



# RSNA Publications

## Radiology—recognized source for original science

*Radiology* serves as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology. With the highest impact factor among diagnostic radiology journals, *Radiology* is the place to get noticed.

## RadioGraphics—known for educational content and vivid images

*RadioGraphics* is the only journal devoted to bringing the best in peer-reviewed educational materials to practicing radiologists, trainees, physicists and other radiologic scientists. Physicians can earn *AMA PRA Category 1 Credits™* through *RadioGraphics*. A special monograph issue is published each October featuring one imaging subspecialty.

## RSNA News—award-winning newsmagazine

*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.

### 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.)

*RadioGraphics* and *RSNA News* space closes on the 1st of the month, material closes on the 8th, one month prior to publication. (For example, October 8th for the November/December issue of *RadioGraphics*; October 8th for the November issue of *RSNA News*.)

### Formatting Considerations

[RSNA.org/Advertising/upload/artwork\\_requirements.pdf](http://RSNA.org/Advertising/upload/artwork_requirements.pdf)  
Density: SWOP standards, Binding: Perfect bound

## Display Advertising Rates for Radiology and RadioGraphics

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
48X	5,900	2,945	2,500	1,880	1,255	1,040	835	530

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

## Display Advertising Rates for RSNA News

**Cover II – \$7,250 / Cover IV – \$7,600**

## Radiology, RadioGraphics and RSNA News—Standard Unit Ad Sizes

Final page trim size is 8-1/4" x 10-7/8".

Final spread trim size is 16-1/2" x 10-7/8".

Ad Space Unit	Non-Bleed (Width x Depth)	Bleed (Width x Depth)*
spread	16" x 10-3/8"	16-3/4" x 11-1/8"
single page	7" x 9-1/2"	8-1/2" x 11-1/8"
2/3 page vertical	4-1/2" x 9-1/2"	
1/2 page horizontal	7" x 4-1/2"	
1/2 page vertical	3-3/8" x 9-1/2"	
1/2 page island	4-1/4" x 7-1/2"	
1/3 page vertical	2-1/4" x 9-1/2"	
1/3 page square	4-1/2" x 4-1/2"	
1/4 page	3-3/8" x 4-1/2"	
1/6 page	2-1/4" x 4-1/2"	
1/9 page	2-1/4" x 3"	

\* Keep live matter at least 1/4" inside final trim. Crossover type should be 1/8" away from gutter on each side.

## Color Charges

Standard or matched: \$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

## 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. \$35,000 (includes postage)