



 @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 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.

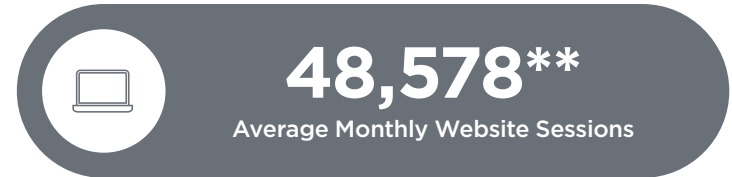
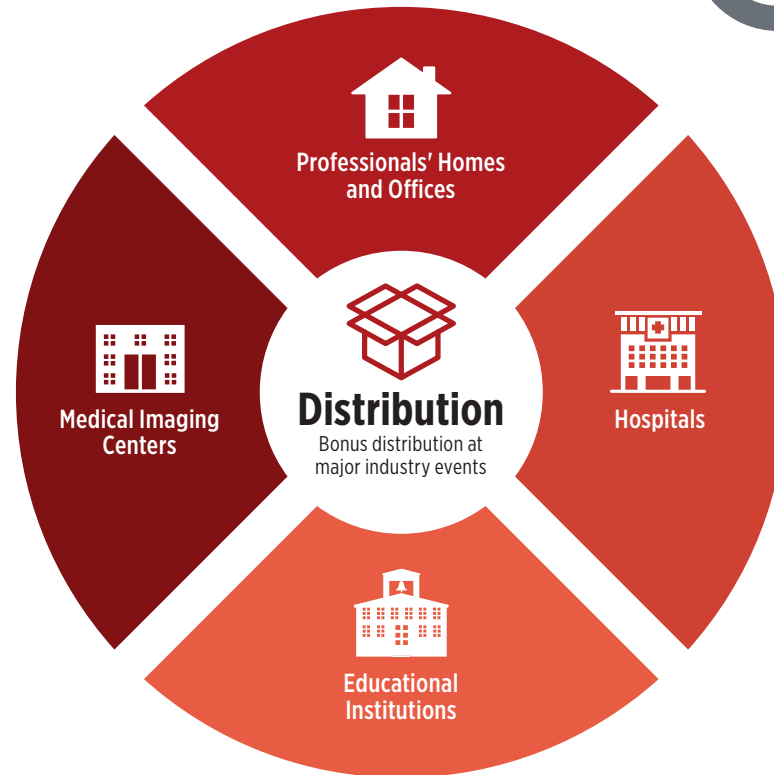
CUSTOM CONTENT *Distribute specialized information*

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



*Publisher's Data
**Google Analytics

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

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

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

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

RSNA Conference Issue

SPACE DEADLINE: 10/29/21

PRINT RATES

AD SIZE	OPEN	3X	6X	9X	12X	18X
Full Page	\$9,920	\$9,560	\$9,180	\$8,920	\$8,560	\$8,165
2/3 Page	\$8,280	\$8,025	\$7,770	\$7,575	\$7,315	\$7,010
1/2 Page Vertical	\$6,595	\$6,400	\$6,265	\$6,160	\$6,035	\$5,835
1/2 Page Horizontal	\$6,285	\$6,085	\$5,945	\$5,870	\$5,705	\$5,525
1/3 Page	\$5,635	\$5,500	\$5,335	\$5,215	\$5,090	\$4,850
1/4 Page Horizontal	\$5,160	\$5,025	\$4,895	\$4,820	\$4,730	\$4,585
1/4 Page Vertical	\$4,680	\$4,545	\$4,470	\$4,430	\$4,385	\$4,330
Print Banner	\$2,715	\$2,670	\$2,610	\$2,535	\$2,505	\$2,440

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: \$2,545

Contact your account executive for details.

BUYERS' GUIDE LISTINGS: \$1,100

Contact your account executive for details.

DATEBOOK: 1 insertion: \$460;

2 insertions: \$430 each;

3 or more: \$390 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 \$1,100

2021 Buyers' Guide Issue

AUGUST/SEPTEMBER: Annual Buyers' Guide



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 the contact information: 'Info@lgsolutions.com' and '1-800-897-8726'. At the bottom is 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 \$2,545

2021 Showcase Issues

JANUARY/FEBRUARY: Winter Showcase

APRIL: Spring Showcase

JUNE/JULY: Summer Showcase

OCTOBER: Fall Showcase

NOVEMBER/DECEMBER: RSNA Showcase



The image shows a sample advertisement for AFC Industries' Whitestone Workstation. At the top is the AFC Industries logo with the tagline 'Solution creators for working environments™'. Below is a photograph of the workstation, which is a height-adjustable desk with multiple monitors. The text below the image 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 the 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 × 60 pixels)

Open	\$3,175
3x	\$3,105
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)

