American Roentgen Ray Society

ARRS Advertising and Marketing Opportunities

A Family of Products To Reach Your Radiology Market
The American Roentgen Ray Society, founded in 1900, is the first and oldest radiology society in the United States. The society has been a forum for progress in radiology since shortly after the discovery of the x-ray and is dedicated to the goal of the advancement of medicine through the science of radiology and its allied sciences. The goal of the ARRS is maintained through an annual scientific and educational meeting, through educational products and services, and through our publications, such as the American Journal of Roentgenology.

The monthly American Journal of Roentgenology (AJR) is a highly respected peer-reviewed journal with a worldwide circulation of more than 23,000 and a total audience of more than 320,000, including our average monthly AJR online unique visitors, and an estimated 1,800 pass-along member copies. For more than 100 years the AJR has been recognized as one of the best specialty journals in the world.

The AJR is published for the physician and scientist who is interested in general radiology, sonography, computed tomography, magnetic resonance imaging, nuclear medicine, interventional radiology, women’s imaging and all other diagnostic and medical imaging techniques and procedures.
**WHY ADVERTISE WITH US?**

For more than a century, loyal radiologist members have supported ARRS for the value of its leadership in providing the highest quality educational offerings and opportunities over their career lifetimes, from residency to retirement. By advertising with ARRS, you can access this market, elevate your brands, and develop a high level of engagement with our radiologist members and subscribers. By advertising in the *AJR*, you directly reach your customers about your products, enhance your company’s name recognition, and open a new avenue to increased revenue and promotion.

ARRS many other advertising options increase your company’s opportunities to build a sustainable relationship with our members. Companies of all sizes and marketing budgets can take advantage of our marketing-friendly family of products.

- Exhibition opportunities and sponsorships at the 2009 ARRS Annual Meeting in Boston, MA;
- Journal Advertising and Journal Section Sponsorships;
- Web Banner Advertising;
- Advertising in the 2009 ARRS Annual Meeting Program Guide (*April 26-May 1*);
- Membership Mailing List Rental;
- Advertising in the ARRS *InPractice*;
- The ARRS *Career Center* at www.arrs.org and *AJR* Classified Advertising;
- Corporate Editorial Reprints;
- Journal Polybag Insert Advertising; and
- Special Themed Issues and Supplements.

**WHAT OUR READERS SAY...**

“Quality of the AJR.”

“Access to *AJR Online*.”

“Access to up-to-date clinical information.”

“CME through *AJR* and *AJR Integrative Imaging*”

“Very readable.”

“Use in every day practice.”

“Prefer *AJR* over other journals.”

“It has the best clinically relevant and practical general radiology journal for my purposes.”

...**AND WHY THEY JOINED THE ARRS**

“Desire to be part of a legendary, premier national radiology organization.”

“Professional development.”

“Historical importance of the society.”

“Excellent organization.”

“More education than [...] and smaller.”

“Joined as a resident. Found yellow journal more readable and ARRS meetings more mellow...”

“Stay current.”

“Everything ARRS offers to the members.”

“It is a privilege to be a member since the society is well known in the field for radiologic research.”

“Benefits of belonging to the society.”

“It is important for any radiologist to be a member and support a very important organization like ARRS.”

“Excellent educational possibilities, *AJR*, etc. — I am very happy with my membership.”

*Responses quoted from the 2006 member survey.*
ARRS AT A GLANCE
MEMBERSHIP DEMOGRAPHICS AND AJR READERSHIP STATISTICS

**Location**
- United States of America: 85.5%
- Canada: 3%
- Other Countries: 10.9%

**Modalities used regularly**
- CT: 92.2%
- Radiography: 87.2%
- Sonography: 82.6%
- MRI: 77.0%
- Mammography: 53.1%
- Nuclear Procedures/PET: 49.6%
- Interventional Procedures: 44.9%

*Based on 4/06 member survey results; +/-4%.

CONTENT VALUE
The majority of AJR readers describe it as informative, practical, timely, and easy to read. Seventy-three percent of member survey respondents consider the AJR a very important benefit of their membership. The majority of AJR readers say that the AJR Review articles, Pictorial Essays, and Original Research are valuable in their day-to-day practice. AJR was ranked first by 77% of respondents when asked, “What two radiology journals would you read if you could read only two?” The second-place journal was chosen by only 52%.

