

RadiologyToday

2020 MEDIA KIT



 @RadiologyToday  /RadiologyToday



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.

For advertisers and recruiters seeking brand visibility that reaches influencers and decision-makers, our wide-ranging media network offers effective channels for delivering messages and opportunities to the nation's community of radiology professionals.

PRINT With the benefit of space to have impactful visual branding and messaging, our flagship print publication is a powerful vehicle to reach our loyal audience of 30,000 print subscribers.

DIGITAL Each issue of **Radiology Today** also features a mobile-ready digital edition, which is delivered via e-mail to our digital subscribers and posted on our high-traffic website. Your print ad appears in the digital edition, adding live links that connect readers to the landing pages of your choice.

WEBSITE Our website houses an abundance of relevant and timely content that readers come back to over and over again for research, reference, and expert insights. Banner ads and other online advertising opportunities put your message directly in the sights of imaging professionals.

E-MAIL The most powerful and direct way to connect with our audience electronically, our e-mail subscriber lists are valuable for advertisers looking to have their unique message delivered directly to the inboxes of our readers.

WEBINARS Work with us to produce a webinar that educates professionals on a specific topic area or subject matter that highlights what you want our audience to know. Whether you host the webinar yourself or allow us to do so, we'll promote the event to our audience and get qualified people to attend.

SOCIAL MEDIA We have active Facebook and Twitter accounts that can be used as part of multi-channel campaigns or as targeted advertising campaigns on those individual platforms.

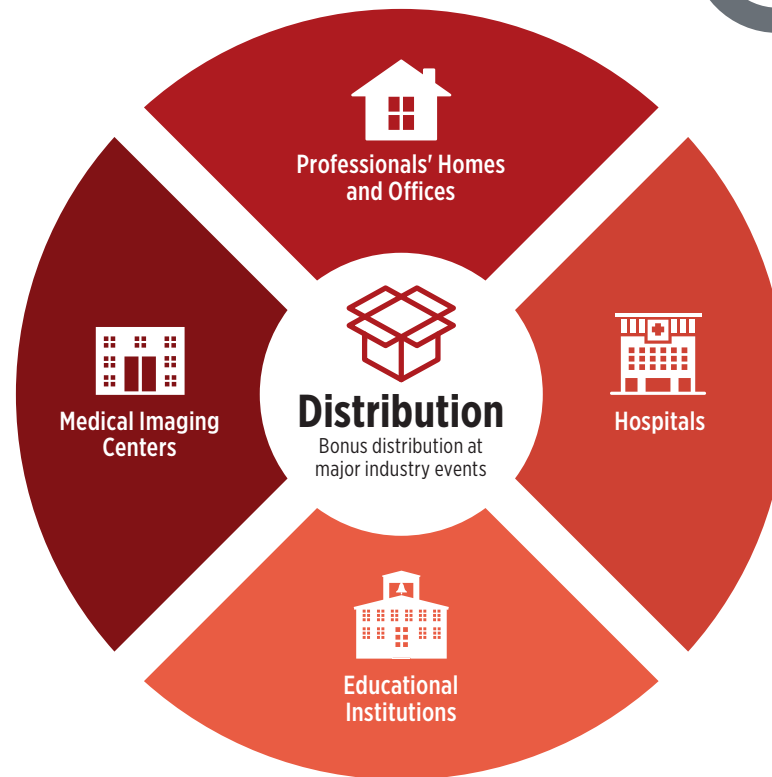
DIRECT MAIL Send your collateral materials directly to our subscribers via mail. Ask your rep about the variety of options we have to get your brochures, spec sheets, or other printed materials into the hands of professionals.

CONTENT DEVELOPMENT Whether it is developing content for a webinar, symposium, or training or educational materials, **Radiology Today** is equipped to assist with all aspects of developing your custom content.

OUR AUDIENCE

Radiology Today's audience of professionals is comprised of:

- 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




 **30,000***
Subscribers

 **51,596****
Average Monthly Website Sessions

 **24,000***
e-Newsletter Subscribers

 Published Since
2000

 **12**
Issues Per Year

*Publisher's Data
**Google Analytics

Please contact your Account Executive for
Material Deadlines at sales@gvpub.com.

