

RSNA PUBLICATIONS

Radiologists rate *Radiology* and *RadioGraphics* among the best for overall quality and rank them among their most needed publications.*

Advertise in these journals, and you'll generate interest from active, involved and influential physicians who make and/or influence purchasing decisions.

Journal Readership (2011)

Subscribers are radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, medical and allied group libraries, and developers of radiologic equipment and technology.

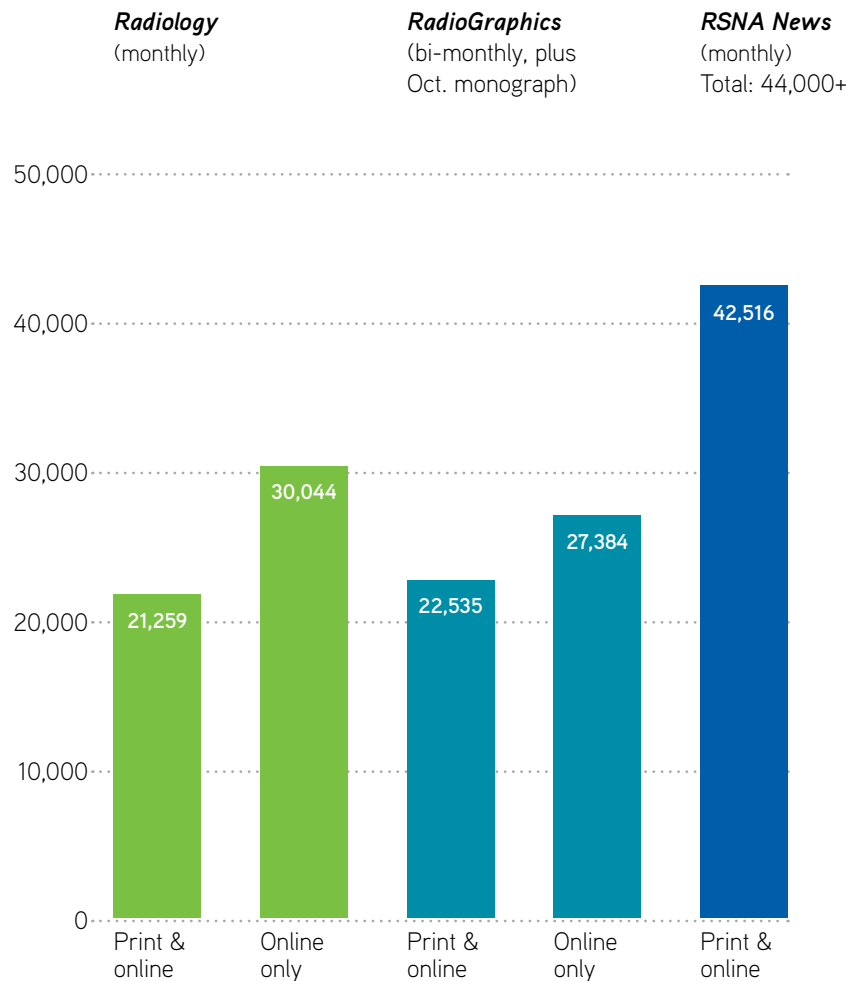
Radiology serves as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology. *Radiology's* 6.0 impact factor is the highest of all general diagnostic imaging journals.

RadioGraphics is the only peer-reviewed journal devoted exclusively to continuing medical education in radiology. More than 790,000 CME certificates awarded since 2000.

RSNA News brings up-to-date news about radiologic research, education and practice issues, as well as information about RSNA programs, to members each month. Only two ads are accepted for this monthly publication. Covers two and four are coveted advertising positions so be sure to act quickly to secure your space.

*Kantar Media Professional Health, 2010 Readership Data: Radiology Tables 301 and 302

**According to the 2010 Citation Reports® from the Thomson/Institute for Scientific Information Annual Citation



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Radiology

Display and Classified Display Advertising Rates for Radiology

Black and white frequency rate basis: total number of insertions within a 12-month period.

All rates are gross.

