



The Magazine of Distinction in Radiology

A trusted resource for industry professionals for two decades, **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.



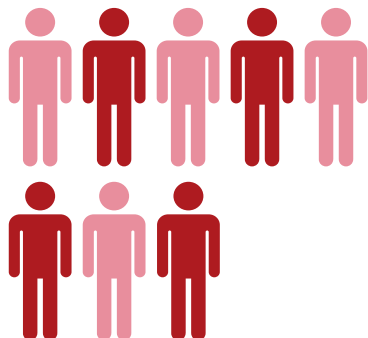
RadiologyToday



@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



	FEATURES	DEPARTMENTS	DEADLINES	BONUS DISTRIBUTION	SPECIAL
January	Workflow Technology Update CT Artificial Intelligence	Ultrasound Billing & Coding MRI	SPACE: December 3 MATERIAL: January 2	HIMSS	Conference Issue
February	Women's Imaging MRI Dose Safety	Imaging IT Practice Management CT Slice	SPACE: January 7 MATERIAL: February 1		Winter Product Showcase
March	Ultrasound Update Interventional Radiology C-Arm	Imaging IT Women's Imaging Billing & Coding	SPACE: February 4 MATERIAL: March 1	SIR AIUM	Conference Issue
April	DR Pediatric Imaging Enterprise Imaging	Ultrasound CT Slice Practice Management	SPACE: March 4 MATERIAL: March 29	RBMA	Spring Product Showcase Conference Issue
May	Women's Imaging MRI Technology Update 3D Printing	Interventional News CT Oncology	SPACE: April 1 MATERIAL: April 26		
June	Molecular Imaging CT Imaging IT	MRI Women's Imaging Practice Management	SPACE: April 29 MATERIAL: May 24	AHRA SIIM SNMMI	Imaging IT Buyers' Guide Conference Issue
July	Imaging Ergonomics Reading & Reporting Workflow Ultrasound	MRI Imaging IT Machine Learning	SPACE: May 27 MATERIAL: June 21	AHRA	AHRA Showcase Conference Issue
August	Women's Imaging Medical Displays Artificial Intelligence	Billing & Coding Ultrasound Interventional News	SPACE: June 17 MATERIAL: July 19		Summer Product Showcase
September	DR Technology Update MRI Oncology Imaging	Imaging IT CT Slice Practice Management	SPACE: July 22 MATERIAL: August 16	ASTRO	Annual Buyers' Guide Conference Issue
October	Dose Reduction Imaging IT Women's Imaging	Ultrasound Interventional News Billing & Coding	SPACE: August 19 MATERIAL: September 13		Fall Product Showcase
November	CT Artificial Intelligence Ultrasound	Imaging IT MRI Molecular Imaging	SPACE: September 23 MATERIAL: October 18	RSNA	RSNA Planner 2019 Conference Issue
December	Advanced Visualization MRI Radiology Workflow	Women's Imaging Interventional News CT Slice	SPACE: October 21 MATERIAL: November 15	RSNA	RSNA Showcase Conference Issue

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

SIZE FEATURES	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$9,345	\$9,005	\$8,650	\$8,405	\$8,065	\$7,690	\$7,300
2/3 Page	\$7,805	\$7,565	\$7,320	\$7,140	\$6,895	\$6,610	\$6,275
1/2 Page Vert	\$6,215	\$6,025	\$5,905	\$5,805	\$5,680	\$5,500	\$5,225
1/2 Page Horiz	\$5,925	\$5,730	\$5,605	\$5,530	\$5,370	\$5,205	\$4,945
1/3 Page	\$5,315	\$5,180	\$5,020	\$4,915	\$4,795	\$4,570	\$4,345
1/4 Page Horiz	\$4,860	\$4,730	\$4,615	\$4,540	\$4,455	\$4,325	\$4,100
1/4 Page Vert	\$4,405	\$4,285	\$4,210	\$4,170	\$4,130	\$4,075	\$3,870
Print Banner	\$2,555	\$2,510	\$2,455	\$2,390	\$2,360	\$2,300	\$2,180

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: \$2,295

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.

