

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES

RSNA 2012

The RSNA annual meeting offers a wide variety of signature marketing programs that extend impact beyond the printed page. With nearly 60,000 attendees from more than 100 countries assembled in Chicago, your message will be seen by 27,000+ healthcare professionals with purchasing power.

Badge Wallet Insert

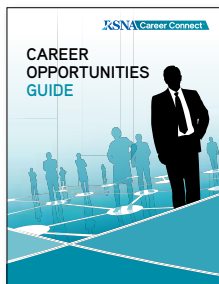
Be the single advertiser and place an ad in the official badge wallet. Attendees will see your ad when it arrives along with their badge, course tickets and other important materials in advance of the meeting.



Price: \$20,000 (production not included)
Space Deadline: 8/24
Material Deadline: 9/7

Career Opportunities Guide

This comprehensive publication showcases recruitment advertising. 8,000 Guides are distributed at the Membership and Career Connect booths and the Residents Lounge.



Price: ¼ page (B/W) - \$650
 ½ page (B/W) - \$900
 Full page (B/W) - \$1,200
 Cover 2 & 3 (4C) - \$1,500
 Cover 4 (4C) - \$1,700

Space Deadline: 10/26
Material Deadline: 11/7

Charging Stations

Place your company's logo on one of the most frequently visited spots at the convention! Attendees use the mobile device charging station to re-charge their laptops and smartphones. Stations feature 6' skirted tables with power strips. Hang a banner on the front of the table and a vinyl sticker application on the top of the table.



Price: \$3,000 - 1 station
 \$12,000 - 6 stations
Space Deadline: n/a
Material Deadline: 11/7

Coffee Cup Sleeve

All coffee locations within McCormick Place (excluding Starbucks areas) will serve coffee with insulated sleeves carrying an advertiser's company logo and booth number. More than 25,000 cups of coffee are served during the six days of the meeting.



Price: \$15,000
Space Deadline: 9/21
Material Deadline: 10/5

Column Wraps

Wrap your message in the high-traffic areas in the lower level of the North Hall by the restaurants. Column wraps, 12' high by 3' wide, 4-sided, are available for your message.



Price: \$5,000 per column
Space Deadline: 10/26
Material Deadline: 11/7

Daily Bulletin Wraparound Band

Make an impact on the first day of the meeting by surrounding the Sunday *Daily Bulletin* with your message. The wraparound band is a high visibility advertising vehicle reaching an audience of 15,000 in a single day. The *Daily Bulletin* is the official newspaper of the RSNA annual meeting.



Price: \$15,000
Space Deadline: 10/5
Material Deadline: 10/19

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES



Digital Navigator

There are three separate components for you to reach attendees. Opportunities range from a single Main Exhibitor banner to exclusive Sub-Category and banners and eight Quick Find Link spots.

Price: \$5,000 unit/Main Exhibitor
\$5,000 Sub-Category Sponsor
\$5,000 link/Quick Find Link

Space Deadline: 11/2

Material Deadline: 11/15

Escalator Runner

Your company message appears alongside the handrails of escalators in the Main Grand Concourse, Lower Grand Concourse and North Hall. Attendees will view it all day long as they go up and down this heavily traveled area.

Price: Grand Concourse Main \$25,000
Grand Concourse Lower \$15,000
North Hall \$15,000

Space Deadline: 10/26

Material Deadline: 11/7



Grand Concourse Banner

Located in the high-traffic area of the Grand Concourse of McCormick Place, your message will be visible on a banner at the 2.5 level behind the media wall. One banner is available on the North side.

Price: \$25,000

Space Deadline: n/a

Material Deadline: 11/7



Grand Concourse Pillars

Place your message in the main artery of the annual meeting, where attendees will see it as they choose their next destination. The twelve-foot pillars are printed on four sides for high visibility no matter which direction attendees are headed.

Price: \$25,000/pillar

Space Deadline: n/a

Material Deadline: 11/7

Indoor Billboard

Your 10' high by 4' wide message appears as attendees exit the North and South Halls. Three placements are available in each hall.

Price: \$15,000

Space Deadline: 10/12

Material Deadline: 11/7



ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES



Lakeside Center Banners

The Lakeside Center houses a technical exhibit hall and the Lakeside Learning Center—it's a must visit for every professional attendee. Place your message on a 15-foot entrance banner and a 10-foot escalator banner at either the east or west entrance to Lakeside Center.

Price: \$20,000/entrance
Space Deadline: n/a
Material Deadline: 11/7



Media Wall

Your video will appear on both sides of the Media Wall in a high-traffic area of the Grand Concourse of McCormick Place. This eye-catching display allows you to present your message in a dynamic video format, as a static ad, and with or without sound.

