

Points Reward Program for Advertisers

How It Works

RSNA's Points Reward Program for Advertisers identifies, develops and rewards our loyal and consistent advertisers. Points correlate directly with advertising dollars spent on a promotional schedule with RSNA. For example, advertising space on the back cover of *Radiology* costs \$6,710 per issue. The back cover is contracted on an annual basis, so the total annual gross cost would be \$80,520 (\$6,710 x 12). This would translate to 81 points (80,520/1,000) in the points reward program.

In addition, advertisers are rewarded for advertising in each issue of *Radiology* and *RadioGraphics* for consecutive years. Point totals are multiplied by increments of 10 percent (not to exceed 30 percent) for each consecutive year of advertising. For example, using the back-cover pricing above, if an advertiser had advertised in each issue of *Radiology* over a three-year period, their current year point total would be multiplied by 30 percent and added to the total; therefore, current year points would increase from 81 to 105. All gross advertising dollars spent by one company on promotional opportunities through RSNA within one calendar year accumulate and translate into reward points. Participating promotional opportunities include, but are not limited to:

- ◆ *Radiology*
- ◆ *RadioGraphics*
- ◆ Banner Ad
- ◆ *Pocket Guide*
- ◆ RSNA Internet Zone
- ◆ *Daily Bulletin*
- ◆ *Meeting Guide*
- ◆ Subspecialty Brochure
- ◆ Meeting Bag Insert
- ◆ Plasma Wall



Points Rewards

Companies that accumulate the most points within the calendar year have first choice of premium promotional opportunities in connection with the RSNA annual meeting. These premium opportunities include, but are not limited to:

- ◆ Meeting Bag
- ◆ *RSNA Meeting Program*
- ◆ ExpoCard™
- ◆ Coffee Cup Sleeve
- ◆ Shuttle Bus Signage
- ◆ Metra Card
- ◆ Outdoor Banner
- ◆ Meeting Notepad
- ◆ Meeting Pen
- ◆ *Daily Bulletin* Wraparound Band
- ◆ *Pocket Guide* Wraparound Band
- ◆ Residents Lounge

Reward points are tallied on May 31 of each year. Signed contracts for advertising through the end of the current year count toward that year's point total. Cancellation of contracts after May 31 forfeits the right to premium promotional opportunities and premium position protection. Projected advertising dollars spent on premium promotional opportunities do not count toward qualifying for premium opportunities. After May 31, premium opportunities are offered to those companies that have accumulated the most points in descending order. Signed contracts for premium opportunities must be received by July 31. Any premium opportunities still available after July 31 will be offered to all exhibitors on a first-come, first-served basis.