READING HABITS**
78% of AJR readers choose the AJR as their #1 radiology resource.

PURCHASING INVESTMENT**
More than two-thirds of employed readers have a role in purchasing in their organization. The average budget among employed survey respondents is $2.42 million.

READER DEMOGRAPHICS**
- Average age: 50 years
- Average years in radiology: 16+
- Male: 78%
- Female: 22%

PRACTICE SETTING**
- Hospital-based only: 33%
- Hospital-based and private office/Free-standing imaging center: 34%
- Academic/research: 17%
- Private office/free-standing imaging center: 12%
- Government/military: 2%

**Data obtained from an independent survey of more than 1,300 randomly-selected AJR readers, conducted by Readex Research, February–March 2007. The margin of error is ±4.0% at the 95% confidence level.

Many AJR Readers Report that They Share their Copy with Other Radiologists.
Establish a High Level of Engagement with Radiologists Through AJR Advertising.

**AJR CONTACT INFORMATION**

**AJR: American Journal of Roentgenology**
American Roentgen Ray Society
1891 Preston White Drive
Reston, VA 20191-4326
Phone: 800-227-5463 / 703-648-8900
Fax: 703-729-5913
Email: ads@arrs.org
Websites: www.arrs.org; www.ajronline.org;
http://goldminer.arrs.org;
http://pqi.arrs.org;
http://womensimagingonline.arrs.org

**EDITOR IN CHIEF**
Thomas H. Berquist, MD, Editor in Chief

**SECTION EDITORS**
Felix S. Chew, MD, MBA
Charles S. White, MD
Joel G. Fletcher, MD
Mukesh G. Harisinghani, MD
Howard P. Forman, MD, MBA
G. Donald Frey, PhD
Donna G. Blankenbaker, MD
James M. Provenzale, MD
King C. Li, MD, MBA
Beverly P. Wood, MD, MSEd, PhD
Mathew A. Mauro, MD
Marcia C. Javitt, MD

**2009 AJR EDITORIAL CALENDAR**

These sections* will be featured in the issues specified:

- January: Neuroradiology and Head and Neck Imaging
- February: Women’s Imaging
- March: Cardiopulmonary Imaging
- April: Medical Physics and Informatics
- May: Pediatric Imaging
- June: Genitourinary Imaging
- July: Gastrointestinal Imaging
- August: Nuclear and Molecular Imaging
- September: Musculoskeletal Imaging
- October: Vascular and Interventional Radiology
- November: Maintenance of Certification focus
- December: Year-End Review

*subject to editorial change

**FEATURED SECTION BENEFITS**

- A solicited review article with continuing medical education credit available
- An invited commentary on the featured article
- A state-of-the-specialty editorial by the Section Editor for the topic
- A related article on practice topics (quality, health policy)
- Exclusive section-specific advertising for section sponsors
- Promotion of section on the issue cover
- Promotion of the section on AJR online
- Promotion of the section on the ARRS homepage on www.arrs.org in the News Brief

**ADVERTISING PACKAGES**

Package contract advertising makes your job easier and saves you time! No upfront costs. ARRS offers comprehensive advertising package options that allow you to “set it and forget it.” Packages include full-page color print advertising and can be combined with Web banner advertising or upgrades, with options for all budgets. Contact the ARRS advertising department for details and to order your company’s package, because your time is valuable!

**AD SALES CONTACT**
Denell Deavers
Advertising Manager
Toll-free: 800-227-5463, ext. 5829
Email: ddeavers@acr-arrs.org
American Journal of Roentgenology

Established: 1906

Issuance: Monthly, by periodical mail in polybags.

READERSHIP
Total AJR audience 320,039 (Includes monthly average online unique visitors, approximately 1,800 pass-along copies, and all print circulation)

Total qualified circulation: 23,285 (As of July 2008)

U.S. 20,150
International 3,135
Online 6,579

Print 16,706

Editorial Acceptance Rate: 26%

EDITORIAL CONTENT, MARKET SERVED
The AJR is edited for the physician and scientist who is interested in general radiology, sonography, CT, MRI, nuclear medicine, interventional radiology, and all other diagnostic and medical imaging techniques and procedures. Market served includes all diagnostic radiologists.

