REACH RSNA’S GLOBAL AUDIENCE OF MEDICAL IMAGING LEADERS

The Radiological Society of North America (RSNA®) has the right audience and effective promotional opportunities to get your message delivered and increase sales. Market your products and/or services through our wide variety of promotional opportunities including RSNA publications, digital opportunities and the world’s premier international annual meeting.
RSNA values its industry partners that help keep radiology at the forefront of science and technology. Participation in any of the enclosed opportunities earns one (1) Technical Exhibit priority point for every $1,000 spent and applies toward recognition in RSNA’s Corporate Partners Program, which begins when spending totals $50,000 or more.

Corporate Partners Recognition Levels

**Gold ($200,000)**
- Company logo on RSNA Centennial website
- Company logo in annual meeting related media
- Corporate Partners Ribbons for name badge(s) during annual meeting
- Company recognition on prominent meeting signage
- License to use RSNA Corporate Partner logo

**Silver ($100,000)**
- Company logo on RSNA Centennial website
- Company logo in annual meeting related media
- Corporate Partners Ribbons for name badge(s) during annual meeting
- Company recognition on prominent meeting signage
- License to use RSNA Corporate Partner logo

**Bronze ($50,000)**
- Company logo on RSNA Centennial website
- Company logo in annual meeting related media
- Corporate Partners Ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo

To find out more about RSNA’s Corporate Partners Program, please contact:

**Judy Kapicak**
Assistant Director, Advertising
630-571-7818 or jkapicak@rsna.org

RSNA.org/Corporate Partners

---

Payments, and contracts for RSNA 2015, must be received between November 1, 2014 and October 31, 2015 to receive Technical Exhibit points for RSNA 2016 and Corporate Partners recognition for 2015.
RSNA’s membership comprises a global roster of more than 54,000 members worldwide who are dedicated to shaping the future of radiology. Members include radiologists, radiation oncologists, medical physicists, nuclear medicine physicians, and radiologic scientists.

RSNA Annual Meeting

The RSNA Scientific Assembly and Annual Meeting is the world’s largest international medical meeting and the premier international forum for radiologic science and technology. Take advantage of this outstanding opportunity to reach more than 28,000 physicians and healthcare professionals from more than 130 countries, plus representatives from more than 650 exhibiting companies.

RSNA at a Glance

**PROFESSIONAL ATTENDEES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>15,051</td>
</tr>
<tr>
<td>Medical Physicians</td>
<td>1,391</td>
</tr>
<tr>
<td>Industry Personnel</td>
<td>2,236</td>
</tr>
<tr>
<td>Healthcare Professionals</td>
<td>4,160</td>
</tr>
<tr>
<td>Non-Member Physicians</td>
<td>5,969</td>
</tr>
<tr>
<td>North American</td>
<td>17,337</td>
</tr>
<tr>
<td>International</td>
<td>11,470</td>
</tr>
<tr>
<td>Total Professionals</td>
<td>28,807</td>
</tr>
</tbody>
</table>

*Based on RSNA 2014 attendee figures
Radiologists rate *Radiology* and *RadioGraphics* among the best for overall quality and rank them among their most needed publications.

Promote in these publications and you’ll generate interest from active, involved and influential physicians who make and/or influence purchasing decisions. 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** - Monthly
Serves as the authoritative reference for the most current, clinically relevant, and highest-quality research in radiology. *Radiology*’s 6.339 impact factor ranks amongst the highest of all general diagnostic imaging journals.

<table>
<thead>
<tr>
<th>Space Close:</th>
<th>15th of the month; two months prior to publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material Close:</td>
<td>20th of the month; two months prior to publication (i.e.: November 20th for the January issue)</td>
</tr>
<tr>
<td>Mail Date:</td>
<td>10th of the month prior to issue date</td>
</tr>
<tr>
<td>Binding:</td>
<td>Perfect</td>
</tr>
</tbody>
</table>

**RadioGraphics** – Bi-monthly, plus October monograph issue.
The only peer-reviewed journal devoted exclusively to continuing medical education in radiology. More than one million CME certificates awarded since 2000.

