

# ELECTRONIC ADVERTISING OPPORTUNITIES

## Online

### **Radiology**

The *Radiology* homepage is the portal to discovering all that the online journal has to offer. Homepage banner ads rotate with other advertisers while table of contents banners are static.

### **RadioGraphics**

The homepage of *RadioGraphics*, the only journal devoted to continuing education in radiology, receives an average of 125,440 visits each month from radiologists looking to maintain their professional edge. Homepage banner ads rotate with other advertisers while table of contents ads are static.

### **Radiology Podcast**

The *Radiology* Podcast is a popular feature in which users can hear commentary by Radiology Editor Herbert Y. Kressel, M.D. Your banner appears on the podcast homepage and the ad is archived along with the podcast information page.

### **RSNA Annual Meeting**

Your banner will reach a broad audience seeking information about the world's premier medical meeting, including RSNA members and other attendees who register for the meeting, housing and courses online.

### **RSNA News**

*RSNA News* online is our member resource for articles on breakthroughs and trends in the profession, highlights from RSNA's scholarly journals, product news, reports on the latest developments in legislation and technology and more.

### **Career Connect**

Career Connect ([RSNA.org/career](http://RSNA.org/career)) helps connect employers and job seekers in all radiology professions. Your ad will be seen by job seekers as they post their resumes and perform customized job searches.



## E-blasts

### **RSNA Weekly E-blast**

This e-newsletter, sent to RSNA members, provides current news related to radiology and clinical practice from a wide array of news sources, local and international.

### **RSNA Meeting Registration E-blast**

Promote your company via an E-blast banner to annual meeting attendees. Five Meeting Registration E-blasts are scheduled (audience and subject vary). Only one advertiser is featured with each E-blast.

### **RSNA Meeting Confirmation E-blast**

Each time an attendee registers for the meeting or changes his/her itinerary, your banner appears on the Meeting Confirmation E-blast that is sent. Only one advertiser is featured per month.

## Digital Media

### **RSNA News Tablet Edition**

A new, easy-to-navigate way to experience important radiology news and essential RSNA information. The Tablet edition has all the visual impact of paper. Advertisers may choose to run a static ad or use interactive elements such as video and animation.

### **Daily Bulletin Interactive Edition**

Meeting attendees and others will see your ad as they access the news on the go and share stories on social media.

### **Daily Bulletin Mobile Optimized Format**

The optimized format can be downloaded, read and navigated in a mobile friendly version. Your ad will appear at the bottom of each page every time a user opens a story.

### **Radiology Mobile App**

New and readily downloadable from the App Store. Your ad appears right at readers' fingertips.

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## Banner Sizes and Rates

Online Opportunity	Contracted	Page Views	Banner Size	Net Cost	Closing Dates
<b>Radiology</b>					
	Monthly				
Homepage & Run of Site		893,080 per mo	728 x 90	\$4,500	One week prior to posting date
TOC Pages & Run of Site			120 x 300	\$1,800	
			125 x 125	\$900	
<b>RadioGraphics</b>					
	Monthly				
<b>Radiology/Podcast Home Page</b>		765 per mo	120 x 90	\$500	One week prior to posting date
Homepage & Run of Site		1.367 mm per mo	728 x 90	\$4,500	One week prior to posting date
TOC Pages & Run of Site		1.367 mm per mo	120 x 300	\$1,800	
			125 x 125	\$900	
<b>RSNA Annual Meeting</b>					
Homepage		57,000 per mo	300 x 470	\$5,000	One week prior to posting date
<b>RSNA News</b>					
	Monthly				
Homepage		13,000 per mo	160 x 600	\$450	One week prior to posting date
		13,000 per mo	180 x 150	\$150	
<b>Career Connect</b>					
	Monthly				
Homepage		42,389 per mo	125 x 125	\$500	One week prior to posting date
<b>E-blasts</b>					
<b>RSNA Weekly</b>					
	Weekly				
Top		36,000 per week	468 x 80	\$1,950	Three business days prior to blast
Headline			468 x 80	\$1,950	
Leading			468 x 80	\$1,950	
Tower			150 x 600	\$3,250	
			150 x 240	\$1,300	
			150 x 180	\$1,100	
			150 x 60	\$325	
<b>RSNA Meeting Registration E-blast</b>					
	Monthly				
			300 x 250	\$5,000	One week prior to posting date
			650 x 81	\$5,000	One week prior to posting date
<b>RSNA Meeting Confirmation E-blast</b>					
	Monthly				
<b>Digital Media</b>					
<b>RSNA News Tablet Edition</b>					
	Monthly				
		1,394 per mo	650 x 81	\$5,000	15th of month prior to issue date
<b>Daily Bulletin Interactive Edition</b>					
	Monthly				
			160 x 600	\$5,000	November 12, 2012
<b>Daily Bulletin Mobile Optimized Format</b>					
	Monthly				
(Launched July 2011)			216 x 54	\$5,000	November 12, 2012
<b>Radiology Mobile App</b>					
	Quarterly				
			varies	\$6,000	Three weeks prior to closing date