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 decisionmakers, our wide-ranging media network offers effective channels for delivering messages and opportunities to the nation’s community of radiology professionals.

DISPLAY Double your exposure
Simultaneous appearances in both the print and digital issues double your exposure with our readers. Our flagship print publication is a powerful vehicle to reach our loyal audience of 30,000 print subscribers. 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 also appears in the digital edition, adding live links that connect readers to the landing pages of your choice.

WEBSITE Maintain a consistent presence
Our website hosts 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 sponsored content online advertising opportunities put your message directly in the view of radiology professionals.

E-MAIL Direct to readers’ inboxes
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 customized and unique message delivered directly to the inboxes of our readers.

WEBINARS Educate your audience
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.

E-NEWSLETTER Monthly and beyond
Our monthly e-Newsletter is delivered to the inboxes of our hyper-engaged subscribers who have opted-in to follow the most current news available. Banner ads place your message alongside our highly sought-after content.

SOCIAL MEDIA Expand community outreach
Radiology Today has a powerful and active social media presence among radiologists and other imaging professionals. Our Facebook and Twitter platforms can be used as part of multichannel campaigns or as targeted advertising campaigns.

DIRECT MAIL Reach readers at their home or office
Send your collateral materials directly to our subscribers via mail. Ask your account executive about the variety of options we have that allow you to get your brochures, spec sheets, or other printed materials directly into the hands of professionals.

CUSTOM CONTENT Distribute specialized information
Whether it is developing content for a webinar, symposium, or training and 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

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**Distribution**

Bonus distribution at major industry events

30,000* Subscribers

48,578** Average Monthly Website Sessions

23,000* e-Newsletter Subscribers

Published Since 2000

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*Publisher’s Data

**Google Analytics
# Editorial Calendar

## January/February

**Features**
- COVID-19
- MRI
- Ultrasound

**Departments**
- Women’s Imaging
- CT Slice
- Billing & Coding

**Special Platform**
- Winter Showcase

**Space Deadline:** 1/8/21

## March

**Features**
- CT
- Interventional Radiology
- Women’s Imaging

**Departments**
- Ultrasound
- Imaging IT
- Imaging Ergonomics

**Special Platform**
- SIR Conference Issue

**Space Deadline:** 2/5/21

## April

**Features**
- Dose Safety
- Ultrasound
- Oncology Imaging

**Departments**
- DR
- CT Slice
- MRI

**Special Platform**
- Spring Showcase

**AIUM Conference Issue**

**Space Deadline:** 3/12/21

## May

**Features**
- Enterprise Imaging
- MRI
- Medical Displays

**Departments**
- AI
- Women’s Imaging
- Dose Monitoring

**Special Platform**
- SIIM Conference Issue

**Space Deadline:** 4/9/21

## June/July

**Features**
- CT
- DR
- Women’s Imaging

**Departments**
- Ultrasound
- Interventional Radiology
- Molecular Imaging

**Special Platform**
- Summer Showcase

**SNMMI Conference Issue**

**Space Deadline:** 5/14/21

## August/September

**Features**
- MRI
- Interventional Radiology
- Imaging IT

**Departments**
- Patient Safety
- CT Slice
- Practice Management

**Special Platform**
- Annual Buyers’ Guide

**AHRA Conference Issue**

**Space Deadline:** 7/9/21

## October

**Features**
- Women’s Imaging
- CT
- Oncology Imaging

**Departments**
- AI
- Fluoroscopy
- Ultrasound

**Special Platform**
- Fall Showcase

**ASTRO Conference Issue**

**Space Deadline:** 9/10/21

## November/December

**Features**
- MRI
- Ultrasound
- DR

**Departments**
- Women’s Imaging
- CT Slice
- Interventional Radiology

**Special Platform**
- RSNA Showcase

**Special Platform**
- RSNA Conference Issue

**Space Deadline:** 10/29/21

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Please contact your account executive for material deadlines at sales@gvpub.com.
# Print Rates

<table>
<thead>
<tr>
<th>AD Size</th>
<th>OPEN</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
<th>18X</th>
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<tr>
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<td>$4,470</td>
<td>$4,430</td>
<td>$4,385</td>
<td>$4,330</td>
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<tr>
<td>Print Banner</td>
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<td>$2,610</td>
<td>$2,535</td>
<td>$2,505</td>
<td>$2,440</td>
</tr>
</tbody>
</table>

## 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%

Contact your account executive for details.