<table>
<thead>
<tr>
<th>Space Close:</th>
<th>8th of the month; one month prior to publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material Close:</td>
<td>15th of the month; one month prior to publication (i.e.: October 15th for the Nov/Dec issue)</td>
</tr>
<tr>
<td>Mail Date:</td>
<td>5th of the month of issue date</td>
</tr>
<tr>
<td>Binding:</td>
<td>Perfect</td>
</tr>
</tbody>
</table>

**RSNA News** - Monthly
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.

<table>
<thead>
<tr>
<th>Space Close:</th>
<th>24th of the month; two months prior to publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material Close:</td>
<td>27th of the month; two months prior to publication (i.e.: January 27th for the March issue)</td>
</tr>
<tr>
<td>Mail Date:</td>
<td>10th of the month of issue date</td>
</tr>
<tr>
<td>Binding:</td>
<td>Saddle</td>
</tr>
</tbody>
</table>
Radiology & RadioGraphics

Display Rates. Black and white frequency rate basis.

**All rates are gross.**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$3,655</td>
<td>$3,540</td>
<td>$3,425</td>
<td>$3,300</td>
<td>$3,190</td>
<td>$3,070</td>
</tr>
<tr>
<td>Spread</td>
<td>7,305</td>
<td>7,070</td>
<td>6,835</td>
<td>6,595</td>
<td>6,385</td>
<td>6,145</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>3,105</td>
<td>2,995</td>
<td>2,905</td>
<td>2,795</td>
<td>2,685</td>
<td>2,580</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>2,415</td>
<td>2,320</td>
<td>2,230</td>
<td>2,155</td>
<td>2,060</td>
<td>1,965</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,695</td>
<td>1,630</td>
<td>1,555</td>
<td>1,480</td>
<td>1,410</td>
<td>1,325</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>1,400</td>
<td>1,345</td>
<td>1,280</td>
<td>1,225</td>
<td>1,165</td>
<td>1,105</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>1,010</td>
<td>975</td>
<td>950</td>
<td>920</td>
<td>885</td>
<td>855</td>
</tr>
<tr>
<td>1/9 Page</td>
<td>705</td>
<td>680</td>
<td>645</td>
<td>615</td>
<td>585</td>
<td>555</td>
</tr>
</tbody>
</table>

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 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 ad: $1,830

Call the RSNA Corporate Relations Department for BRC specifications and shipping instructions.

Mechanical Requirements

**Live Area**

<table>
<thead>
<tr>
<th>Trim Size*</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8.25 x 10.875</td>
</tr>
</tbody>
</table>

*Keep live matter at least .25 inside final trim. Crossover type should be .125 away from gutter on each side.

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): $20,000

RSNA News

Display Rates

Cover II - $6,585, Cover IV - $7,045

Mechanical Requirements

<table>
<thead>
<tr>
<th>Trim Size*</th>
<th>Bleed Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8.25 x 10.875</td>
</tr>
</tbody>
</table>

*Keep live matter at least .25 inside final trim. Crossover type should be .125 away from gutter on each side.

Questions?

**CONTACT:**

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

Combined opportunities let you reach medical imaging professionals at huge savings.

**Print Bundle**

Reach: 72,803
Includes one month in:
• Radiology
• RadioGraphics
• RSNA News

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 4 color</td>
<td>$9,950/month</td>
</tr>
</tbody>
</table>

**Print + Electronic Bundle**

Reach: 2,252,270
Includes one month in:
• Print journal of your choice
• Online journal of your choice
• Prime position on RSNA.org

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various</td>
<td>$9,000/month</td>
</tr>
</tbody>
</table>

**Electronic Bundle**

Reach: 2,705,000
Includes one month on:
• Radiology Online
• RadioGraphics Online
• Prime position on RSNA.org

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various</td>
<td>$8,000/month</td>
</tr>
</tbody>
</table>

**Member Email Communications Bundle**

Reach: 98,000
Includes one issue of:
• RSNA Insider
• RF Buzz
• Four weeks of RSNA Weekly

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various</td>
<td>$7,000/month</td>
</tr>
</tbody>
</table>
Artwork Requirements for all RSNA Publications

We accept email attachments as large as 8 MG. FTP upload is also available upon request. For all files submitted, please include issue date and publication name and submit to ads@rsna.org.

Formatting considerations
All artwork should be high-resolution PDF format. Files created in either Windows PC or Macintosh are acceptable. All files are reviewed by our Production department. You will be notified prior to printing if there are any problems.

