

RSNA Online Advertising Opportunities



Radiology

The *Radiology* home page is the most accessed page on *RSNA.org*, averaging nearly 100,000 user sessions per

month. The *Radiology* home page is the place to go for current, easily accessible clinical information. *RSNA.org/Radiology* takes users directly to current and back issues of the journal. Continuous publishing allows articles to be viewed online weeks before the printed journal. Advertising on these pages delivers. Home page banner ads rotate with each click. *Radiology's* home page can be viewed at *RSNA.org/Radiology*.



Radiology Podcast

The *Radiology* podcast is a popular feature that allows users to hear commentary by *Radiology*

Editor Herbert Y. Kressel, M.D., and authors of select published articles. Placing a *Radiology* podcast banner entitles your company to an acknowledgement on the *Radiology* home page. Your banner ad appears on the podcast home page as well as the linked page where the current month's podcast participants, article titles and descriptions are listed. As an added value, your ad is archived along with the podcast participant/title page, giving your banner long-term exposure.



RSNA Weekly e-mail

The *RSNA Weekly* is an e-newsletter sent to all RSNA members. It

provides a quick update of current news related to radiology and clinical practice. The articles covered are from a wide array of news sources, local and international.



RSNA Annual Meeting

Your banner will reach a broad audience seeking information about the

world's premier medical meeting, including RSNA members and other attendees who register for the meeting, housing and courses online.



RSNA News Online

RSNA News online is a favorite with our members. It is their consistent resource for articles on

breakthroughs and trends in the profession, highlights from RSNA's scholarly journals, product news, reports on the latest developments in legislation and technology and more. You'll find *RSNA News* online at *RSNAnews.org*.



Career Connection

Career Connection (RSNA.org/career) helps connect employers and job seekers in all radiology professions. Your ad will be seen by job seekers as they post their resumes and perform customized job searches.

Format

Radiology—100K file, gif, jpeg, png, swf, animated gifs can loop up to four times. Use lower than Flash Player 10. Use ActionScript 2.0.

Podcast, *Radiology*—40K file, gif or jpeg, animated gifs can loop up to four times, no flash/javascript.

RSNA Weekly—468 x 80 banner, 100K file; 150 x 600, 150 x 240, and 150 x 180, 80K banner; 150 x 60 banner 40K file; gif or jpeg, animated gifs can loop up to four times, no flash/javascript.

RSNA Annual Meeting, *RSNA News* and Career Connection—100K file, gif, jpeg or flash, animated gifs can loop up to four times.

URL

Advertisers who want their banner linked to their Web site must provide the URL (Uniform Resource Locator).

Updates

Advertisers may send an updated banner at any time. The updated banner will appear within three business days of receipt.

Banner Sizes and Rates

Online Opportunity	Contracted	Page Views	Banner Size	Cost
<i>Radiology</i>		Monthly		
		see listing		
Home pg, TOC pgs		114,000 per mo	728 x 90	\$6,300
Home pg	Monthly	66,000 per mo	125 x 125	\$1,500
TOC pgs	Monthly	60,000 per mo	120 x 300	\$2,200
			125 x 125	\$1,400
Podcast/Radiology—Home pg		2,811 per mo	120 x 90	\$1,000
<i>RSNA Weekly</i>		Weekly		
		30,000 per week		
Home pg, top			468 x 80	\$1,950
Home pg, headline			468 x 80	\$1,950
Home pg, top of news section			468 x 80	\$1,950
Home pg			150 x 600	\$3,250
			150 x 240	\$1,300
			150 x 180	\$1,100
			150 x 60	\$325
<i>RSNA Annual Meeting</i>		Monthly		
		60,655 per mo		
Home pg			160 x 600	\$3,300
<i>RSNA News</i>		Monthly		
		11,284 per mo		
Home pg			160 x 600	\$450
			180 x 150	\$150
<i>Career Connection</i>		Monthly		
		27,526 per mo		
Home pg, run of site			125 x 125	\$1,300