BUYERS' GUIDE LISTING: \$995

DATEBOOK

1 insertion: \$425; 2 insertions: \$395 each; 3 or more: \$360 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)



INTRODUCING LG MEDICAL IMAGING DISPLAYS

Discover how to improve accuracy, quality, and efficiency of diagnostic procedures in the healthcare field with these DICOM® Part 14 compliant displays.

Info@lgsolutions.com
1-800-897-8726

www.lg.com/us/business/commercial-display/it-products/medical-monitors

(Sample resource guide ad, actual size)

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

2019 Buyers' Guide Issues

JUNE: Imaging IT Buyers' Guide

SEPTEMBER: Annual Buyers' Guide

All for only \$995

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" x 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

2019 Showcase Issues

FEBRUARY: Winter Showcase

APRIL: Spring Showcase

JULY: AHRA Showcase

AUGUST: Summer Showcase

OCTOBER: Fall Showcase

DECEMBER: RSNA Showcase

All for only \$2,295

Full Banner (Top) (468 × 60 pixels)

Open	\$2,880
3x	\$2,815
6x	\$2,740
9x	\$2,670
12x	\$2,410

Leaderboard* (728 × 90 pixels)

Open	\$3,830
3x	\$3,760
6x	\$3,680
9x	\$3,590
12x	\$3,480

Medium Rectangle* (300 × 250 pixels)

Open	\$3,545
3x	\$3,480
6x	\$3,410
9x	\$3,320
12x	\$3,230

Wide Skyscraper* (160 × 600 pixels)

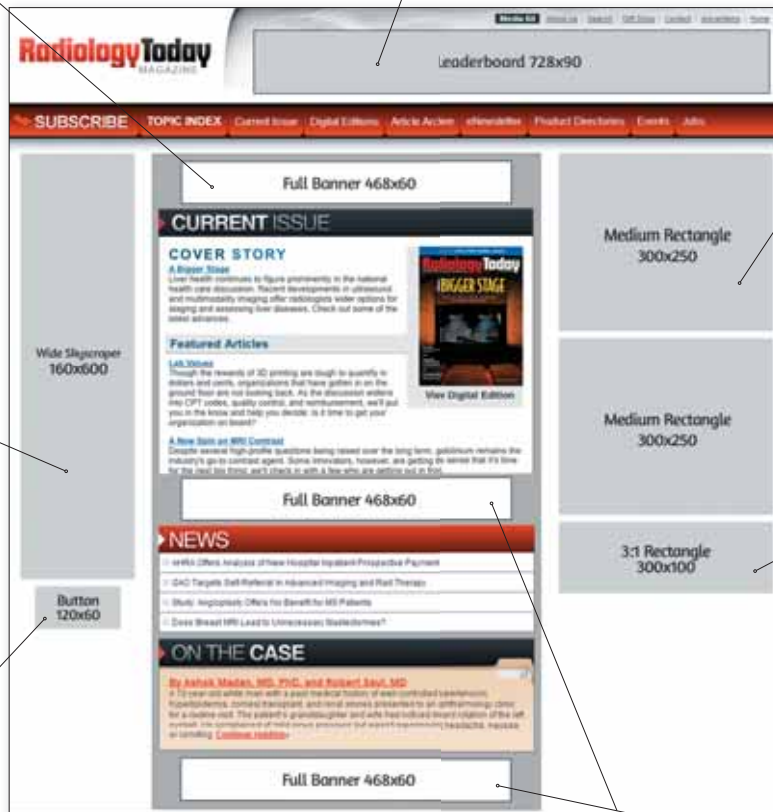
Open	\$4,330
3x	\$4,240
6x	\$4,155
9x	\$4,085
12x	\$3,965

3:1 Rectangle (300 × 100 pixels)

Open	\$2,530
3x	\$2,475
6x	\$2,410
9x	\$2,350
12x	\$2,290

Button* (120 × 60 pixels)