PDF files
• PDF compatibility must be set for “Acrobat 5 (PDF 1.4)”.  
• Keep live matter at least ¼” inside final trim.  
• For full-page bleeds: Bleed elements must extend beyond the page by 0.125” on the trim sides with crop marks. Allow a 0.50 space on all sides of the live page to accommodate the bleed.  
• Color space: Grayscale and CMYK are acceptable. All Pantone colors must be converted to CMYK in the original page layout program before generating the PDF.  
• All fonts and graphics must be embedded in the PDF.  
• All lines and line art should be a minimum of 0.25 point thickness at final size to reproduce effectively on press.  
• All transparency must be flattened in the final page file before generating a PDF.  
• We may request a revised file if OPI comments and/or ICC profiles are found in your PDF.  
• Files are not to be trapped or prescreened. Be sure all white text is set to knockout in the original layout program before generating the PDF.  
• Do not merge multiple PDF files into a single PDF.  
• If your PDF is generated from Adobe Illustrator, be aware there could be issues at press. In that case, you will be required to submit an EPS file. If you need more information, please contact Janet Swanson at jswanson@rsna.org.

Note: It is understood that if you or your representative prepared digital files, the file specifications listed in this form will be followed. It is also understood that the quality of your ad may not be satisfactory if these specifications are not followed. We archive files for one year after printing.
Electronic Opportunities

**Radiology** – Imaging professionals look to Radiology for the latest in scientific discoveries. The homepage is the portal to the newest issue, and your message.

Website homepage: [http://radiology.rsna.org](http://radiology.rsna.org)

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>970x90</td>
<td>$3,500/month</td>
</tr>
<tr>
<td>180x600</td>
<td>$2,500/month</td>
</tr>
<tr>
<td>180x300</td>
<td>$1,500/month</td>
</tr>
</tbody>
</table>

Closing date: One week prior to posting date.
*Leaderboard banners rotate with other sponsors
Specs: 100K max file; gif or jpeg; animated gifs can loop up to 4 times.

**RadioGraphics** – RadioGraphics is the #1 source for hundreds of thousands of continuing education credits each year. The portal to learning the latest tools and techniques.

Website homepage: [http://radiographics.rsna.org](http://radiographics.rsna.org)

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>970x90</td>
<td>$3,500/month</td>
</tr>
<tr>
<td>180x600</td>
<td>$2,500/month</td>
</tr>
<tr>
<td>180x300</td>
<td>$1,500/month</td>
</tr>
</tbody>
</table>

Closing date: One week prior to posting date.
*Leaderboard banners rotate with other sponsors
Specs: 100K max file; gif or jpeg; animated gifs can loop up to 4 times.
**Electronic Opportunities**

**RSNA.org** – RSNA.org offers you highly-visible exposure on some of the most trafficked areas of the website, including the annual meeting homepage and pages devoted exclusively to radiology professionals.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>180x150</td>
<td>$3,000/month (January-September)</td>
</tr>
<tr>
<td></td>
<td>$5,000/month (October)</td>
</tr>
<tr>
<td></td>
<td>$9,000/month (November 1-28)</td>
</tr>
<tr>
<td></td>
<td>$7,500/month (November 29-Dec 4)</td>
</tr>
<tr>
<td></td>
<td>$3,000/month (December 5-31)</td>
</tr>
</tbody>
</table>

**Closing Date**: One week prior to posting date

*Banners rotate with up to three other sponsors.

**Specs**: 100K max file; gif or jpeg; animated gifs can loop up to 4 times.

**Attendee Registration** – Your banner is prominently displayed on each page of the attendee registration process.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>220x220</td>
<td>$2,000/month*</td>
</tr>
</tbody>
</table>

**Closing Date**: Two weeks prior

**Specs**: 100K max file; gif or jpeg; animated gifs can loop up to 4 times.
Mobile

Meeting App – Be the sole sponsor of the official RSNA meeting app. With a splash page, push notification and banners throughout the pages of the app, your message will be displayed prominently as attendees navigate through the exhibits, classes, and much more.

Closing Date: 8/1
Specs: To be provided.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>320x50</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

Radiology and RadioGraphics App –
Whether it’s a source for groundbreaking science on-the-go or the latest on education tools and techniques, readers will see your message every time they are on their iOS or Android® device.

Closing Date: Three weeks prior to posting date
Specs: To be provided.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>320x50</td>
<td>$3,000/month</td>
</tr>
</tbody>
</table>
**RSNA Weekly** – This e-Newsletter, sent to over 40,000 RSNA members, provides current news related to radiology and clinical practice from a wide array of news sources, domestic, and international.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>580x100</td>
<td>$4,000/month (Four Issues)</td>
</tr>
</tbody>
</table>

**Closing Date:** Three business days prior to blast

**Specs:** 100K max file; gif or jpeg; animated gifs can loop up to 4 times.

**Note:** Some email platforms, such as Microsoft Outlook, do not support animation.
Electronic Opportunities

**RSNA Insider** – Reach over 40,000 engaged members in RSNA’s most-opened monthly newsletter, featuring member announcements and the latest medical imaging news affecting the profession.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>180x300</td>
<td>$3,000/month</td>
</tr>
<tr>
<td>180x150</td>
<td>$2,000/month</td>
</tr>
</tbody>
</table>

Closing Date: 25th of preceding month

Specs: 100K max file, gif or jpeg, animated gifs can loop up to 4 times.

