

The image shows a 3D-rendered cover for a media kit. It features a large, light blue circular opening in the center, resembling a tunnel or a lens. The word "ARRS" is written in a bold, white, sans-serif font across the dark blue background of this opening. Below the opening is a yellow, curved banner with the text "MEDIA KIT 2023" in a blue, sans-serif font. At the bottom of the cover, there are three rectangular buttons: "PRINT" on the left, "WEB" in the center, and "DIGITAL" on the right. The entire design is set against a dark blue background with a subtle geometric pattern.

ARRS

MEDIA KIT 2023

PRINT

WEB

DIGITAL

For more than 110 years, the *AJR* has been recognized as one of the best specialty journals in the world. It is published for the physician and scientist interested in both general and specialized radiology, sonography, CT, MRI, nuclear medicine, interventional radiology, breast imaging, and other state-of-the-art diagnostic and medical imaging techniques and procedures.

Each issue of the *AJR* includes original research articles, reviews, clinical perspectives, technical innovations, invited expert panel feature articles, and unique collections and commentaries with informative, content-specific areas. In addition, the journal provides articles offering Continuing Medical Education and Self-Assessment credit, free to ARRS members.

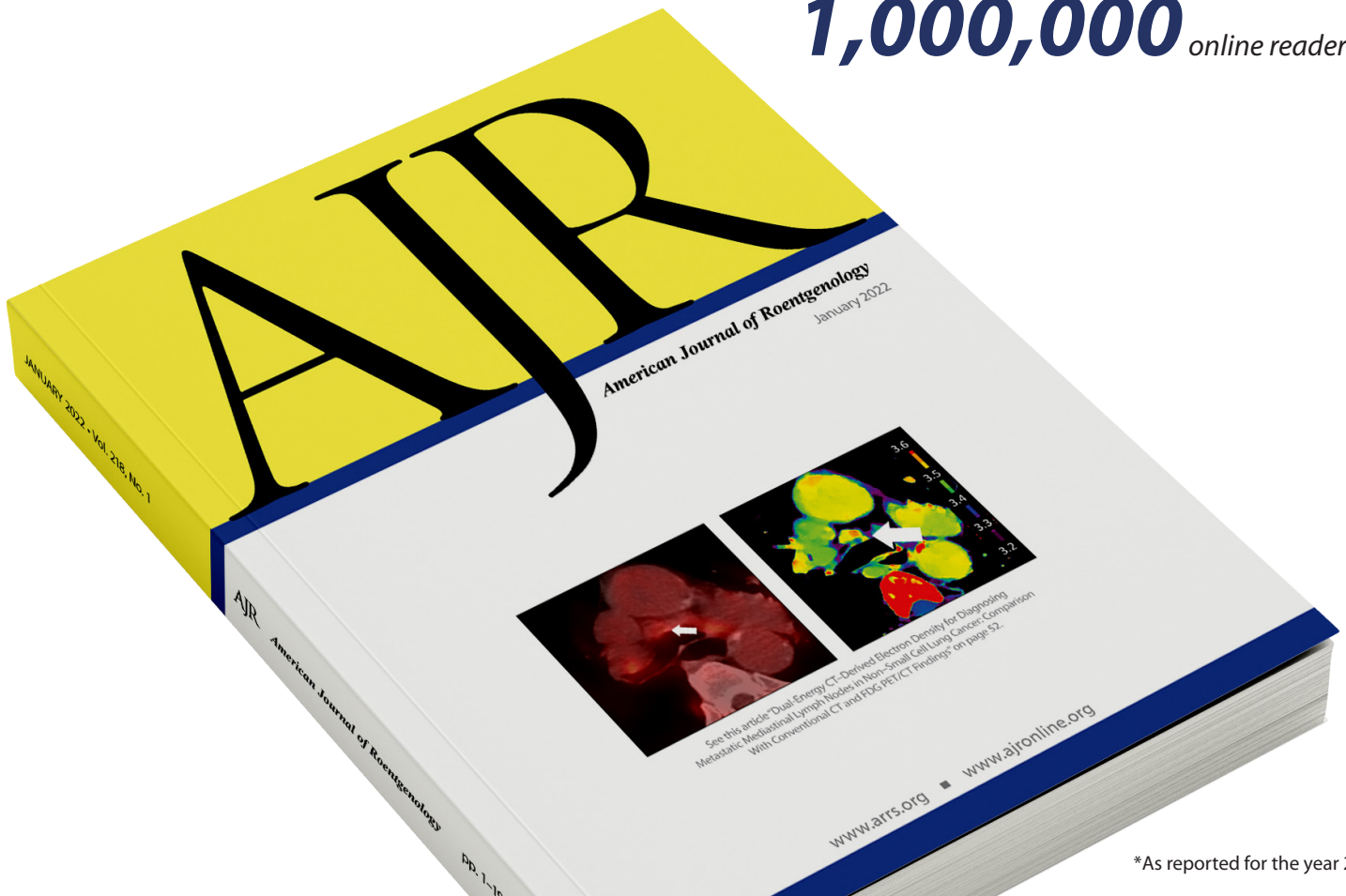
The following opportunities are available for advertising with the ARRS:

- Print *AJR*
- Online Banner *AJR*
- Online Classified Advertising and the Career Center
- Corporate Article Reprints
- *InPractice*
- Annual Meeting Exhibitor Opportunity

Founded over
110 years ago

Circulation over
23,000 worldwide

1,000,000 online readers



*As reported for the year 2022

Advertising with ARRS

AJR Display Advertising Rates (Pricing for space only)

Frequency rates are based on the total insertions placed during a 12-month period beginning with the first insertion. Prices listed below are for black-and-white ads. Color upgrade is an additional \$1,610. See Mechanical Specifications section for additional information.

