

## 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

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

Size	Dimensions	Total Gross Cost (All 5 Days)
Full page*	10" x 14"	\$14,805
Junior page	7-1/2" x 10"	\$13,260
1/2 page	10" x 7" or 5" x 14"	\$11,645
1/4 page	4-15/16" x 7"	\$7,910
1/8 page	4-15/16" x 3-7/16"	\$5,450
1/16 page	4-15/16" x 11-1/16"	\$3,960
Spread**	21" x 14"	\$29,610
Center spread**	21" x 14"	\$32,565
Cover positions*	10" x 14"	\$17,955
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

### Formatting Considerations

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