Open	\$1,440
3x	\$1,400
6x	\$1,340
9x	\$1,290
12x	\$1,235



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

Full Banner (468 × 60 pixels)

Homepage Only

Open	\$1,870
3x	\$1,800
6x	\$1,745
9x	\$1,660
12x	\$1,580

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 billboard ad,
970 × 250 pixels)



(Sample intro page ad)

Billboard Ad

In compliance with new rules that block certain online banner advertising such as pop-ups, interstitials, and takeovers from appearing on widely-used browsers, our newest option offers advertisers the top position on our site with a sizable banner area for messaging, branding, and calls to action. A prominent and exclusive location, a Billboard will position the advertiser to be the first to welcome and inform our frequent website visitors.

MONTHLY PRICE: \$7,670

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: \$11,650

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: \$10,205

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: \$3,145 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 \$13,225, 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: Interventional Radiology
MARCH: Ultrasound
APRIL: CT
MAY: Molecular Imaging
JUNE: Imaging IT
JULY: AHRA Preview
AUGUST: MRI
SEPTEMBER: Oncology
OCTOBER: Women's Imaging
NOVEMBER: RSNA Preview
DECEMBER: DR



(Sample e-Newsletter)

SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 × 90 pixels)	\$3,685	\$3,620	\$3,535	\$3,465	\$3,350
Wide Skyscraper* (160 × 600 pixels)	\$4,075	\$4,000	\$3,920	\$3,710	\$3,500
Medium Rectangle (300 × 250 pixels)	\$3,410	\$3,345	\$3,275	\$3,195	\$3,105
3:1 Rectangle (300 × 100 pixels)	\$2,440	\$2,380	\$2,320	\$2,260	\$2,210
Full Banner (468 × 60 pixels)	\$1,805	\$1,735	\$1,680	\$1,595	\$1,530
Rectangle* (180 × 150 pixels)	\$1,395	\$1,340	\$1,290	\$1,245	\$1,185

* IAB-approved sizes

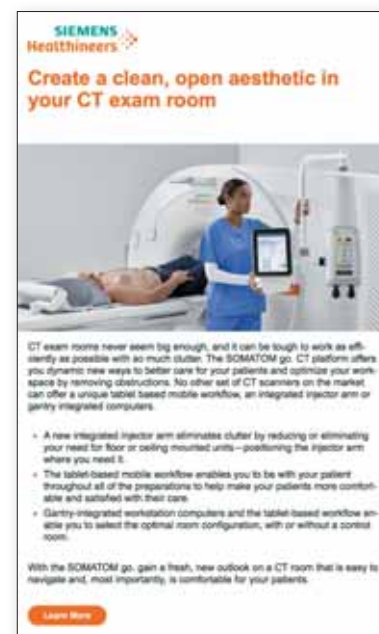
Banner positions not fixed, but based on content distribution.

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 opt-in list of professional subscribers.

FULL LIST E-BLAST: \$7,450

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



(Sample e-mail marketing)

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)

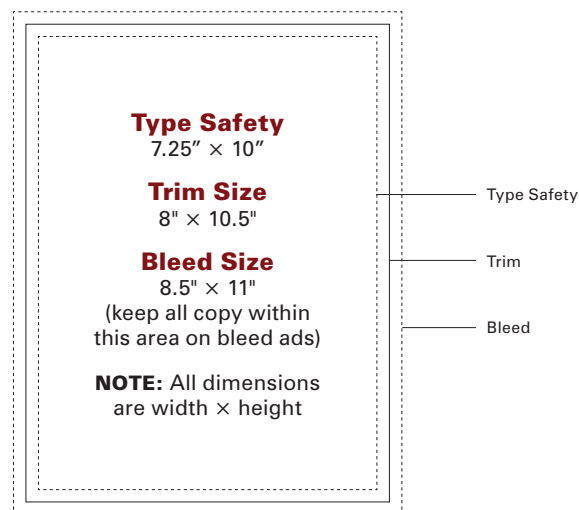
TOTAL AREA COVERAGE: Maximum ink density is 300%

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.