EDITORIAL CALENDAR

JANUARY

Features

AI Trends
CT
DR

Departments

MRI
Ultrasound
Billing & Coding

Special Platform

Winter Showcase

SPACE DEADLINE: 12/13/19

FEBRUARY

Features

Enterprise Imaging
Dose Safety
Women's Imaging

Departments

CT Slice
Ultrasound
Practice Management

*Bonus distribution
at HIMSS*

SPACE DEADLINE: 1/17/20

MARCH

Features

Interventional Radiology
Ultrasound
Fluoroscopy

Departments

Imaging IT
Oncology
MRI

*Bonus distribution at SIR
and AIUM*

SPACE DEADLINE: 2/7/20

APRIL

Features

Radiology Workflow
MRI Technology Update
Pediatric Imaging

Departments

Women's Imaging
Billing & Coding
CT Slice

Special Platform

Spring Showcase

SPACE DEADLINE: 3/13/20

MAY

Features

Cath Lab
Molecular Imaging
CT

Departments

Practice Management
Oncology
Interventional Radiology

*Bonus distribution
at SNMMI*

SPACE DEADLINE: 4/10/20

JUNE

Features

Imaging Ergonomics
Women's Imaging
Imaging IT

Departments

MRI
CT
Ultrasound

*Bonus distribution at SIIM
and AHRA*

SPACE DEADLINE: 5/8/20

JULY

Features

Ultrasound
Medical Displays
3D Printing

Departments

Practice Management
Imaging IT
Women's Imaging

Special Platform

AHRA Showcase

*Bonus distribution
at AHRA*

SPACE DEADLINE: 6/5/20

AUGUST

Features

MRI
DR Technology Update
Women's Imaging

Departments

CT Slice
Interventional Radiology
Billing & Coding

Special Platform

Summer Showcase

SPACE DEADLINE: 7/10/20

SEPTEMBER

Features

CT Technology Update
AI
Interventional Radiology

Departments

MRI
Ultrasound
Women's Imaging

Special Platform

Annual Buyers' Guide

SPACE DEADLINE: 8/7/20

OCTOBER

Features

Women's Imaging
Oncology Imaging
Injectors

Departments

Billing & Coding
CT Slice
Imaging IT

Special Platform

Fall Showcase

*Bonus distribution
at ASTRO*

SPACE DEADLINE: 9/11/20

NOVEMBER

Features

Dose Safety
MRI
Imaging IT

Departments

AI
Ultrasound
Oncology

Special Platform

RSNA Planner

*Bonus distribution
at RSNA*

SPACE DEADLINE: 10/9/20

DECEMBER

Features

AI
Ultrasound
Advanced Visualization

Departments

CT Slice
Women's Imaging
MRI

Special Platform

RSNA Showcase

*Bonus distribution
at RSNA*

SPACE DEADLINE: 11/6/20

PRINT RATES

AD SIZE	OPEN	3X	6X	9X	12X	18X	24X
Full Page	\$9,630	\$9,280	\$8,910	\$8,660	\$8,310	\$7,925	\$7,520
2/3 Page	\$8,040	\$7,795	\$7,540	\$7,355	\$7,105	\$6,810	\$6,465
1/2 Page Vertical	\$6,405	\$6,210	\$6,085	\$5,980	\$5,855	\$5,665	\$5,385
1/2 Page Horizontal	\$6,105	\$5,905	\$5,775	\$5,700	\$5,535	\$5,365	\$5,095
1/3 Page	\$5,475	\$5,340	\$5,175	\$5,065	\$4,940	\$4,710	\$4,480
1/4 Page Horizontal	\$5,010	\$4,875	\$4,755	\$4,680	\$4,590	\$4,455	\$4,225
1/4 Page Vertical	\$4,540	\$4,415	\$4,340	\$4,300	\$4,255	\$4,200	\$3,990
Print Banner	\$2,635	\$2,590	\$2,530	\$2,465	\$2,435	\$2,370	\$2,250

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.

SHOWCASE AD: \$2,425

Contact your account executive for details.

BUYERS' GUIDE LISTINGS: \$1,050

Contact your account executive for details.

DATEBOOK: 1 insertion: \$440;

2 insertions: \$410 each;

3 or more: \$370 each

BELLYBANDS, COVER STICKERS, FRENCH GATES, INSERTS, POLYBAGS, OR SPECIAL REQUESTS

Contact your account executive for details.

No print cancellations accepted 30 days before published deadline. Specific cancellation terms and conditions can be found at www.RadiologyToday.net/terms.

