

RSNA PUBLICATIONS

Radiologists rate *Radiology* and *RadioGraphics* among the best for overall quality and rank them among their most needed publications.*

Advertise in these journals, and you'll generate interest from active, involved and influential physicians who make and/or influence purchasing decisions.

Journal Readership (2009)

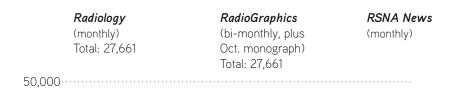
Subscribers are radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, medical and allied group libraries, and developers of radiologic equipment and technology.

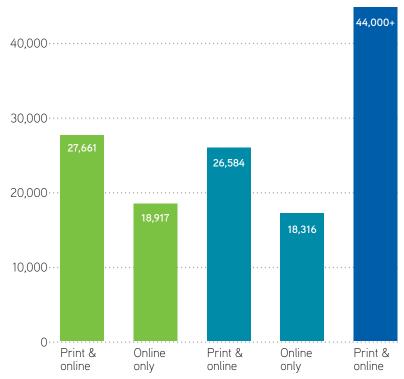
Radiology serves as the authoritative reference for the most current, clinically relevant and highest-quality research in radiology. *Radiology's* 6.341 impact factor is the highest of all general diagnostic imaging journals. In addition, *Radiology* is the #1 cited journal in the field.** It is the place for your company to get noticed.

RadioGraphics is the only journal devoted to publishing the best in peer-reviewed educational materials. Physicians rely on it as a source for earning *AMA PRA Category 1 Credits* $^{\text{\tiny{M}}}$. The impact factor for *RadioGraphics* is second only to *Radiology* among widely read radiology journals.

RSNA News brings up-to-date news about radiologic research, education and practice issues, as well as information about RSNA programs, to members each month. Only two ads are accepted for this monthly publication. Covers two and four are coveted advertising positions so be sure to act quickly to secure your space.

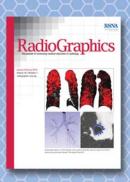
*Kantar Media Professional Health, 2010 Readership Data: Radiology Tables 301 and 302





^{**}According to the 2009 Citation Reports® from the Thomson/Institute for Scientific Information Annual Citation









Display and Classified Display Advertising Rates for *Radiology* and *RadioGraphics*

Black and white frequency rate basis: total number of insertions within a 12-month period.

All rates are gross.

Freq	spread	1 pg	2/3 pg	1/2 pg	1/3 pg	1/4 pg	1/6 pg	1/9 pg
1X	\$7,305	3,655	3,105	2,415	1,695	1,400	1,010	705
6X	7,070	3,540	2,995	2,320	1,630	1,345	975	680
12X	6,835	3,425	2,905	2,230	1,555	1,280	950	645
18X	6,595	3,300	2,795	2,155	1,480	1,225	920	615
24X	6,385	3,190	2,685	2,060	1,410	1,165	885	585
36X	6,145	3,070	2,580	1,965	1,325	1,105	855	555

Cover II - \$6,585 / Cover III - \$6,585 / Cover IV - \$7,045

Covers are contracted on a yearly basis and include color. Special positions are contracted and are 10 percent of the earned B/W rate. Special positions include, but are not limited to, facing TOC and opposite editorial.

Color Charges

Standard \$550; Four-color process \$1,500

Insert Costs

2-page insert: 3 times earned B/W rate; 4-page insert: 5 times earned B/W rate

Bound BRC cards are accepted with a full-page reply ad: \$1,830

Call the RSNA Advertising Department for BRC and insert specifications and shipping instructions.

Outsert Costs

A printed piece or CD is acceptable for polybagging with the journal. The outsert must be 3.3 ounces or less to qualify. Outsert costs (includes postage): \$35,000

Display Advertising Rates for RSNA News Cover II - \$7,250 / Cover IV - \$7,600

Radiology, RadioGraphics and RSNA News— Standard Unit Ad Sizes

Ad Space	Bleed (Width x Depth)	Trim (Width x Depth)*	
Page	8½"x 11-1/8"	81/4" x 10-7/8"	
Spread	16 ³ / ₄ " x 11-1/8"	16½"x 10-7/8"	

^{*} Keep live matter at least 1/4" inside final trim. Crossover type should be 1/8" away from gutter on each side.

Non-Bleed Ad Space

Single page	7" x 9-1/2"
2/3 page vertical	4-1/2" x 9-1/2"
1/2 page horizontal	7"x 4-½"
1/2 page vertical	$3^{-3}/8$ " x $9^{-1}/2$ "
1/2 page island	4-1/4" x 7-1/2"
1/3 page vertical	2-1/4" x 9-1/2"
1/3 page square	4-1/2" x 4-1/2"
1/4 page	$3^{-3/8}$ " x $4^{-1/2}$ "
1/6 page	2-1/4" x 4-1/2"
1/9 page	2-1/4" x 3"

Space and Material Close Dates

Radiology space closes on the 7th of the month; material closes on the 20th, two months prior to publication. (For example, November 20th for the January issue.)

RadioGraphics and **RSNA News** space closes on the 1st of the month, material closes on the 8th, one month prior to publication. (For example, October 8th for the November/ December issue of *RadioGraphics*; October 8th for the November issue of *RSNA News.*)

Formatting Considerations

rsna.org/Advertising/upload/artwork_requirements.pdf

Density: SWOP standards Binding: Perfect bound

FOR MORE INFORMATION, CONTACT:

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