Note: Some email platforms, such as Microsoft Outlook, do not support animation.

**RF Buzz** – This quarterly e-Newsletter reaches over 18,000 residents and fellows with radiology news and information about products and services. Average open rate for this opportunity is almost 30%.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>180x300</td>
<td>$1,200/E-Blast</td>
</tr>
<tr>
<td>180x150</td>
<td>$750/E-Blast</td>
</tr>
</tbody>
</table>

Closing Date: 1st of the month of the blast

Specs: 100K max file, gif or jpeg, animated gifs can loop up to 4 times.

Note: Some email platforms, such as Microsoft Outlook, do not support animation.
**Meeting E-Blasts**

**Meeting** – Promote your company via a banner to members and annual meeting attendees. Six e-blasts are available (audience and subject vary). Sponsor has exclusivity.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250 (5 pre-RSNA)</td>
<td>$7,000/E-Blast</td>
</tr>
<tr>
<td>600x80 (1 post-RSNA)</td>
<td>$7,000/E-Blast</td>
</tr>
<tr>
<td>650x80</td>
<td>$7,000/month</td>
</tr>
</tbody>
</table>

Closing Date: Two weeks prior to blast

Specs: 100K max file, gif or jpeg; animated gifs can loop up to 4 times.

Note: Some email platforms, such as Microsoft Outlook, do not support animation.

**Meeting Confirmation** – Each time an attendee registers for the meeting or changes his/her itinerary, an email is sent to the attendee confirming the information with the sponsor’s banner prominently displayed at the top of every email. Sponsor has exclusivity.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>650x80</td>
<td>$7,000/month</td>
</tr>
</tbody>
</table>

Closing Date: Two weeks prior to blast

Specs: 100K max file, gif or jpeg.
**Sponsored E-blast**

Your company’s customized messaging will be delivered to attendees directly from RSNA, backed by the authority of the RSNA logo and brand. You provide the HTML file and we build and send the email with RSNA branding.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML File</td>
<td>$12,000/ (10/1, 10/11, 10/21, 10/31, 12/9)</td>
</tr>
<tr>
<td></td>
<td>$15,000/ (11/10, 11/20, 11/30)</td>
</tr>
</tbody>
</table>

**Closing Date:** Two weeks prior to blast  

**Specs:** 100K max file, gif or jpeg.

---

**Daily Bulletin E-Blast**

A series of five e-blasts sent every day of the meeting to attendees and members with a blurb about that day’s top story and a link to the full news for that day.

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>$6,000/E-Blast</td>
</tr>
</tbody>
</table>

**Closing Date:** 11/21  

**Specs:** 100K max file; gif or jpeg; animated gifs can loop up to 4 times.  

**Note:** Some email platforms, such as Microsoft Outlook, do not support animation.
Annual Meeting Promotional Opportunities

The RSNA annual meeting offers a wide variety of promotional opportunities that provide high-profile recognition for your company. Over 28,000 healthcare professionals attend RSNA each year.

Sponsorship opportunities include the right of first renewal until April 30, 2015. After that date, all sponsorship opportunities are sold on a first-come, first-served basis and include the right of first renewal for 2016.

**5k Fun Run**

Be the sole sponsor of this inspiring 5k event to benefit the RSNA R&E Foundation. You’ll receive recognition on the Fun Run registration webpage with a link to your company’s site, recognition in all event promotions, and your logo on signage at McCormick Place, the event day banner and the runners’ commemorative T-shirts. You’ll also be able to assign a company representative as an event starter and enter a corporate team in the run—up to 10 runners at no additional charge.

- **Material Deadline:** 9/4
- **Price:** $25,000

---

**Badge Wallet Envelope**

Prime space available on the outside of the badge wallet containing important materials attendees need in advance of the meeting.

- **Material Deadline:** 7/24
- **Price:** $30,000

---

**Aisle Signs**

Highly-visible directional signage featured in both exhibit halls. Great branding opportunity!