Frequency	Full Page, ea.	1/2 Page, ea.	1/4 Page, ea.	1/8 Page ea.
1x	\$2,200	\$1,400	\$1,000	\$600
3x	\$2,000	\$1,300	\$900	\$500
6x	\$1,800	\$1,200	\$800	\$450
9x	\$1,600	\$1,100	\$700	\$400
12x	\$1,400	\$1,000	\$600	\$350

AJR Display Specifications

AJR Final Trim Size

8 3/8" x 10 7/8"

Halftone Screen

133 line screen

Stock, Binding, Mailing

Inside pages and cover are coated; perfect bound; polybag; text stock 50.7# Nova Gloss; cover stock 7 pt. Sterling Gloss.

AJR Mechanical Specifications

Unit Sizes	Width	Height
Full Page Bleed Add 1/4" bleed; trim marks should be on outside of bleed	8 3/8"	10 7/8"
Full Page (no bleed)	7"	10"
1/2 Page horizontal	7"	5"
1/2 Page vertical	3 1/2"	10"
1/4 Page	3 1/2"	5"
1/8 Page	3 1/2"	2 1/2"

Reproduction Requirements

Digital: Files can be accepted in Press Ready PDF, TIFF, or EPS formats. Contact publisher for additional specifications.

We recommend that an accurate digital proof be sent separately for color management.* Digital proofs can be requested at the cost of \$15 (plus shipping). If a color proof is not supplied with the digital file, color fidelity cannot be guaranteed by our printer. ARRS cannot be held liable for printing problems as a result.

*PLEASE NOTE: Publisher is not responsible for the color accuracy of your ad without an accurate digital color proof.

AJR Web Banner Advertising

More than 50 years of research articles from the *AJR* are posted online at www.ajronline.org. Post your banner where radiologists and others worldwide will see it immediately. Metrics for banner ads are provided to advertisers at no extra cost. Please inquire about our agency discount.

Banner Ad Specifications and Rates

The leaderboard banner ad, at 728 pixels x 90 pixels, is the premiere online advertising tool. This banner is often booked for an entire year by one client, so inquire early if interested. Other banner ad sizes are listed below. Banner ads are sold per issue and can be purchased and posted online in a matter of days. Advertisers can determine the effectiveness of their ads by requesting metrics from *AJR*. Rates for the blue banners begin at \$200, for the green banners \$300, and for the orange banners \$400. The leaderboard ad (red) is \$1,200. Rates for longer-running banners will be discounted.

Leaderboard – 728 x 90

426 x 70

180 x 180

180 x 180

180 x 180

180 x 180

200 x 100

200 x 100

200 x 100

200 x 100

Corporate Article Reprints

The *AJR* offers high-quality reprints of any article published. Reprints function as marketing support materials for mission-specific topics, for cited products, or for services. They can be useful for distribution to students, to conference attendees, to current and potential customers and clients, to shareholders, and others. Electronic reprints are also available. This option provides your company with the flexibility to e-mail articles directly to your customers or to drive them to your website with an article link. Contact us at commercialreprints@arrs.org.

Advertising with ARRS (continued)

Online Classified Advertising Through the ARRS Career Center

ARRS offers online posting of your job in the ARRS Career Center. The Center offers upgrade options, a searchable resume database, and expanded exposure through the National Healthcare Career Network. Visit www.arrs.org/Jobs/. For assistance, call 888-491-8833, select menu option 4, and input 1940# to talk with a customer service representative. You may also e-mail careercenter@arrs.org.

InPractice

The ARRS quarterly magazine *InPractice* provides the latest in radiology news and advice. Each issue focuses on subjects essential to the clinical and business aspects of your practice. It mails to more than 20,000 ARRS medical imaging physician and scientist members and is accessible at no charge on the ARRS website. Each issue averages 24 full-color pages. Rates are \$800 for an inside cover full-page display ad. Other pages/sizes available upon request. Please contact advertising@arrs.org for additional information regarding specifications and advertising submission dates.

Important AJR Dates for Display Advertising

Issue	Special Distribution	Materials Due	Issue Mails
Jan		11/21/22	12/22/22
Feb		12/20/22	01/20/23
Mar	ARRS preconference issue	01/24/23	02/22/23
Apr	ARRS Annual Meeting bonus distribution	02/21/23	03/22/23
May		03/23/23	04/21/23
Jun		04/21/23	05/22/23
Jul		05/23/23	06/22/23
Aug		06/21/23	07/21/23
Sep		07/24/23	08/22/23
Oct	RSNA pre-convention issue	08/23/23	09/22/23
Nov	RSNA Annual Meeting bonus issue	09/21/23	10/20/23
Dec		10/24/23	11/22/23

Annual Meeting Advertising Opportunities



2023 Annual Meeting

Plan now to join the 2023 ARRS Annual Meeting
Conference Dates: April 16–20, 2023

Digital banner advertisements and in print display advertising options available!
See our March and April bonus issue dates or contact advertising@arrs.org for additional information.

Mailing and Contact Information

ARRS

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