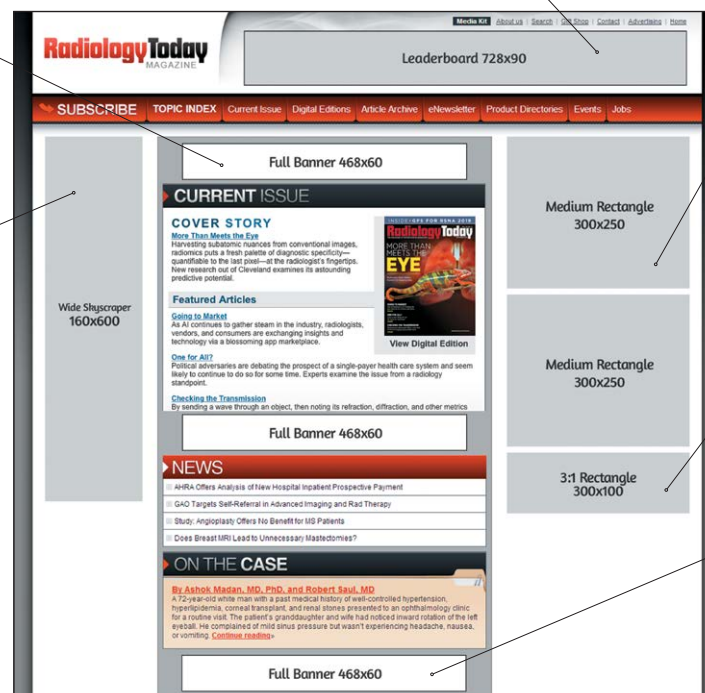
Open	\$3,985
3x	\$3,915
6x	\$3,830
9x	\$3,735
12x	\$3,625

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**

All ads are sitewide unless otherwise noted.

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

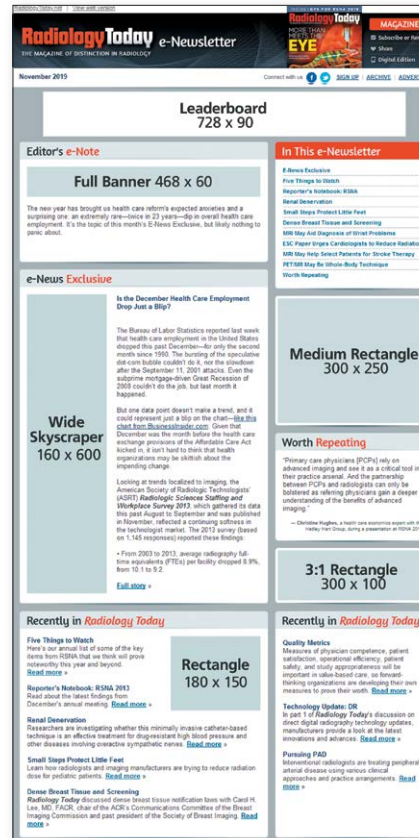
Placing a banner on the *Radiology Today* monthly e-Newsletter delivers your product or brand message directly to the desktops of our subscriber base of influential professionals. This direct reach builds brand awareness while driving traffic to your website. Each e-Newsletter features timely content 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.



(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: \$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



(Sample billboard ad,
970 × 250 pixels)



(Sample intro page ad)

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

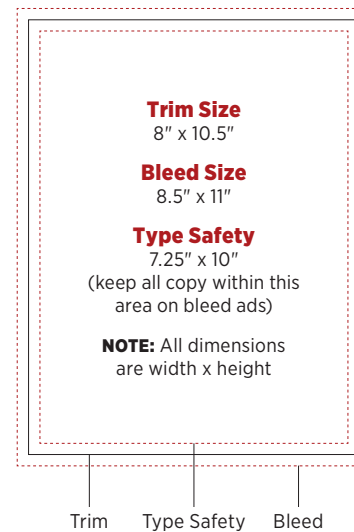
E-MAIL: ads@gvpub.com
For files under 10 MB

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.



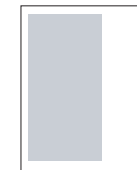
Full Page (Bleed)
8.5" x 11"



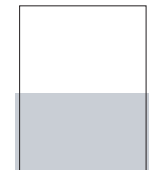
Spread (Bleed)
16.5" x 11"



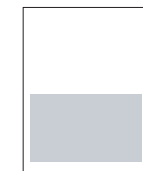
Full Page (Border)
7" x 9.5"



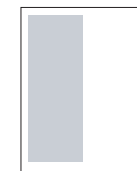
2/3
4.5" x 9.535"



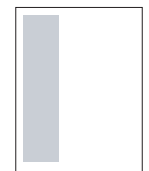
1/2 (Bleed)
8.5" x 5.25"



1/2 Horizontal
7" x 4.237"



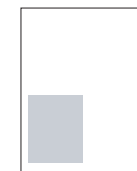
1/2 Vertical
3.415" x 9.535"



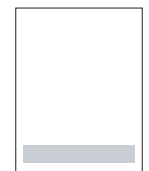
1/3
2.22" x 9.535"



1/4 Horizontal
7" x 2.25"



1/4 Vertical
3.415" x 4.237"



Print Banner
7" x 1.125"

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.

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.

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.

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.