- **Material Deadline:** 10/30
- **Price:** $40,000/North Hall
  - $50,000/South Hall
  - $75,000/Both Halls

---

**Badge Wallet Insert**

Attendees will see your insert when it arrives along with their badge, course tickets and other important materials in advance of the meeting.

- **Material Deadline:** 8/28
- **Price:** $20,000
  - (production not included)

---

**Attendee Registration**

Your banner will be prominently displayed on each page of the attendee registration process.

- **Material Deadline:** Two weeks prior
- **Ad Banner Size:** 220x220
- **Price:** $2,000/month

---

**Banners - North Hall**

As attendees enter the spectacular North Hall, your message will be the first to welcome them. Your highly visible banner sits atop the entrance openings, where it’s seen by tens of thousands of attendees each day.

- **Material Deadline:** 10/27
- **Price:**
  - $10,000  15’w x 20’h
  - $15,000  30’w x 20’h
  - $25,000  45’w x 20’h
  - $25,000  80’w x 7’h
  - $35,000  70’w x 20’h

---

All Promotional Opportunities are Net.
Annual Meeting Promotional Opportunities

Banner – North Hall Wrap
This is a highly visible placement—not only do attendees see your message wrapped around the escalators as they ride up and down to classrooms and popular restaurants, they also have a sweeping view of your message as they enter the North Hall.

Material Deadline: 10/27
Price: $30,000

Charging Stations
Place your company’s message on one of the most frequently visited spots at the convention! Attendees use the mobile device charging stations to re-charge their personal electronics. Stations feature branding on the top, front, and sides.

Material Deadline: 11/2
Price: $5,000/station
$30,000/9 stations

Career Connect Newspaper
Popular handout available in our Career Connect booth that will feature your career opportunity amongst industry related articles.

Material Deadline: 11/6
Price:
- 1/2 Page $500
- 1/4 Page $300

Black and white only.
All prices are net.

Coat Check
Outstanding sponsorship opportunity that includes your company’s logo and messaging in all four coat check areas on the following:
- Signage surrounding each area
- Logo on Baggage/Coat check tickets
- Column wraps in the Arie Crown Lobby
- Column wraps at Gate 26
- Column wraps in the Grand Ballroom lobby
- Stair graphics in the Grand Ballroom lobby
- Banner above entrance to Grand Ballroom

Material Deadline: 11/2
Price: $125,000

Centennial Showcase
Attendees will explore an interactive showcase where they can see, hear and touch the advancements that shaped radiology. The Showcase will feature a historical timeline and a special welcome from a virtual Wilhelm Roentgen. Visitors can explore the Centennial Gallery featuring the stories behind RSNA, and the Cases of the Century, which gives attendees a chance to try their hand at diagnosis using only “vintage” images. Don’t miss your chance to weave your company’s message into the must-see Centennial Showcase.

Material Deadline: 11/1
Price: $50,000

Note: Only available during RSNA 2015

All Promotional Opportunities are Net.
**Coffee Cup Sleeve**

All coffee locations within McCormick Place (excluding Starbucks areas) will serve coffee with insulated sleeves featuring a sponsor’s logo and booth number. More than 30,000 cups of coffee are served during the six days of the meeting.

**Material Deadline:** 10/23  
**Price:** $20,000

**Column Wraps**

Wrap your message on a column in high-traffic areas in the lower level of the North Hall by the restaurants or outside the Arie Crown Theater in Lakeside Center. Column wraps are 10’ high by 3’ wide and are 4-sided.

**Material Deadline:** 11/4  
**Price:** $6,000/column (North)  
$6,000/column (Lakeside)

**Congratulatory Messages**

Meeting attendees will have a chance to leave their mark on history by sharing their favorite RSNA memory or predictions for the future of the specialty in the Memory Book in the Centennial Showcase. As each guest interacts with the book, your message will accompany them on the digital message board.

**Material Deadline:** 11/1  
**Price:** $500  
**Note:** Only available during RSNA 2015

**Daily Bulletin**

RSNA meeting attendees rely on the Daily Bulletin, the official meeting newspaper, to provide overnight coverage of meeting news, hot topics, schedule, and program changes, and new product and service information from exhibitors. 15,000 copies are distributed each morning throughout McCormick Place.