Price: :05 video - \$5,000
 :10 video - \$9,000
 :20 video - \$15,000
 :30 video - \$20,000

Space Deadline: 10/19
Material Deadline: 11/7

Metra Card

All train-riding attendees will see the ad prominently displayed on the back of the Metra card train pass. Metra cards are mailed to all registrants in the pre-registration badge wallet and distributed at onsite registration.

Price: \$10,000
Space Deadline: 8/17
Material Deadline: 8/31



Meeting Bag Insert

Be creative and build brand presence! Place a printed insert, CD, or other approved promotional item in the official Meeting Bag. All promotional items must be approved by RSNA prior to printing/manufacturing. Maximum of 10 inserts allowed, so sign up now!

Price: \$10,000
Space Deadline: 10/19
Material Deadline: 11/7



North Hall Banners

As attendees enter the spectacular North Hall, your message will be the first to welcome them. Your highly visible 20-foot ad sits atop the entrance openings, where it's seen by tens of thousands of attendees each day.

Price: 15' wide x 20' high - \$10,000
 30' wide x 20' high - \$15,000
 45' wide x 20' high - \$25,000

Space Deadline: n/a
Material Deadline: 11/7



North Hall Escalator Banner

Your company message will be visible in the heavily traveled North Hall escalator area. Attendees will view it when they ride up and down the escalators.

Price: \$20,000
Space Deadline: n/a
Material Deadline: 11/7

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Outdoor Banner

This unique opportunity allows advertisers to place their message on 100 outdoor banners positioned in heavy-traffic locations such as hotels, bus routes and shopping/dining areas in the Chicago area during RSNA 2012.

Price: \$25,000
Space Deadline: 9/21
Material Deadline: 10/5



Plastic Meeting Bag

Your logo prominently positioned on ecofriendly meeting bags provides high visibility throughout RSNA 2012. This is a favorite of attendees – it is light weight, easy to carry and convenient for collecting handouts from courses and exhibitor literature. The plastic meeting bags will be distributed at various locations in McCormick Place.

Price: \$15,000
Space Deadline: 6/1
Material Deadline: 6/15



Pocket Guide Wraparound Band

It's a wrap! Here's the opportunity to make a splash at RSNA 2012 on the most popular and useful publication at the annual meeting. The *Pocket Guide* will be handed out at registration and other designated locations.

Price: \$15,000
Space Deadline: 8/31
Material Deadline: 9/7

Program in Brief

Advertising is available in two premium positions – covers 3 and 4. The Program is a quick reference for titles, authors, room numbers and times. The Program is available online prior to the meeting. Placing your advertisements in this publication is a sure way to get noticed.

Price: \$15,000
Space Deadline: 8/31
Material Deadline: 9/14



Residents Lounge

Advertise at the busy gathering place for residents and be seen by thousands each day. Signs in the lounge will acknowledge the advertiser, and advertisers may also place handouts in the lounge. This is a wonderful opportunity to build the loyalty of radiology's future leaders.

Price: \$20,000
Space Deadline: 10/26
Material Deadline: 11/7

ANNUAL MEETING PROMOTIONAL ADVERTISING OPPORTUNITIES



Subspecialty Brochure

Be the exclusive advertiser by placing your ad on the back panel of one of several sub-specialty guides, featuring meeting content from breast to musculoskeletal to ultrasound. Attendees use these guides every day to organize their busy week.

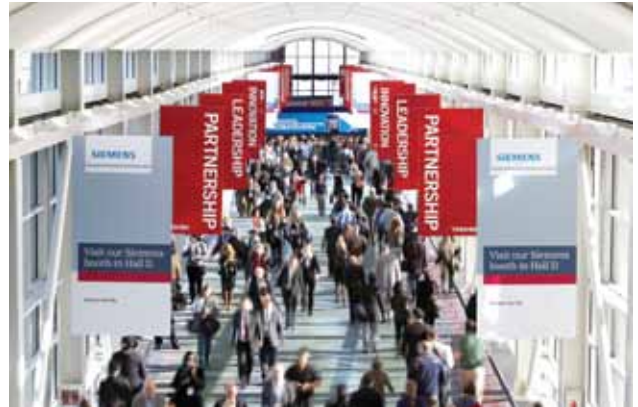
Price: \$5,000
Space Deadline: 10/3
Material Deadline: 10/12



Transportation Signage

Take advantage of this dynamic opportunity to advertise outside the convention center. Opportunity includes logo on bus windows, ad on hotel lobby signs and an ad in the transportation brochures (distributed at hotels, shuttle information desk and help centers). Supplementary opportunities to enhance this buy are available for additional costs.