SPECIAL FEATURES
Each issue of the AJR includes original research articles and invited articles and commentary with unique content-focused areas including women’s imaging, cardiopulmonary imaging, nuclear medicine, and neuroradiology. The AJR is enhanced with frequent articles on medical physics and informatics and health care policy and quality. In addition, the journal provides articles offering Continuing Medical Education (CME) credit, free to ARRS members, as well as Self-Assessment Module (SAM) learning opportunities. Every quarter, the AJR Integrative Imaging supplement is mailed with the AJR. Both publications provide enduring print and online advertising, with print ads available online, archived with each issue in PDF format.

AJR INTEGRATIVE IMAGING
The quarterly AJR Integrative Imaging supplement helps ARRS members meet their maintenance of certification requirements through FREE SAM and CME credits. Published in March, June, September, and December, this educational supplement is valued by AJR readers. Full-page advertising is available. Deadlines run two weeks earlier than the corresponding AJR issue. Contact the advertising department for more information about AJR Integrative Imaging.

BONUS DISTRIBUTION, CONVENTION EXPOSURE, AND SPECIAL ISSUES

March: Pre-conference issue of AJR
ARRS Annual Meeting, Boston, MA

April: ARRS Annual Meeting, Boston, MA
(bonus distribution)

June: RBMA (limited bonus distribution)

September: RANZCR, Australia
( limited bonus distribution)

November: RSNA Annual Convention, Chicago, IL
(bonus distribution)

MEMBERSHIP
Regular 1 year U.S. membership: $250

SUBSCRIPTION RATES

Individual: $350 U.S.
$420 international

Institution: $560 U.S.
$630 international
### 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. Color upgrade is $1,610 for 4-color, full-page. See material specifications section for additional information.

<table>
<thead>
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<th>Full Page, ea.</th>
<th>1/2 Page, ea.</th>
<th>1/4 Page, ea.</th>
<th>1/8 Page ea.*</th>
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<td>$1,598</td>
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<td>3x</td>
<td>$2,230</td>
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<td>$600</td>
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<td>6x</td>
<td>$2,174</td>
<td>$1,519</td>
<td>$1,064</td>
<td>$570</td>
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<tr>
<td>9x</td>
<td>$2,120</td>
<td>$1,481</td>
<td>$1,037</td>
<td>$541</td>
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<tr>
<td>12x</td>
<td>$2,067</td>
<td>$1,444</td>
<td>$1,011</td>
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<tr>
<td>24x</td>
<td>$2,015</td>
<td>$1,401</td>
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<td>n/a</td>
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*No agency discounts given for this display size.

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### AJR Editorial Calendar, Special Distribution, and Closing Dates for Display Advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Section**</th>
<th>Special Distribution</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Issue Mails</th>
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<tbody>
<tr>
<td>Feb</td>
<td>Women's Imaging</td>
<td>Dec 22, 2008</td>
<td>Dec 29, 2009</td>
<td>Jan 20, 2009</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td>Cardiopulmonary Imaging</td>
<td>ARRIS Pre-conference issue; AJR Integrative Imaging</td>
<td>Jan 26, 2009</td>
<td>Jan 29, 2009</td>
<td>Feb 19, 2009</td>
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<tr>
<td>May</td>
<td>Pediatric Imaging</td>
<td>Mar 29, 2009</td>
<td>Mar 31, 2009</td>
<td>Apr 19, 2009</td>
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<tr>
<td>Jun</td>
<td>Genitourinary Imaging</td>
<td>RBMA bonus distribution; AJR Integrative Imaging</td>
<td>Apr 24, 2009</td>
<td>Apr 29, 2009</td>
<td>May 19, 2009</td>
</tr>
<tr>
<td>Jul</td>
<td>Gastrointestinal Imaging</td>
<td>May 22, 2009</td>
<td>May 28, 2009</td>
<td>Jun 19, 2009</td>
<td></td>
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<tr>
<td>Aug</td>
<td>Nuclear and Molecular Imaging</td>
<td>Jun 26, 2009</td>
<td>Jun 29, 2009</td>
<td>Jul 20, 2009</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>Vascular and Interventional Radiology</td>
<td>RANZCR (Australia), AJR samples onsite; RSNA Pre-convention issue</td>
<td>Aug 25, 2009</td>
<td>Aug 28, 2009</td>
<td>Sep 19, 2009</td>
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</tbody>
</table>

**Subject to editorial change**
Earned rates are based upon accumulated space during a calendar year. Frequency discounts will apply to each insertion only when contracted for in advance. Companies that fail to meet the contracted frequency will be rebilled at the actual earned rates.