**Space Deadline:** 10/15  
**Material Deadline:** 10/22

<table>
<thead>
<tr>
<th>Material</th>
<th>Main News (All 5 Days)</th>
<th>Technical Exhibits Focus (4 Days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$29,610</td>
<td>$25,165</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$32,565</td>
<td>$27,680</td>
</tr>
<tr>
<td>Full Page</td>
<td>$14,805</td>
<td>$12,585</td>
</tr>
<tr>
<td>Cover Positions</td>
<td>$17,955</td>
<td>$15,260</td>
</tr>
<tr>
<td>Junior Page</td>
<td>$13,260</td>
<td>$11,270</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$11,645</td>
<td>$9,900</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$7,910</td>
<td>$6,725</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$5,450</td>
<td>$4,635</td>
</tr>
</tbody>
</table>

4 Color Charge: $1,500/Single Page; $3,000/Spread. Covers include color.

**Daily Bulletin E-Blast**

A series of five e-blasts sent every day of the meeting to attendees and members with a sneak peek about that day’s top story and a link to the full news for that day.

**Material Deadline:** 11/13  
**Ad Banner Size:** 300x250  
**Price:** $6,000/E-Blast

All Promotional Opportunities are Net.
Annual Meeting Promotional Opportunities

**Daily Bulletin Wraparound Band**

Make an impact on the first day of the meeting by surrounding the Sunday Daily Bulletin with your message. The wraparound band is a high visibility promotional vehicle reaching an audience of 15,000 in a single day.

- **Material Deadline:** 10/15
- **Price:** $15,000

**Indoor Billboard**

Leave a lasting impression after the exhibition experience. As attendees exit the exhibit halls, your 10’ high by 4’ wide message is the last—and only—signage they’ll see. These placements are available outside both the North and South halls.

- **Material Deadline:** 10/26
- **Price:** $7,500/billboard

**Electronic Meeting Signs**

All 46” signs are placed outside each classroom during the annual meeting and feature a digital banner as well as a print message. Single Sponsorship Available.

- **Material Deadline:** 11/2
- **Price:** $60,000

**Lobby Billboard - South Hall**

Rush-hour shuttle bus lines are legendary and you’ll have a captive audience as attendees arrive in the morning and line up each evening to catch their buses in the South Hall. Three placements are available.

- **Material Deadline:** 10/26
- **Price:** $5,000/billboard

**Escalator Runners**

Your company message appears alongside the handrails of the escalators throughout the convention halls. Attendees will view them all day long as they go up and down these heavily traveled areas.

- **Material Deadline:** 11/4
- **Price:**
  - $10,000  Levels 4 & 5
  - $15,000  North Hall
  - $15,000  Level 2.5
  - $25,000  Grand Concourse

Glass graphics available for an additional cost.

**Lunch & Learn**

Invite your customers and potential customers to lunch during the RSNA annual meeting and conduct a presentation to a captive audience on Monday, Tuesday, or Wednesday. No more than 100 attendees may participate.

- **Material Deadline:** 11/2
- **Price:** $15,000/session (one function/day)
Annual Meeting Promotional Opportunities

**Meeting App**
Be the sole sponsor of the official RSNA meeting app. With a splash page, notifications, and banners throughout the pages of the app, your message will be displayed prominently as attendees navigate through the exhibits, sessions, and much more.

- **Material Deadline:** 8/1
- **Price:** $50,000

**Meeting Bag**
Your 4-color message will be prominently positioned on ecofriendly meeting bags providing high visibility throughout RSNA 2015. This is a favorite of attendees – it is light weight, easy to carry and convenient for collecting handouts from courses and exhibitors.

- **Material Deadline:** 5/27
- **Price:** $50,000

**Meeting Bag Insert**
Be creative and build brand presence! Place a printed insert or other approved promotional item in the official Meeting Bag. All promotional items must be approved by RSNA prior to submission. Maximum of 5 inserts allowed, so sign up now!

- **Material Deadline:** 11/4
- **Price:** $10,000 (Production not included)

**Meeting Confirmation E-blast**
Each time an attendee registers for the meeting or changes his/her itinerary, an email is sent to the attendee confirming the information with the sponsor’s banner prominently displayed at the top of every email. (Exclusive opportunity).

- **Material Deadline:** Two weeks prior to blast
- **Ad Banner Size:** 650x80
- **Price:** $7,000/month

**Meeting E-Blast**
Promote your company via a banner to members and annual meeting attendees. Six e-blasts are available (audience and subject vary). Sponsor has exclusivity.

- **Material Deadline:** One week prior to blast
- **Ad Banner Size:**
  - 300x250 (5 pre-RSNA)
  - 600x80 (1 post-RSNA)
- **Price:** $7,000/E-Blast

**Outdoor Banner**
Be the single sponsor to welcome attendees to Chicago as they arrive and depart their hotels, board shuttle buses, and explore downtown restaurants and shops. This exclusive opportunity puts your company’s face on Chicago’s bustling streets and lets visitors know you’re part of something big and critical to the specialty.

