

Promotional Opportunities



RSNA® 2010

PERSONALIZED MEDICINE:
In the Pursuit of Excellence

at the 2010 RSNA Scientific Assembly and Annual Meeting

RSNA Pocket Guide

This compact and handy guide lists all educational sessions and provides quick reference for general information, including maps of Chicago and McCormick Place, hotel listings, and transportation schedules. Advertise here and place your message in the pocket of attendees all week.

Subspecialty Brochure

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

RSNA Daily Bulletin

The quintessential traffic-builder for exhibitors, the *RSNA Daily Bulletin* (the official newspaper of the meeting) provides breaking coverage of meeting news, schedule and program changes, and new product information. Each morning 15,000 copies are distributed throughout McCormick Place. Also available online during the show as well as archived for future reference.

RSNA Technical Exhibit Guide

This handy reference guide provides detailed maps of McCormick Place and the Technical Exhibit halls. Attendees depend on the *RSNA Technical Exhibit Guide* for a current list of exhibitors and their contact information. Thirty thousand copies are distributed along with the *Daily Bulletin* at convenient locations throughout the convention center and at the Help Centers.

Indoor Billboard

Your 10' high by 4' wide message appears as attendees exit the North and South Halls. Three placements are available on each side. This is a high traffic area in the convention center.

Media Wall

Your commercial will appear on both sides of the Media Wall in a high-traffic area of the Grand Concourse of McCormick Place. As an added bonus, it will also appear on the content monitors of the Wayfinders located throughout the convention center.

Meeting Bag Insert

Be creative and build brand presence! Place a printed insert, CD, or other approved promotional item in the official Meeting Bag. Approved inserts are CDs, pedometers, candy packets, soap packets, coasters, lip balm, first aid travel kits, luggage tags, post-it notes, stress balls, bookmarks, and disposable cameras. **Notepads are excluded.** All promotional items must be approved by the RSNA prior to printing/manufacturing. Maximum of 10 inserts allowed, so sign up now! **Advertiser supplies 21,000 inserts.**

Career Opportunity Guide

This comprehensive publication showcases recruitment advertising only so job seekers will be sure to see your ad. 10,000 Guides are distributed at the entrances to all the halls as well as at the Membership and Career Connect booths and the always popular Residents Lounge.

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 travelled area.

WiFi Column Wraps

Wrap your message in the high-traffic WiFi areas in the lower level of the North Hall by the restaurants or outside the Arie Crown Theater in Lakeside Center. Five column wraps in the North Hall and four column wraps in Lakeside Center, all 12' high by 3' wide, are available and waiting for your message!

Walkway Banners

These dynamic banners were a splash with advertisers. These banners are 4' x 8' and hang in the walkway that connects the Grand Concourse to Lakeside Center, a heavy traffic area. Only ten positions are available, so reserve your space to ensure your spot!

For more information, contact Jim Drew, Director of Advertising, 630-571-7819, jdrew@rsna.org or Judy Kapicak, Assistant Director, Advertising at 630-571-7818 or jkapicak@rsna.org.

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Fees and Deadlines

	Fee (<i>GROSS</i>)	Space	Materials
RSNA <i>Pocket Guide</i>	P4C—\$11,580 C2 & C3—\$18,980 C4—\$20,830	8/13	9/3
Subspecialty Brochure	\$5,000	10/1	10/15
RSNA <i>Daily Bulletin</i>	Varies (<i>see attached</i>)	10/1	10/22
RSNA <i>Technical Exhibit Guide</i>	Varies (<i>see attached</i>)	10/1	10/22
Indoor Billboard	\$15,000	10/15	11/5
Media Wall	Full Wall:10—\$10,000 Full Wall:20—\$20,000 Full Wall:30—\$30,000	10/22	11/5
Meeting Bag Insert	\$10,000	10/22	11/5
Career Opportunity Guide	1/4 pg B/W—\$650 1/2 pg B/W—\$900 Full page B/W—\$1,200 Cover 2 & 3 (4C)—\$1,600 Cover 4—\$2,000	10/29	11/5
Escalator Runner	Grand Concourse Main \$25,000 Grand Concourse Lower \$15,000 North Hall \$15,000	10/29	11/5
WiFi Column Wraps	\$20,000/location	10/29	11/5
Walkway Banners	\$10,000	10/29	11/5

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. An e-mail will be sent to all RSNA members with a link to the *Daily Bulletin*, giving your print advertisement additional exposure online! The site remains live after the meeting.

Published Sunday, Monday, Tuesday, Wednesday and Thursday (November 28–December 2) during RSNA 2010, each day features a 16-page news section and an 8-page New Products & Services section.

Technical Exhibits Guide

The *Technical Exhibits 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 600 technical exhibitors, the *Guide* provides a detailed map of the Lakeside Learning Center. Distributed in bins adjacent to the *Daily Bulletin*, the *Technical Exhibits Guide* is an essential navigational tool for RSNA attendees and a great traffic builder for exhibitors.

Daily Bulletin and Technical Exhibits Guide Deadline Dates

Space	October 2
Materials	October 16

Formatting Considerations

Contact jkapicak@rsna.org for specifics.



Advertising Rates—Black/White. All costs are gross.

Size	Dimensions	Daily Bulletin Total Cost (All 5 Days)	Technical Exhibits Guide Total Cost (All 5 Days)
Full page*	10" x 14"	\$14,805	\$10,360
Junior page	7-1/2" x 10"	\$13,260	\$9,280
1/2 page	10" x 7" or 5" x 14"	\$11,645	\$8,150
1/4 page	4-15/16" x 7"	\$7,910	\$5,535
1/8 page	4-15/16" x 3-7/16"	\$5,450	\$3,815
1/16 page	4-15/16" x 11-1/16"	\$3,960	\$2,770
Spread**	21" x 14"	\$29,610	\$20,725
Center spread**	21" x 14"	\$32,565	\$22,795
Cover positions*	10" x 14"	\$17,955	\$12,570
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 spread

Ad Rotation Charges (Daily Bulletin Only)

Per day: \$200 non-commissionable