

# RSNA Journals

## Radiology

Recognized source of original research



Herbert Y. Kressel, MD, Editor  
Harvard Medical School

*Radiology* is the premier journal in the field, serving as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology. Each month, *Radiology* publishes more than 300 pages of original peer-reviewed research and state-of-the-art reviews.

With the highest impact factor among diagnostic radiology journals, *Radiology* is the place to make your impact.

## RadioGraphics

Known for educational content and vivid images



William W. Olmsted, MD, Editor  
The University of Maryland School of Medicine

*RadioGraphics* is the only journal devoted to bringing the best in peer-reviewed educational materials to practicing radiologists, trainees, physicists and other radiologic scientists. Delivered to more than 40,000 readers in print and online every other month, physicians can earn *AMA PRA Category 1 Credits™* by studying articles and submitting post-tests from this journal.

A special monograph issue is published each October, featuring one imaging subspecialty. The monograph in 2009 will focus on gastrointestinal radiology and will highlight education exhibits displayed at the RSNA meeting.

### Space and Material Close Dates

Space for *Radiology* closes on the 7th of the month, two months prior to publication. Material closes on the 20th of the month, two months prior. (For example, November 20th for the January issue.)

Space for *RadioGraphics* closes on the 1st of the month, one month prior to publication. Material closes on the 8th of the month, one month prior. (For example, October 8th for the November/December issue.)

### For more information, contact:

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### Display and Classified Display Advertising Rates for Radiology and RadioGraphics

Black and white frequency rates are based on the total number of insertions within a 12-month period from date of first insertion. 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	\$ 6,955	3,480	2,955	2,300	1,615	1,335	960	670
6x	6,735	3,370	2,850	2,210	1,550	1,280	930	645
12x	6,510	3,260	2,765	2,125	1,480	1,220	905	615
18x	6,280	3,145	2,660	2,050	1,410	1,165	875	585
24x	6,080	3,040	2,555	1,960	1,345	1,110	845	555
36x	5,850	2,925	2,455	1,870	1,260	1,050	815	530
48x	5,620	2,805	2,380	1,790	1,195	990	795	505

Cover II – \$6,270 / Cover III – \$6,270 / Cover IV – \$6,710

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.

### Standard Unit Ad Sizes for Radiology and RadioGraphics

Final page trim size is 8-1/4" x 10-7/8". Final spread trim size is 16-1/2" x 10-7/8".

Space can be used only in the following forms:

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: \$1,745. Call the RSNA Advertising Department for BRC and insert specifications and shipping instructions.

### 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.

Outsert costs (includes postage): \$35,000

### Formatting Considerations

[RSNA.org/Advertising/upload/artwork\\_requirements\\_for\\_Print\\_RSNA.pdf](http://RSNA.org/Advertising/upload/artwork_requirements_for_Print_RSNA.pdf)

Density: SWOP standards Binding: Perfect bound