- **Material Deadline:** 10/1
- **Price:** $25,000

All Promotional Opportunities are Net.
Pillars
As attendees arrive via taxis and shuttle buses and make their way into the busy North Hall, your message is there to greet them on strategically placed 12-foot pillars. Yours will be the first and last message attendees see as they enter and exit McCormick Place.

Areas Available:
- Level 1 - 3 pillars
- Grand Concourse - 3 pillars
- North Hall - 2 pillars

Material Deadline: 10/26
Price: $25,000/pillar

Pocket Guide Wraparound Band
It’s a wrap! Here’s the opportunity to make a splash at RSNA 2015 on the most popular and useful publication at the annual meeting. The Pocket Guide will be handed out at registration and other designated locations.

Material Deadline: 8/25
Price: $25,000

Professional Portrait Studio
Your company’s branding is prominently displayed at the wildly popular studio, where attendees line up to have their free professional portrait taken. In addition, when we send attendees their photos via email, it includes your branded message.

Material Deadline: 9/4
Price: $20,000

Pocket Guide
This compact and handy guide provides a quick reference for general meeting information, including hotel listings, transportation schedules, and just about anything else attendees need to know during their stay in Chicago. 35,000 are distributed in the attendee badge wallet and at registration.

Space Deadline: 8/17
Material Deadline: 8/24
Price:
- $6,950 Full Page
- $11,300 Cover II
- $11,300 Cover III
- $12,500 Cover IV

All prices include color.

Program in Brief
The Program is a quick reference for titles, authors, room numbers and times. Sponsorship includes covers III and IV.

Material Deadline: 9/11
Price: $15,000
Annual Meeting Promotional Opportunities

**Sponsored E-blast**

Your company’s customized messaging will be delivered directly to attendees from RSNA, backed by the authority of the RSNA logo and brand. You provide the HTML file and we build and send the email with RSNA branding.

**Material Deadline:** Two weeks prior

**Price:**
- $12,000/e-blast (10/1, 10/11, 10/21, 10/31, 12/9)
- $15,000/e-blast (11/10, 11/20, 11/30)

**Table Decal**

Place your company decal on the top of tables in the North Hall near the restaurant and Starbucks lounge area. It’s a creative way to establish your presence in a popular meeting spot where attendees love to stop and relax.

**Material Deadline:** 11/3

**Price:** $15,000

**Stair Graphics**

Your company’s message stretches across each step as attendees climb the staircase to Level 4 and 5 classrooms or visit the restaurants on the 2.5 level.

**Material Deadline:** 11/2

**Price:** $15,000/location

**Subspecialty Brochure**

Be the exclusive sponsor by placing your ad on the back panel of one of several subspecialty guides, featuring meeting content from breast to musculoskeletal to ultrasound. Attendees use these guides every day to organize their busy week.

**Material Deadline:** 10/23

**Price:** $5,000/brochure

**Technical Exhibits Focus Article**

Attendees consult the Daily Bulletin’s Technical Exhibits Focus section each day during the meeting for the latest in technological offerings. Our Technical Exhibits Focus Article opportunity will incorporate your company’s story prominently on the front page! Available Sunday through Wednesday.

**Material Deadline:** 10/1

**Price:** $9,500

**Technical Exhibits Guide**

The Technical Exhibits Guide is the most up-to-date source of information for navigating the annual meeting. In addition to floor plans and booth numbers for more than 650 technical exhibitors, the guide also provides special presentation highlights and happenings throughout each hall.

**Material Deadline:** 10/9

**Price:**
- $10,360 Full Page
- $12,570 Covers
- $8,150 1/2 Page
- $5,535 1/4 Page
- $4,950 Strip

4 Color Charge: $1,500. Covers include color.
**Transportation Signage**

Take advantage of this dynamic opportunity to promote your company outside the convention center. This opportunity includes your logo on bus windows, an ad on hotel lobby signs, and an ad in the transportation brochures (distributed at hotels, shuttle information desk and help centers). Supplemental opportunities to enhance this buy are available for an additional cost.

**Material Deadline:** 10/1  
**Price:** $20,000

---

**Walkway Banner**

Attendees will see your 20’ x 5’ two-sided banner as they cross the walkway to attend classes, visit the Learning Center, the Centennial Showcase and our popular RSNA Services area. Only four banners available.

