horizontal
7" × 4.237"

1/2 Vertical
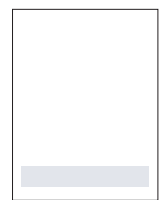3.415" × 9.535"

1/3
2.22" × 9.535"
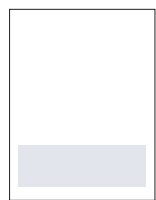
1/4 Horizontal
7" × 2.25"
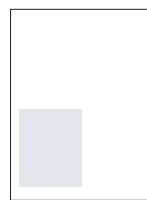
1/4 Vertical
3.415" × 4.237"

Print Banner
7" × 1.125"

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 should 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, third-party ad tags. (Note: Files without extensions will not be accepted.)
NO FLASH CREATIVE WILL 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.

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.

RECRUITMENT SIZES AND RATES*

SIZE	PRICE
1/8 (2.292" × 3.948")	$1,050
1/6 Vertical (2.292" × 4.78") or **1/6 Horizontal** (4.708" × 2.292")	$1,225
2/9 Vertical (2.292" × 6.444") or **2/9 Horizontal** (4.708" × 3.125")	$1,630
5/18 Vertical (2.292" × 8.094") or **5/18 Horizontal** (4.708" × 3.948")	$1,950
1/3 Vertical (2.292" × 9.75") or **1/3 Horizontal** (4.708" × 4.78")	$2,405
4/9 (4.708" × 6.444")	$3,245
Half Page (7.125" × 4.78")	$3,935
Full Page (7.125" × 9.75")	$6,995

* All rates are net.

For additional digital options, which include e-blasts and web banners, call your account executive.