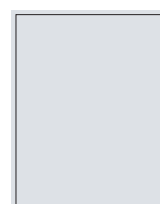
File Submission

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

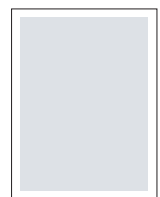
Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.



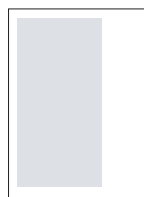
Full Page (Bleed)
8.5" x 11"



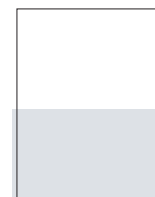
Spread (Bleed)
16.5" x 11"



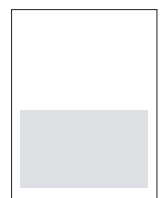
Full Page (Border)
7" x 9.5"



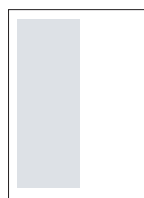
2/3
4.5" x 9.535"



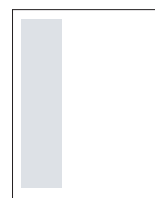
1/2 (Bleed)
8.5" x 5.25"



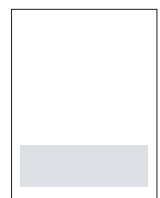
1/2 Horizontal
7" x 4.237"



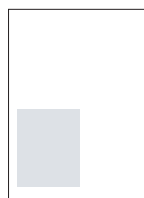
1/2 Vertical
3.415" x 9.535"



1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 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")	\$1,105
1/6 Vertical (2.292" × 4.78") or 1/6 Horizontal (4.708" × 2.292")	\$1,290
2/9 Vertical (2.292" × 6.444") or 2/9 Horizontal (4.708" × 3.125")	\$1,715
5/18 Vertical (2.292" × 8.094") or 5/18 Horizontal (4.708" × 3.948")	\$2,050
1/3 Vertical (2.292" × 9.75") or 1/3 Horizontal (4.708" × 4.78")	\$2,530
4/9 (4.708" × 6.444")	\$3,410
Half Page (7.125" × 4.78")	\$4,135
Full Page (7.125" × 9.75")	\$7,345

* All rates are net.

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



alliedhealthcareers.com

Now more than ever, recruitment options that focus on a specific niche or field are the most efficient and successful ways of finding qualified, experienced professionals in any given specialty.

AlliedHealthCareers.com is the premier online resource for employment opportunities in allied health-related fields. AlliedHealthCareers.com is backed by more than 25 years of experience in bringing together allied health employers and candidates.

We have developed the ultimate niche website for experienced, credentialed allied health professionals and the recruiters looking to hire them.

By focusing exclusively on our niche, AlliedHealthCareers.com is an excellent filter for recruiters who want to avoid receiving scores of résumés from unqualified candidates.

With postings starting at just \$275 and memberships that provide unlimited postings starting at \$1,850, we offer many options that deliver our audience of professionals to your openings and drive traffic to your online listings or website.



Digital Recruitment Packages*

Standard Package

- Feature Employer logo on AlliedHealthCareers.com
- Full Banner on *Radiology Today* website
- Banner on monthly e-Newsletter

PRICE: \$2,995

Welcome Package

- Digital Edition Welcome Page ad (opposite cover)
- Featured Employer logo on AlliedHealthCareers.com
- 30-day job posting on AlliedHealthCareers.com

PRICE: \$3,595

Premium Package

- Featured Employer logo on AlliedHealthCareers.com
- 30-day job posting on AlliedHealthCareers.com
- 3:1 Banner on www.RadiologyToday.net
- Custom e-blast to full subscriber list

PRICE: \$6,995

* All packages can be upgraded to include a print ad and the total recruitment solution. Contact your account executive for details.