

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 35,000 includes pre-meeting mailing and handouts at registration.

Deadline Dates

Space: August 14 Materials: September 4

Advertising Rates—Black/White

Full Page	\$ 9,600
Cover II	\$18,075
Cover III	\$18,075
Cover IV	\$19,840

(Cover prices include color)

Advertising Rates—Color

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

Formatting Considerations

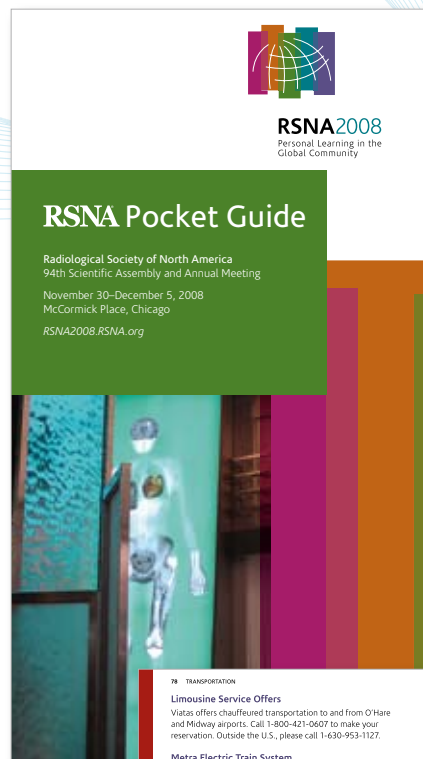
Contact jkapicak@rsna.org for specifics.

Density

SWOP standards

Sizes

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"



ad space