Companies not on a multiple insertion contract will be billed at the 1x rate. Frequency discounts will apply as such frequencies are actually earned, but will not be retroactively applied.

2nd (C-2) or 3rd (C-3) cover: earned rate plus 25%
4th cover (C-4): earned rate plus 50%
Facing table of contents: earned rate plus 15%
Facing Women’s Imaging section table of contents: earned rate plus 15%
Special positioning: rates upon request

COLOR RATES (per page)
Standard color: $573
Matched color: $608
3- or 4-color: $1,610

COMPOSITION CHARGES
Full page: $240
1/2 page: $195
1/4 page: $150
1/8 page: $100

SPECIAL INSERTS
2-page insert: 2x earned black-and-white rate
4-page insert: 4x earned black-and-white rate
Later units, gatefolds, tip-ins, die cuts: rates upon request.
Standard business reply card: earned black-and-white rate
Oversize business reply card: 2x earned black-and-white rate

POLYBAGGED INSERTS
Maximum weight 3.3 ozs. Call for pricing.

AGENCY DISCOUNTS
A discount of 15% to a recognized agency will be applied if paid within 30 days. Classified/recruitment ads, one-eighth page (.125) display ads, and composition charges are noncommissionable.

CLASSIFIED ADS
The ARRS Career Center is the exclusive resource of the medical imaging profession for online employment connections. ARRS provides recruiters with both print and online options: Place ads on the ARRS Career Center and include your ad in the AJR. See page 13 for details.

ARTICLE REPRINTS
Available in print and electronic formats in various quantities with packaging options. See page 13 for details.

FOR ADDITIONAL INFORMATION OR DETAILS
Contact the Advertising Department at 800-227-5463, ext. 5829 or by email to ddeavers@acr-arrs.org.
**MECHANICAL SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Unit Sizes</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page/Cover (no bleed)</td>
<td>7”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page horizontal</td>
<td>7”</td>
<td>5”</td>
</tr>
<tr>
<td>1/2 Page vertical</td>
<td>3 ½”</td>
<td>10”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 ½”</td>
<td>5”</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>3 ½”</td>
<td>2 ½”</td>
</tr>
</tbody>
</table>

**BLEEDS**

Cover and full-page bleed requirements:
8 ¾” x 11 ¾” (¼” bleed margin all sides)
No additional charge for bleed. Do not include registration marks.

**TRIM SIZE/FINAL SIZE**
8 ⅝” x 10 ⅞”
Journal trims at least ¼” off top, bottom, gutter, and outside edge. Live matter safety margin is ½” all around. Registration (trim) marks should be at least ¼” from the live area.

**HALFTONE SCREEN**
133 line screen

**STOCK, BINDING, MAILING**
Inside pages and cover are coated; perfect bound; polybag; text stock 54# Nova Glass; cover stock 7 pt. Sterling Ultra Web Cover.

**REPRODUCTION REQUIREMENTS**

*Digital*: Files can be accepted in PDF, PDFX1a, TIFF, or EPS formats. Contact publisher for additional specifications.

Identification proof must accompany each order.

All color ads require SWOP-approved press proofs. If a SWOP-approved proof is not supplied with the digital file, color fidelity cannot be guaranteed by our printer.

This can be especially important if the advertisement contains flesh tones, which are considered color-critical in a print environment. ARRS and *AJR* cannot be held liable for printing problems as a result. In addition, a $70 per issue charge applies to non-SWOP ads. See www.swop.org for more information.

**SPECIAL INSERT REQUIREMENTS**
Contact publisher.

**BUSINESS REPLY CARD REQUIREMENTS**
Contact publisher.

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**Publisher's Policies**

All advertising is subject to approval by publisher. Policies and rates are subject to change.

Insertion instructions must be supplied for every advertisement and must clearly state the following: name of publication, name of advertiser, issue date, size, identifying headline, pick-up instructions, plus any special instructions such as bleed, color, position requests, etc. Advertisers are responsible for ensuring that ad materials meet our specifications. Preferred (premium) positions ordered or under contract are non-cancellable. In the event that any contracted advertising is cancelled, the advertiser will be immediately responsible for payment of the difference on the insertion rate or any other applicable charges affected by frequency change.