BUYERS' GUIDE

The *Radiology Today* Annual Buyers' Guide is an advertising vehicle that combines power with longevity. This cost-effective entry is hyper-targeted, which adds to its 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' Guide delivers 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 \$1,050



The image shows a sample advertisement for LG Medical Imaging Displays. At the top left is the LG Business Solutions logo. The main text reads: "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." Below this is contact information: "Info@lgsolutions.com" and "1-800-897-8726". At the bottom is a red banner with the URL "www.lg.com/us/business/commercial-display/it-products/medical-monitors".

(Sample Resource Guide ad, actual size)

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.

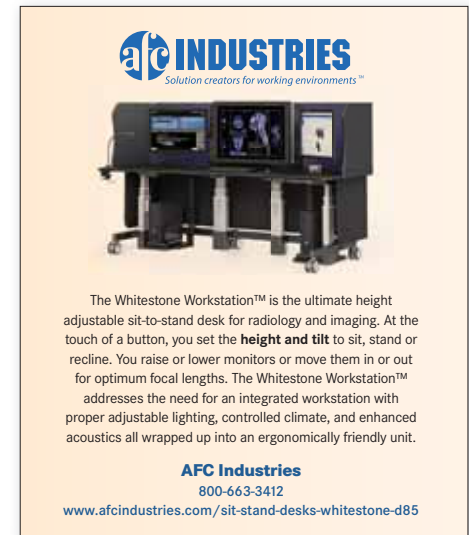
Product & Service Showcases Include:

- 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 \$2,425

2020 Showcase Issues

- JANUARY:** Winter Showcase
- APRIL:** Spring Showcase
- JULY:** AHRA Showcase
- AUGUST:** Summer Showcase
- OCTOBER:** Fall Showcase
- DECEMBER:** RSNA Showcase



The image shows a sample advertisement for AFC Industries. At the top is the AFC Industries logo with the tagline "Solution creators for working environments™". Below is a photograph of the Whitestone Workstation, a large medical workstation with multiple monitors on a stand. The text below the photo reads: "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." At the bottom is contact information: "AFC Industries", "800-663-3412", and "www.afcindustries.com/sit-stand-desks-whitestone-d85".

(Sample Showcase ad at 70%, actual size is roughly 3.45" x 4")

WEBSITE RATES

Full Banner (Top) (468 x 60 pixels)

Open	\$3,025
3x	\$2,955
6x	\$2,880
9x	\$2,805
12x	\$2,530

Wide Skyscraper* (160 x 600 pixels)

Open	\$4,505
3x	\$4,410
6x	\$4,320
9x	\$4,250
12x	\$4,125

Leaderboard* (728 x 90 pixels)

Open	\$4,020
3x	\$3,950
6x	\$3,865
9x	\$3,770
12x	\$3,655

Medium Rectangle* (300 x 250 pixels)

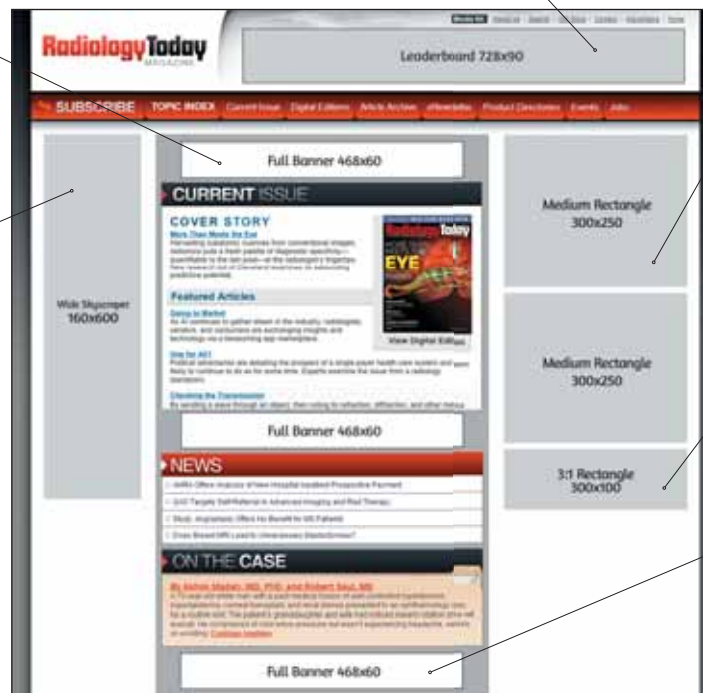
Open	\$3,795
3x	\$3,725
6x	\$3,650
9x	\$3,555
12x	\$3,455

