

1. RSNA's promotions policy requires the information describing radiologic equipment, products and services offered by vendors in their promotions to be ethical, educational, professional, and of value in furthering the radiologic evaluation and treatment of patients.  

All promotional 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. Promotions designed to resemble editorial pages will not be accepted. Acceptance of promotions does not mean endorsement by RSNA of the products or services or the claims made.
2. Insertion instructions shall be supplied for every promotion and shall clearly state the following information: name of publication, name of sponsor, date to be inserted, size of promotion, plus any special instructions, such as bleed, color, etc.
3. 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.
4. All 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.
5. 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.
6. Space orders, wherever possible, should specify a definite schedule of insertions, issues, and sizes of space.
7. The forwarding of an order is construed as an acceptance of all the rates and conditions under which promotion is, at the time, sold.
8. If more or fewer insertions than specified in the order are used within one year, charges will be adjusted in accordance with established rates.
9. Cancellation of space order forfeits the right to position protection. Cover positions must be canceled with written notice 60 days before the material closing date to avoid penalty. All cover positions canceled after this time will be charged the B/W space rate only. All other promotions must be canceled with written notice 10 business days before the material closing date to avoid penalty. Cancellation after the material closing date will be charged the B/W space rate only.
10. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
11. Sponsor 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 promotions printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such promotions pursuant to the sponsor's or agency's order.
12. Acceptance of promotions for any product or service is subject to investigation of the product or service and of the claims made for it in the promotion submitted for publication.
13. All promotions are subject to the publisher's approval. The publisher reserves the right to reject promotions that it feels is not in keeping with the publication's standards.
14. The sponsor's index is prepared under the regulations and policies of the publisher as an extra service to the sponsor over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
15. The publisher's liability for any error will not exceed the charge for the promotion in question.
16. The publisher assumes no liability if for any reason it becomes necessary to omit a promotion.
17. 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.
18. 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.
19. The publisher reserves the right to limit the size of space to be occupied by a promotion.
20. Two or more sponsors are not permitted to use space under the same contract.
21. Agencies are entitled to only one copy of an issue, regardless of the number of promotions placed by the agency in the publication.
22. 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.
23. Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "sponsor" 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. Promotions ordered, set, and not used will be charged for composition.
26. Design for classifieds is available for an additional 10 percent of the B/W price.
27. An agency discount of 15 percent will be allowed for print only for recognized agencies, provided invoice is paid within 30 days of receipt. 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.
28. All first-time sponsors 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.

For information on Direct Bank Deposits, please contact the RSNA Accounting Department at 1-630-571-7860.