No conditions appearing on the space order, billing instructions or copy instruction which conflict with the publisher’s stated policies will be binding upon the publisher. In the event that an advertiser is owed a credit as a result of adjustment of frequency rates, the publisher will only provide credit on future advertisements placed.

The publisher’s liability for any error will not exceed the space charge for the advertisement in question.

Requests for special positions at ROP rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.

Advertisements ordered set but not used will be charged for composition. All display ads originating from outside the U.S. require prepayment. If materials are received after the published due date, the advertiser will be charged a blueline drop fee of $150.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

The publisher assumes no liability for error or omissions in key numbers.
Web Banner Advertising

**American Roentgen Ray Society Website:**
www.arrs.org

**American Journal of Roentgenology (AJR) Online:**
www.ajronline.org

**Women's Imaging Online (WIO):**
http://womensimagingonline.arrs.org

**ARRS Goldminer®:**
http://goldminer.arrs.org

All sites are reciprocally linked. The American Roentgen Ray Society welcomes advertisers to reserve space for Web banners. Hotlinks are included, so you can generate business at the touch of a button!

More than 90 years of research articles from the AJR are searchable on the Internet, with 44 years of searchable articles on www.ajronline.org. Radiologists and others worldwide go to the ARRS Website and AJR Online for up-to-date information on their profession.

Quick and easy access to news, educational opportunities, conference information, and membership, as well as the journal, all drive thousands of visitors, members, and subscribers to www.arrs.org and www.ajronline.org each month.

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**BANNER AD SPECIFICATIONS AND RATES**
Contact the advertising department for details.

**PLACEMENT POLICIES**
All banners will be placed at the discretion of ARRS. Advertising must be related to products and services of interest to radiologists. Links will be checked by the ARRS advertising office for appropriateness. Accuracy is the responsibility of the advertiser. Ads will be posted online by the first business day of the month and are month to month placements. Ads may be updated by submitting new tiles or links. Allow five business days from receipt at ARRS for updates to be completed. Limit is one update per month, after first month listed.

**Agency Discount:** 15% to recognized agency if paid within 30 days.

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**SUBMITTING YOUR AD**
Contact the ARRS Advertising Department by phone: 800-227-5463; or email ads@arrs.org for information on how to submit your ad materials and files.
Close to Two-Thirds of AJR Readers Access the AJR Online.

(Based on data from a March 2007 Readex Research survey.)

**ARRS Website Usage: 2008 2nd Quarter Monthly Average**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>ARRS Home Page Views</td>
<td>140,752</td>
</tr>
<tr>
<td>Visits</td>
<td>55,462</td>
</tr>
<tr>
<td>Percentage of new visits</td>
<td>60%</td>
</tr>
</tbody>
</table>

**ARRS Goldminer® Website Usage: 2008 2nd Quarter Monthly Average**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARRS Goldminer® Home Page Views</td>
<td>19,235</td>
</tr>
<tr>
<td>Visits</td>
<td>73,514</td>
</tr>
<tr>
<td>Percentage of new visits</td>
<td>60%</td>
</tr>
</tbody>
</table>

**ARRS Career Center Web Banners:**

Reach 1,500 job seeking radiologists a month with your recruiting effort, educational programs, and more!

**AJR Online Usage: 2008 2nd Quarter Monthly Average**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>AJR Online Views</td>
<td>1,011,888</td>
</tr>
<tr>
<td>Visits</td>
<td>377,704</td>
</tr>
<tr>
<td>Percentage of new visits</td>
<td>60%</td>
</tr>
</tbody>
</table>

**Women's Imaging Online Web Banners:**

More than 1,000 visitors a month and growing! This site offers affordable and highly visible banner options. AJR articles are available.