3:1 Rectangle* (300 x 100 pixels)

Open	\$2,630
3x	\$2,575
6x	\$2,505
9x	\$2,445
12x	\$2,380

Full Banner (468 x 60 pixels) *Homepage Only*

Open	\$1,955
3x	\$1,875
6x	\$1,815
9x	\$1,725
12x	\$1,645



Website Sponsored Content

Sponsor receives content control of native advertising posted on our magazine's website for 30 days, which 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

All ads are sitewide unless otherwise noted. Our website is compliant with the Interactive Advertising Board (IAB) Universal Ad Package standard, providing our advertisers with a choice of banner ad units that provide advertisers the ability to reach our audience of professionals.

* IAB-approved sizes

WEB CANCELLATION POLICY: Cancellations of any type of digital media platform (online units, website advertising, e-Newsletters, e-blasts, webinars, etc) will be charged a 30% cancellation fee. NO CANCELLATIONS of digital media units are accepted less than 30 days before the live or deployment date.

E-NEWSLETTER RATES

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

AD SIZE	OPEN	3X	6X	9X	12X
Leaderboard* (728 x 90 pixels)	\$3,980	\$3,730	\$3,640	\$3,570	\$3,450
Wide Skyscraper* (160 x 600 pixels)	\$4,200	\$4,120	\$4,040	\$3,820	\$3,605
Medium Rectangle (300 x 250 pixels)	\$3,515	\$3,445	\$3,375	\$3,290	\$3,200
3:1 Rectangle (300 x 100 pixels)	\$2,515	\$2,450	\$2,390	\$2,330	\$2,275
Full Banner (468 x 60 pixels)	\$1,860	\$1,790	\$1,730	\$1,645	\$1,575
Rectangle* (180 x 150 pixels)	\$1,435	\$1,380	\$1,330	\$1,285	\$1,220

* IAB-approved sizes

Banner positions not fixed, but based on content distribution.



(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 opt-in list of professional subscribers.

FULL LIST E-BLAST: \$7,825

\$395 per 1,000 names for partial list deployment.

Digital advertising packages that include e-Newsletters, custom e-blasts, and website banners are available. Ask about High-Impact Digital Ad Placements for special package pricing and high-visibility placements.

PRINT 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.

FILE SUBMISSION

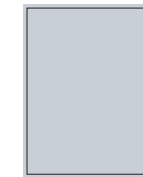
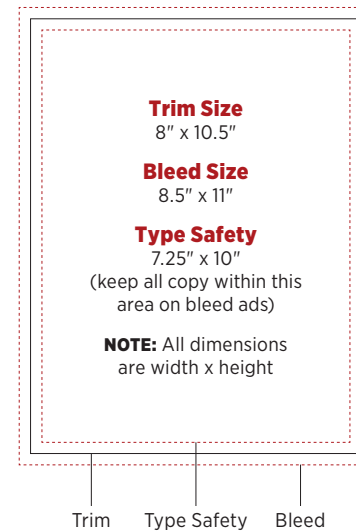
E-MAIL: ads@gvpub.com
For files under 10 MB

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

MAIL: 3801 Schuylkill Road
Spring City, PA 19475

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 one week before the Material Deadline for the issue in which it will run. Send to address under File Submission.



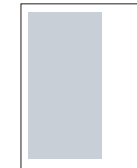
Full Page (Bleed)
8.5" x 11"



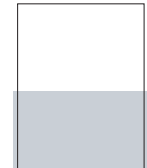
Spread (Bleed)
16.5" x 11"



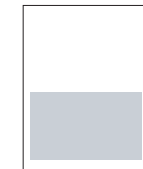
Full Page (Border)
7" x 9.5"



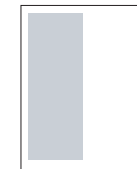
2/3
4.5" x 9.535"



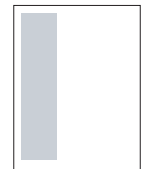
1/2 (Bleed)
8.5" x 5.25"



1/2 Horizontal
7" x 4.237"



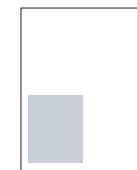
1/2 Vertical
3.415" x 9.535"



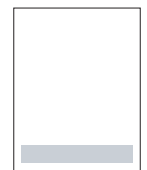
1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"