Freq	spread	1 pg	2/3 pg	1/2 pg	1/3 pg	1/4 pg	1/6 pg	1/9 pg
1X	\$7,305	3,655	3,105	2,415	1,695	1,400	1,010	705
6X	7,070	3,540	2,995	2,320	1,630	1,345	975	680
12X	6,835	3,425	2,905	2,230	1,555	1,280	950	645
18X	6,595	3,300	2,795	2,155	1,480	1,225	920	615
24X	6,385	3,190	2,685	2,060	1,410	1,165	885	585
36X	6,145	3,070	2,580	1,965	1,325	1,105	855	555

Cover II – \$6,585 / Cover III – \$6,585 / Cover IV – \$7,045

Covers are contracted on a yearly basis and include color.

Special positions are 10 percent of the earned B/W rate. Special positions include, but are not limited to, facing TOC and opposite editorial.

Non-Bleed Ad Space

Color Charges

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

Insert Costs

2-page insert: 3 times earned B/W rate;

4-page insert: 5 times earned B/W rate

Bound BRC cards are accepted with a full-page reply ad: \$1,830

Call the RSNA Advertising Department for BRC and insert specifications and shipping instructions.

Outsert Costs

A printed piece or CD is acceptable for polybagging with the journal. The outsert must be 3.3 ounces or less to qualify. Outsert costs (includes postage): \$20,000

Radiology

Standard Unit Ad Sizes

Ad Space	Bleed (Width x Depth)	Trim (Width x Depth)*
Page	8½" x 11-1/8"	8¼" x 10-7/8"
Spread	16¾" x 11-1/8"	16½" x 10-7/8"
* Keep live matter at least 1/4" inside final trim. Crossover type should be 1/8" away from gutter on each side.		
Single page		7" x 9-½"
2/3 page vertical		4-½" x 9-½"
1/2 page horizontal		7" x 4-½"
1/2 page vertical		3-¾" x 9-½"
1/2 page island		4-¼" x 7-½"
1/3 page vertical		2-¼" x 9-½"
1/3 page square		4-½" x 4-½"
1/4 page		3-¾" x 4-½"
1/6 page		2-¼" x 4-½"
1/9 page		2-¼" x 3"

Space and Material Close Dates

Radiology space closes on the 7th of the month; material closes on the 20th, two months prior to publication.

(For example, November 20th for the January issue.)

Mail Date

Journal mails the 10th of the month of the issue date.

File Requirements

rsna.org/Advertising/upload/artwork_requirements.pdf

Density: SWOP standards

Binding: Perfect bound

FOR MORE INFORMATION, CONTACT:

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Artwork Requirements for All RSNA Publications

Formatting Considerations

All artwork should be **high-resolution PDF** format. Files created in either Windows PC or Macintosh are acceptable.

All files are reviewed by our Production department. You will be notified prior to printing if there are any problems. **If necessary, a resupply may be required.**

PDF files

- **PDF compatibility** must be set for “Acrobat 5 (PDF 1.4)”. Versions 1.5 or higher are *not* accepted.
- Keep live matter at least 1/4" inside final trim.
- **For full-page bleeds:** Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides with crop marks. Allow a maximum of 1/2" space on all sides of the live page to accommodate the bleed and marks.
- **Color space:** grayscale and CMYK are acceptable. All Pantone colors must be converted to CMYK in the original page layout program *before* generating the PDF.
- All fonts and graphics must be embedded in the PDF.
- All lines and lineart should be a minimum of 1/4 point thickness at final size to reproduce effectively on press
- **All transparency must be flattened** in the final page file before generating the PDF.

- We may request a revised file if OPI comments and/or ICC profiles are found in your PDF.
- Files are not to be trapped or prescreened. Be sure all white text is set to knockout in the original layout program *before* generating the PDF.
- Do *not* merge multiple PDF files into a single PDF.
- If your PDF is generated from Adobe Illustrator, be aware there could be issues at press. In that case, you will be required to submit an EPS file. If you need more information, please inquire.

Sending Your Materials

E-mail your ad to—ads@rsna.org

We can receive an e-mail attachment as large as 8 MG. FTP upload is also available upon request.

For all ads submitted, please include issue date and publication name.

Note: It is understood that if you or your representative prepares digital files, the file specifications listed in this form will be followed. It is also understood that the quality of your ad may not be satisfactory if these specifications are not followed. We archive files for one year after printing.