

Annual Meeting Publications

Pocket Guide

The *Pocket Guide* is possibly the most-read publication at the RSNA annual meeting. This compact and handy guide provides room listings for all sessions and is a quick reference for all kinds of general information, including maps of Chicago and McCormick Place, hotel listings and transportation schedules, hours of operation and just about anything else attendees need to know during their stay in Chicago. Your company's message will receive maximum exposure when placed alongside the *Pocket Guide's* "need-to-know" information. Combined distribution of 38,000 includes pre-meeting mailing and handouts at registration.

Deadline Dates

Space	August 13
Materials	September 3

Advertising Rates—Black/White

Full Page	\$10,080
Cover II	\$18,980
Cover III	\$18,980
Cover IV	\$20,830

(Cover prices include color)

Advertising Rates—Color

Standard or matched	\$550
Four-color process	\$1,500

Formatting Considerations

Contact jkapicak@rsna.org for specifics.

Density: SWOP standards

Single Page	Bleed: 4-3/8" x 7-5/8" Trim: 4-1/8" x 7-3/8" Live: 3-7/8" x 7-1/8"
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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.

Meeting Guide

The *Meeting 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 *Meeting Guide* provides a detailed map of the Lakeside Learning Center. The *Meeting Guide* also answers frequently asked questions, provides key meeting terminology, and lists theater schedules and transportation schedules. Distributed in bins adjacent to the *Daily Bulletin*, the *Meeting Guide* is an essential navigational tool for RSNA attendees and a great traffic builder for exhibitors.



Daily Bulletin and Meeting 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

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