Price: \$20,000
Space Deadline: 9/17
Material Deadline: 10/1



Walkway Banner

Attendees will see your 4' x 8' vertical banner as they cross the walkway between Lakeside Center and the Technical Exhibits in the North and South Buildings of McCormick Place.

Price: \$10,000/banner
Space Deadline: 10/26
Material Deadline: 11/7

ANNUAL MEETING PUBLICATIONS

Daily Bulletin

RSNA meeting attendees rely on the *Daily Bulletin*, the official meeting newspaper, to provide overnight coverage of meeting news, hot topics, schedule and program changes, and new product and service information from exhibitors. 15,000 copies are distributed each morning throughout McCormick Place.

Published Sunday, Monday, Tuesday, Wednesday and Thursday (November 27–December 1) during RSNA 2012, each day features a 16-page news section and an 8-page New Products & Services section.



Advertising Net Rates — Color

Standard:	\$800
Four-color process:	\$1,500 single page \$3,000 spreads

File Requirements

http://www.rsna.org/Advertising/upload/meeting_publications_2012.pdf

Space Deadline: 10/19
Material Deadline: 10/26

Advertising Net Rates—Black/White

Size	Non-Bleed	Bleed	Trim	Net Cost (All 5 Days)
Spread	21" x 14"	22-1/4" x 15 1/4"	22" x 15"	\$29,610
Center spread	21" x 14"			\$32,565
Full Page	10" x 14"	11-1/4" x 15 1/4"	11" x 15"	\$14,805
Cover positions	10" x 14"	11-1/4" x 15 1/4"	11" x 15"	\$17,955
Junior page	7-1/2" x 10"			\$13,260
1/2 page	10" x 7" or 5" x 14"			\$11,645
1/4 page	4-15/16" x 7"			\$7,910
1/8 page	4-15/16" x 3-7/16"			\$5,450

Cover prices include color.

ANNUAL MEETING PUBLICATIONS

Technical Exhibition Guide

The *Technical Exhibition Guide* is the most up-to-date source of information for navigating the annual meeting. In addition to floor plans and contact information for the more than 650 technical exhibitors, the guide provides a detailed map of the Lakeside Learning Center. With 25,000 copies distributed throughout McCormick Place, the guide is an essential resource for RSNA attendees and a great traffic builder for exhibitors.



Advertising Net Rates — Color

Standard:	\$800
Four-color process:	\$1,500 single page \$3,000 spreads

File Requirements

http://www.rsna.org/Advertising/upload/meeting_publications_2012.pdf

Space Deadline: 10/12

Material Deadline: 10/19

Advertising Net Rates—Black/White

Size	Non-Bleed	Bleed	Trim	Net Cost (All 5 Days)
Spread	21" x 14"	22-1/4" x 15 1/4"	22" x 15"	\$20,725
Center spread	21" x 14"			\$22,795
Full Page	10" x 14"	11-1/4" x 15 1/4"	11" x 15"	\$10,360
Cover positions	10" x 14"	11-1/4" x 15 1/4"	11" x 15"	\$12,570
Junior page	7-1/2" x 10"			\$9,280
1/2 page	10" x 7" or 5" x 14"			\$8,150
1/4 page	4-15/16" x 7"			\$5,535
1/8 page	4-15/16" x 3-7/16"			\$3,815

Cover prices include color.

ANNUAL MEETING PUBLICATIONS

Pocket Guide

The *Pocket Guide* is possibly the most-read publication at the RSNA annual meeting. This compact and handy guide provides room listings for all sessions and is a quick reference for general meeting information, including hotel listings, transportation schedules and just about anything else attendees need to know during their stay in Chicago. Your company's message will receive maximum exposure when placed alongside the *Pocket Guide's* "need-to-know" information. Combined distribution of 40,000 includes pre-meeting mailing and handouts at registration.



Space Deadline: 8/10

Material Deadline: 8/31

Sizes

Single Page	Bleed: 4-3/8" x 7-5/8"
	Trim: 4-1/8" x 7-3/8"
	Live: 3-7/8" x 7-1/8"

Advertising Net Rates — Black/White

Full Page	\$10,080
Cover II	\$18,980
Cover III	\$18,980
Cover IV	\$20,830

Cover prices include color

Advertising Net Rates — Color

Standard	\$550
Four-color process	\$1,500

Density

SWOP standards

File Requirements

http://www.rsna.org/Advertising/upload/pocketguide_2011.pdf