**AD SALES CONTACT**

Denell Deavers
Advertising Manager
Toll-free: 800-227-5463, ext. 5829
Email: ddeavers@acr-arrs.org
Recruit candidates through classifieds in the *AJR* and the *ARRS Career Center.*

**Classified Deadline Information**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
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<tbody>
<tr>
<td>January</td>
<td>November 14, 2008</td>
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<tr>
<td>February</td>
<td>December 15, 2008</td>
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<tr>
<td>March</td>
<td>January 14, 2009</td>
</tr>
<tr>
<td>April</td>
<td>February 13, 2009</td>
</tr>
<tr>
<td>May</td>
<td>March 13, 2009</td>
</tr>
<tr>
<td>June</td>
<td>April 14, 2009</td>
</tr>
<tr>
<td>July</td>
<td>May 14, 2009</td>
</tr>
<tr>
<td>August</td>
<td>June 15, 2009</td>
</tr>
<tr>
<td>September</td>
<td>July 15, 2009</td>
</tr>
<tr>
<td>October</td>
<td>August 14, 2009</td>
</tr>
<tr>
<td>November</td>
<td>September 14, 2009</td>
</tr>
<tr>
<td>December</td>
<td>October 14, 2009</td>
</tr>
</tbody>
</table>

The deadlines above apply to classified ad changes, additions, and cancellations.
Classified Advertising and the ARRS Career Center
Access the best job-seeking physicians and allied professionals in the field of radiology when you recruit with ARRS. The ARRS Career Center provides outstanding exposure and value for your job postings and includes the option to place your ad in the prestigious AJR.

When you recruit through ARRS, your ads will receive wide exposure that includes the National Healthcare Career Network as well as indeed.com and simplyhired.com. In addition, the ARRS Career Center offers:

- Quick and easy job posting any time
- High quality candidates
- Simple pricing options
- Access to the resume database
- Online reports of job activity statistics
- Emailed reminder of expiring listings
- Special introductory Web ad rates
- Upgrade options for employers and job postings

Package listings submitted by the 15th of a month will be published in the AJR issue two months out. For example, Web/print package jobs ordered by March 15th will be published in the May issue of the AJR.

Start your recruiting efforts today. Visit the ARRS Career Center on arrs.org, ajronline.org, or http://womensimagingonline.arrs.org to post jobs.

RECRUITMENT DISPLAY ADS
The AJR also offers display advertising for recruitment. Please see details for display advertising on pages 7 and 8.

Journal Sponsorships, Membership Mailing List Rental, and Conference Exhibitor Opportunities

JOURNAL SECTION SPONSORSHIPS
Build partnership opportunities while creating new marketing options by sponsoring a section or a monthly issue of the AJR. The AJR offers 12 topical sections, with a section highlighted every month (see the editorial calendar for details). Sections include Health Care Policy and Quality; Medical Physics and Informatics; Musculoskeletal Imaging; Nuclear Medicine and Molecular Imaging; Women’s Imaging, and more. Sponsorships come with valuable perks such as FREE advertising and free article usage. Call us for more information.

CORPORATE ARTICLE REPRINTS
The AJR offers high-quality well-packaged 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 potential customers and clients, to shareholders, and others. Electronic reprints are also available. This option provides your company with the flexibility to email articles directly to your customers or to drive them to your Web site with an article link.

ARRS ANNUAL CONFERENCE PROGRAM GUIDE
The ARRS Annual Meeting Program Guide is a primary source of conference information for conference attendees. Exhibitors can gain extra visibility through display advertising in the program guide. Not exhibiting this year? Your company can still gain exposure through this valuable information piece. April distribution; call by December 23, 2008, for inclusion in the guide. Call for various options and other details.

OTHER ADVERTISING OPTIONS
- Display ads or sponsorships in the 2009 Practical Sonography for the Radiologist
- AJR polybag insert advertising
- Display ads in special themed issues and supplements

MEMBERSHIP MAILING LIST RENTAL
Many ARRS members are interested in the products and services that medical imaging companies have to offer. Direct mail to our radiologist members is an excellent marketing option.

Total rentable file of members of the American Roentgen Ray Society as of August 2008: 12,075

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th>Foreign</th>
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<tbody>
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<td>List Rental</td>
<td>$175.00/M</td>
<td></td>
</tr>
<tr>
<td>(includes alpha or zip sort; minimum order 5,000 names)</td>
<td></td>
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</tr>
<tr>
<td>Selections Available:</td>
<td>@ $10.00/M per sort</td>
<td></td>
</tr>
<tr>
<td>*nth select</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Geographic select</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Individual/Institutional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key coding:</td>
<td>Add $2.50/M</td>
<td></td>
</tr>
<tr>
<td>Output Charges:</td>
<td>Add $25.00 for disk or email.</td>
<td></td>
</tr>
<tr>
<td>Shipping Charges:</td>
<td>Shipping at cost.</td>
<td></td>
</tr>
<tr>
<td>Rush Charges:</td>
<td>Add 30% rush charge for orders requested in fewer than 3 weeks (standard delivery) unless special approval is prearranged. Mail piece must be preapproved. We reserve the right to refuse the sale of our mailing list for any reason.</td>
<td></td>
</tr>
</tbody>
</table>
ARRS InPractice
ARRS InPractice is a quarterly guide for the medical imaging community, providing news and features on topics that are critical to the practice of radiology. With timely articles on business issues, ethical concerns, patient communication, radiation safety practices, education, and more, it provides valuable information for radiologists as well as the entire radiology team.

