

Policies & Procedures

Advertising Policy

RSNA's advertising policy requires the information describing radiologic equipment, products and services offered by vendors in their advertisements to be ethical, educational, professional and of value in furthering the radiologic evaluation and treatment of patients. The following guidelines should be observed in the preparation of advertising in RSNA journals.

All advertising materials should be consistent with the highest standards of professionalism. RSNA reserves the right to reject copy/materials which, in its opinion, are not in good taste, are unprofessional, are inappropriate for a radiology publication, or offer products or services not in the best interests of the patient or the Society. Advertisements designed to resemble editorial pages will not be accepted. Acceptance of advertising does not mean endorsement by RSNA of the products or services advertised, the advertisers or the claims made.

All new advertisers must submit proposed advertising content for approval at least two weeks in advance of closing date.

Complimentary Copies

Advertisers and agencies are each entitled to one complimentary copy of each issue of insertion.

Payment Policy

All first-time advertisers must pre-pay.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly or individually liable for such monies as are due and payable to the publisher. Refer to RSNA Publications Policies and Procedures posted online at RSNA.org/Advertisingupload/policies_and_procedures_2010.pdf.

For information on Direct Bank Deposits, please contact the RSNA Accounting Department at 1-630-368-3766.

Combination Rates

Contract advertisers may combine their schedules in *Radiology* and *RadioGraphics* to earn the maximum frequency rate.

Cancellation Policy

Cover positions must be canceled with written notice 60 days before the material closing date to avoid penalty. All cover ads canceled after this time will be charged the B/W space rate only. All other ads must be canceled with written notice before the material closing date to avoid penalty. Ads canceled after the material closing date will be charged the B/W space rate only.

Special Positions/Composition

Cover and center spread prices quoted include space premium and four-color process.

Special position requests will be charged 10 percent of the earned B/W page rate. Special positions include, but are not limited to, facing TOC and opposite editorial.

Ad design for classified ads is available for an additional 10 percent of the B/W ad price.

Commissions

An agency discount of 15 percent will be allowed for recognized agencies, provided invoice is paid within 30 days of receipt. This discount policy applies to all advertising opportunities originating from the RSNA Advertising Department. Invoices must be paid in U.S. dollars, drawn on a U.S. bank. Note that by sending your check to us, you authorize RSNA to convert the check into an electronic funds transfer. Your bank account may be debited the same day your payment is received. NO CASH DISCOUNTS.

More information about policies and procedures is available at RSNA.org/Advertising/upload/policies_and_procedures_2010.pdf

Radiological Society of North America

820 Jorie Blvd.
Oak Brook, IL 60523-2251 USA
1-630-590-7719 (fax)

Sales and Production Office

Director of Advertising

Jim Drew
1-630-571-7819
jdrew@rsna.org

Assistant Director, Advertising

Judy Kapicak
1-630-571-7818
jkapicak@rsna.org

Advertising Assistant

Peggy Wingo-Wuchitech
1-630-571-7817
advertise@rsna.org

Address for payments:

Radiological Society of North America
3064 Eagle Way
Chicago, IL 60678-3964
1-630-571-7837 (fax)

RSNA.org/Advertising

Policies & Procedures

1. Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible), plus any special instructions, such as bleed, color, etc.
2. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions, which conflict with the publisher's stated policies will be binding on the publisher.
3. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to rate change upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment, provided the rate has been earned up to the date of cancellation.
4. A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for subsequent or past periods.
5. Space orders, wherever possible, should specify a definite schedule of insertions, issues and sizes of space.
6. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is, at the time, sold.
7. If more or fewer insertions than specified in the order are used within one year, charges will be adjusted in accordance with established rates.
8. Cancellation of space order forfeits the right to position protection.
9. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
10. Advertiser and advertising agency agree to indemnify, defend and save harmless the publisher from any and all liability for content (including text, illustration, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
11. Acceptance of advertising for any product or service is subject to investigation of the product or service and of the claims made for it in the advertisement submitted for publication.
12. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising that it feels is not in keeping with the publication's standards.
13. The advertiser's index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
14. The publisher's liability for any error will not exceed the charge for the advertisement in question.
15. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
16. Publisher is not liable for delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any matter.
17. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and publication is made and charged for upon the terms of the schedule in force without further notice.
18. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
19. Two or more advertisers are not permitted to use space under the same contract.
20. Agencies are entitled to only one copy of an issue, regardless of the number of advertisements placed by the agency in the publication.
21. When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
22. The publisher assumes no liability for error or omissions in key numbers, or its reader's service section, and/or reader's service numbers or advertiser's index.
23. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.
24. Requests for specified position at ROP rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
25. Advertisements ordered, set and not used will be charged for composition.
26. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and individually liable for such monies as are due and payable to the publisher.