## Showcase Ad

- **Showcase Ad:** $2,545
- Contact your account executive for details.

## Buyers' Guide Listings

- **Buyers' Guide Listings:** $1,100
- Contact your account executive for details.

## Datebook

- **Datebook:**
  - 1 insertion: $460;
  - 2 insertions: $430 each;
  - 3 or more: $390 each

## Bellybands, Cover Stickers, French Gates, Inserts, Polybags, or Special Requests

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

No print cancellations permitted with premium positions. Premium position supersedes any page separation requests.
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 $1,100

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 $2,545

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@lg.com
1-800-897-8726


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” )

2021 Showcase Issues

JANUARY/FEBRUARY: Winter Showcase
APRIL: Spring Showcase
JUNE/JULY: Summer Showcase
OCTOBER: Fall Showcase
NOVEMBER/DECEMBER: RSNA Showcase

( Sample Resource Guide ad, actual size )

www.RadiologyToday.net
WEBSITE RATES

**Full Banner (Top)**
(468 × 60 pixels)
- Open: $3,175
- 3x: $3,310
- 6x: $3,020
- 9x: $2,945
- 12x: $2,660

**Wide Skyscraper**
(160 × 600 pixels)
- Open: $4,735
- 3x: $4,630
- 6x: $4,540
- 9x: $4,460
- 12x: $4,335

**Leaderboard**
(728 × 90 pixels)
- Open: $4,220
- 3x: $4,150
- 6x: $4,055
- 9x: $3,960
- 12x: $3,835

**Medium Rectangle**
(300 × 250 pixels)
- Open: $3,985
- 3x: $3,915
- 6x: $3,850
- 9x: $3,735
- 12x: $3,625

**3:1 Rectangle**
(300 × 100 pixels)
- Open: $2,760
- 3x: $2,705
- 6x: $2,635
- 9x: $2,565
- 12x: $2,500

**Full Banner**
(468 × 60 pixels)
*Homepage Only*
- Open: $2,055
- 3x: $1,965
- 6x: $1,905
- 9x: $1,815
- 12x: $1,725

**Leaderboard**
(728 × 90 pixels)
- Open: $4,220
- 3x: $4,150
- 6x: $4,055
- 9x: $3,960
- 12x: $3,835

**Medium Rectangle**
(300 × 250 pixels)
- Open: $3,985
- 3x: $3,915
- 6x: $3,850
- 9x: $3,735
- 12x: $3,625

**3:1 Rectangle**
(300 × 100 pixels)
- Open: $2,760
- 3x: $2,705
- 6x: $2,635
- 9x: $2,565
- 12x: $2,500

**Full Banner**
(468 × 60 pixels)
*Homepage Only*
- Open: $2,055
- 3x: $1,965
- 6x: $1,905
- 9x: $1,815
- 12x: $1,725

**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:** $3,145

**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: COVID-19 Update | JULY: DR |
| FEBRUARY: Interventional Radiology | AUGUST: MRI |
| MARCH: Ultrasound | SEPTEMBER: Interventional Radiology |
| APRIL: CT | OCTOBER: Women's Imaging |
| MAY: Molecular Imaging | NOVEMBER: RSNA Preview |
| JUNE: Women's Imaging | DECEMBER: Ultrasound |