DETAILS
Circulation, Frequency, and Page Count:
ARRS InPractice mails to 19,335 ARRS medical imaging physician members and is also available for free to radiologists via the ARRS Website. It is published quarterly in January, April, July, and October. Each issue averages 24 full-color pages.

ADVERTISING
Advertising is available on the inside front and inside back cover and a 2/3 page placement is available on the back cover. Limited run-of-book advertising is also available.

SPECIFICATIONS
8 ⅜” X 10 ⅞” inches with a ¼” inch bleed, except for back cover, which is 7 ¾” wide x 5 ¾” inches high. Ad materials may be submitted digitally in PDF, PDFX1a, TIFF, or EPS formats. Materials should be forwarded to Denell Deavers at ddeavers@acr-arrs.org or to the ARRS general mailing address at ARRS, Advertising Department, 1891 Preston White Drive, Reston, VA 20191-4326.

RATES
$1,075 for one full-page display ad, black and white, per insertion.
Color is an additional $800 per insertion.
Covers are an additional $475 each and must be full-page, color ads, with the exception of the back cover.

POLICIES AND DISCOUNTS
ARRS advertising policies, as set forth on page 9 of this booklet, apply. A 15% discount to recognized agencies will be provided.

ADVERTISING SUBMISSION DATES
<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservations Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 22</td>
<td>December 29</td>
</tr>
<tr>
<td>April</td>
<td>March 23</td>
<td>March 29</td>
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<tr>
<td>July</td>
<td>June 22</td>
<td>June 29</td>
</tr>
<tr>
<td>October</td>
<td>September 22</td>
<td>September 29</td>
</tr>
</tbody>
</table>

EDITORIAL CALENDAR
Information on ARRS InPractice issue coverage is made available through e-mail and fax updates two months in advance of publication. Contact Denell Deavers at ddeavers@arrs.org to be placed on the notification list.

Bring Awareness of Medical Solutions to ARRS Members through the ARRS InPractice
ARRS Annual Meeting
Exhibitor Opportunities

Plan now to join the 2009 ARRS Annual Meeting in Boston, MA.

For exhibitor information, to reserve space, or for information on sponsorship opportunities, call 800-227-5463, ext. 5852 or 703-648-8900.

Exhibit Dates: April 26–May 1, 2009
Location: John B. Hynes Veterans Memorial Convention Center, Boston, MA
Host Hotel: Sheraton Boston Hotel
Attendance: There were 3,016 attendees at the 2008 annual meeting
Cost: $2,500 per 10’ x 10’ booth

Includes the following:
• A 50-word company description in the meeting program book
• A listing on the ARRS Website (www.arrs.org) and a link to the company’s Website
• Exhibitor registration for four company representatives for each 10’ x 10’ booth space purchased
• Two one-day guest passes to the exhibit hall (available upon request)
• One attendee badge per 10’ x 10’ booth space to attend all educational sessions included in general registration. The Categorical Course and Review Course are not included with this package
• Attendee mailing list to be used one-time only for marketing purposes, available upon request and based upon ARRS approval
• Exhibitor lounge, with complimentary beverages made available during the show hours
• Janitorial service for aisles
• 24-hour security

2008 Corporate Sponsors
Agfa Corporation
Bracco Diagnostics, Inc.
Calgary Scientific, Inc.
Fujifilm Medical Systems
Hologic, Inc.
Theime Publishers

2008 Corporate Partners
GE Healthcare
Siemens Medical Solutions, USA

If you would like to participate in the 2009 ARRS Annual Meeting as a Corporate Sponsor or Partner, please contact Keri Sperry or Hope Neely at 703-648-8900 for further information.