**Material Deadline:** 11/6  
**Price:** $10,000/banner
**Increase Exposure Outside Your Booth**

**Premium Exhibitor Listing**

Our online Exhibitor List receives high traffic before and during the meeting, as attendees plan their week. Let them know you’re the one to visit by adding a personalized page. Not only will your listing outshine the competition, it will appear at the top of all filtered searches.

**Price:** $595

**Satellite Symposium**

Host an exclusive educational function before- or after-hours during the week of RSNA 2015. Your company may offer formal education or procedural instruction, and you can choose to offer CME credit to attendees. Conducting a symposium establishes your company as an authority on the latest scientific developments that drive the field of radiology.

**Application Deadline:** 11/14

**Price:**
- $3,500 for non-CME
- $7,000 for CME

**Vendor Workshop**

Take advantage of the RSNA annual meeting by offering user training and product instruction in a Vendor Workshop. Located in the Technical Exhibits, you can conduct session(s) throughout the entire meeting in a classroom environment giving potential or current customers first-hand experience on your systems. Workshops let attendees really get to know the tools you offer, and see exactly how they can put them into practice.

**Promotion Deadline:** 7/30

**Price:**
- 32’x40’ = $21,440
- 40’x40’ = $26,800

---

**Contact Information**

**Director: Technical Exhibits**

John Jaworski
1-630-571-7855
jjaworski@rsna.org

**Sr. Manager: Technical Exhibits**

Lauren Giagnorio
1-630-571-7851
lgiagnorio@rsna.org

---

All Promotional Opportunities are Net.
RSNA Career Connect (careers.rsna.org) is the comprehensive site tailored for posting employment opportunities in radiology and imaging.

Every time a candidate applies for a job, an e-mail with the applicant’s resume is sent to the employer. In addition, when you post a job, access to the ever-expanding resume database is available, allowing you to actively seek out qualified candidates.

**Employer Spotlight**

Enhance your listing by posting your job in the Employer Spotlight—a special highlighted area that runs along the top of all job search results pages.

**Employer Spotlight Cost:** $150/posting

**Great Low Rates!**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Day</td>
<td>$225</td>
</tr>
<tr>
<td>60-Day</td>
<td>$325</td>
</tr>
</tbody>
</table>

Classified Display Opportunities

Additional exposure is gained by placing a classified in the next available edition of *Radiology* or *RadioGraphics*, our premier journals.

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Net Cost (per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>8.25” x 10.875”</td>
<td>$2,560</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5” x 9.5”</td>
<td>$2,175</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7” x 4.5” or 3.375” x 9.5” or 4.25 x 7.5”</td>
<td>$1,690</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.25” x 9.5” or 4.5” x 4.5”</td>
<td>$1,190</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375” x 4.5”</td>
<td>$980</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.25” x 4.5”</td>
<td>$810</td>
</tr>
<tr>
<td>1/9 Page</td>
<td>2.25” x 3”</td>
<td>$595</td>
</tr>
</tbody>
</table>

Rates include color.

**Display Deadlines**

*Radiology* — 15th of the month, two months prior to publication.

*RadioGraphics* — 8th of the month, one month prior to publication.

**Electronic Opportunities**

<table>
<thead>
<tr>
<th>e-Newsletter</th>
<th>Size</th>
<th>Net Cost (per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSNA Insider</td>
<td>180x150</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>180x300</td>
<td>$850</td>
</tr>
<tr>
<td>RSNA Weekly</td>
<td>580x100</td>
<td>$500</td>
</tr>
<tr>
<td>RF Buzz</td>
<td>180x150</td>
<td>$450</td>
</tr>
<tr>
<td></td>
<td>180x300</td>
<td>$600</td>
</tr>
</tbody>
</table>

**RSNA Career Connect/Classifieds**

Janet Swanson
1-630-571-7817
jswanson@rsna.org

**Classified Line Posting Cost:** $100/journal/issue. Must also be posted on the Career Connect site.

**Line Posting Deadlines**

*Radiology* — All postings must be entered online by the 20th of the month, two months prior (for example, November 20 for the January issue).

*RadioGraphics* — All postings must be entered online by the 8th of the month, one month prior (for example, December 8 for the January-February issue).
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.
Corporate Relations

Assistant Director, Advertising
Judy Kapicak
1-630-571-7818
jkapicak@rsna.org

Advertising Manager
Janet Swanson
1-630-571-7817
jswanson@rsna.org

Address for payments:
Radiological Society of North America
3964 Eagle Way
Chicago, IL 60678-3964
fax 1-630-571-2198