AD SIZE | OPEN 3X 6X 9X 12X
---|---
Leaderboard (728 x 90 pixels) | $4,180 $3,920 $3,820 $3,750 $3,620 |
Wide Skyscraper (160 x 600 pixels) | $4,410 $4,330 $4,240 $4,010 $3,785 |
Medium Rectangle (300 x 250 pixels) | $3,695 $3,615 $3,545 $3,450 $3,360 |
3:1 Rectangle (300 x 100 pixels) | $2,645 $2,570 $2,510 $2,450 $2,385 |
Full Banner (468 x 60 pixels) | $1,950 $1,880 $1,820 $1,725 $1,655 |
Rectangle (180 x 150 pixels) | $1,505 $1,450 $1,400 $1,345 $1,280 |

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: $8,375
$445 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.
CUSTOM DIGITAL SUPPLEMENTS

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

SPONSORSHIP OPTIONS

OPTION 1
Advertiser supplies content, and Radiology Today formats provided content into a digital magazine-style format

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

Rate includes full marketing support: $14,860

OPTION 2
Advertiser chooses a selected topic or specialty for the editorial content

• Radiology Today’s editorial team will produce content related to the chosen topic
• Specific interviews can be conducted, if requested, with provided sources from the advertiser
• We will format into a digital magazine-style supplement

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

Rate includes full marketing support: $20,785

MARKETING SUPPORT INCLUDES...

• Piece will be hosted on Radiology Today’s website, www.RadiologyToday.net
• One FULL e-BLAST will be sent to Radiology Today’s entire list of opt-in professionals
• A FULL BANNER that is linked to the supplement will appear in the next available edition of Radiology Today’s monthly e-Newsletter
• 30-DAY (300 x 100) Rectangle Banner will appear on Radiology Today’s website, which will be linked to the advertiser’s supplement
• Social media marketing support through Facebook and Twitter

A LA CARTE ITEMS

• Additional pages: $525 per page
• Additional months of the website banner (linked to supplement): $785 per month

Please contact your account executive about other custom options that are available.
HIGH-IMPACT DIGITAL AD PLACEMENTS

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.

All for only $8,255 a month

INTRO PAGE AD

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.

All for only $3,385

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 sitewide Wide Skyscraper (160 × 600) banner on the magazine’s website

PRICE: $12,665

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: $10,990
WEBINAR SPONSORSHIP PACKAGES

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

**PROMOTION**
*Radiology Today* promotes sponsor’s webinar

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

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

ALL FOR ONLY $14,995

**HOSTING**
*Radiology Today* promotes and facilitates webinar

Includes Webinar Promotion package

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

ALL FOR ONLY $22,750

**CONTENT DEVELOPMENT**
*Radiology Today* develops, facilitates, and promotes webinar to sponsor’s specifications

Includes everything in the Promotion and Hosting packages

- Working with sponsor to generate topic framework
- Engagement of subject matter expert to present
- Assist in preparation of slide deck
- Inclusion in monthly e-Newsletter promotion blast
- Two to three individual registration blasts promoting the live event/webinar and the company
- 30-day banner ad on *Radiology Today* website linking to webinar registration
- Webinar to reside on website for 12 months
  1. First month after event on home page as a banner linking to webinar
  2. Subsequent 11 months will have link from home page via our Webinar/Podcast button
- Social media outreach through Facebook and Twitter
- Hosting the live event on webcast platform
- Dedicated moderator
- Detailed metrics of viewers
- Includes webinar promotion package

ALL FOR ONLY $29,500*

*Additional fees for presenter may apply
**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 $275 per hour. Revisions to artwork will be charged at a rate of $105 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.

---

**Trim Size**  
8" x 10.5"

**Bleed Size**  
8.5" x 11"

**Type Safety**  
7.25" x 10"  
(keep all copy within this area on bleed ads)

**NOTE:** All dimensions are width x height

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<thead>
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<th>Size</th>
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<tr>
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<td>3.415&quot; x 4.237&quot;</td>
</tr>
<tr>
<td>Print Banner</td>
<td>7&quot; x 1.125&quot;</td>
</tr>
</tbody>
</table>
DIGITAL SPECIFICATIONS

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 $385 per hour. E-blast corrections will be charged at a rate of $140 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 $220 per hour. Revisions will be charged at a rate of $85 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 $220 per hour. Revisions will be charged at a rate of $85 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.

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