

## 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.

The entire *Daily Bulletin*, including the New Products & Services section, will be posted online—which means your print advertisement appears online! The site remains live after the meeting. This opportunity is not to be missed.

Published Sunday, Monday, Tuesday, Wednesday and Thursday (November 29–December 3) during RSNA 2009, each day features a 16-page news section and an 8-page New Products & Services section.



## Meeting Guide

The *Meeting 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 700 technical exhibitors, the *Meeting Guide* provides a detailed map of the Lakeside Learning Center. The *Meeting Guide* also answers frequently asked questions, provides key meeting terminology, and lists transportation schedules. Distributed in bins adjacent to the *Daily Bulletin*, the *Meeting Guide* is an essential navigational tool for RSNA attendees and a great traffic builder for exhibitors.

### Daily Bulletin and Meeting Guide Deadline Dates

Space: October 2    Materials: October 16

### Advertising Rates—Black/White

All costs are gross.

Size	Dimensions	Total Gross Cost (All 5 Days)
Full page*	10" x 14"	\$14,100
Junior page	7-1/2" x 10"	\$12,630
1/2 page	10" x 7" or 5" x 14"	\$11,090
1/4 page	4-15/16" x 7"	\$ 7,535
1/8 page	4-15/16" x 3-7/16"	\$ 5,180
1/16 page	4-15/16" x 1-11/16"	\$ 3,770
Spread**	21" x 14"	\$28,200
Center spread**	21" x 14"	\$31,015
Cover positions*	10" x 14"	\$17,170

Cover prices include color.

\* Full Page/Cover      Trim: 11" w x 15" h  
Bleed: 11-1/4" w x 15-1/4" h

\*\* Spread/Center Spread      Trim: 22" w x 15" h  
Bleed: 22-1/4" w x 15-1/4" h

### Advertising Rates—Color

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

### Ad Rotation Charges (Daily Bulletin Only)

Per day: \$200 non-commissionable

### Formatting Considerations

Contact [jkapicak@rsna.org](mailto:jkapicak@rsna.org) for specifics.



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