Reach your audience through...
ARRS is the first and oldest radiology society in the United States. It is dedicated to the goal of the advancement of medicine through the science of radiology and its allied sciences. Its monthly journal, the American Journal of Roentgenology (AJR) is a highly respected peer-reviewed journal with a worldwide circulation of more than 23,000 and an average monthly online usage of 793,000.* For more than 100 years, the AJR has been recognized as one of the top specialty journals in the world. It is published for the physician and scientist interested in general radiology, sonography, CT, MRI, nuclear medicine, interventional radiology, women's imaging, and other diagnostic and medical imaging techniques and procedures.

Each issue of the AJR includes original research articles, reviews, clinical perspectives, technical innovations, invited articles, and commentaries with unique content-focused areas. The highlighted section provides a special opportunity for advertisers to tie in their marketing message (see the AJR Editorial Calendar below). 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
- AJR Mobile App
- Online Classified Advertising and the Career Center
- Corporate Article Reprints
- InPractice
- AJR InBrief and InPractice Insight e-newsletters
- Annual Meeting Exhibitor Opportunity

**Founded 100 years ago**

**Circulation 23,000 worldwide**

**Total audience 793,000 online readers**

2015 Editorial Calendar

- January: Neuroradiology/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 Medicine and Molecular Imaging
- September: Musculoskeletal Imaging
- October: Vascular and Interventional Radiology
- November: Noninterpretive Imaging Skills
- December: Open

*As reported by Atypon for the year 2013
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.

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<thead>
<tr>
<th>Frequency</th>
<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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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

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<th>Unit Sizes</th>
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<td></td>
</tr>
<tr>
<td>Full Page (no bleed)</td>
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<td>10&quot;</td>
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<tr>
<td>1/2 Page horizontal</td>
<td>7&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/2 Page vertical</td>
<td>3 1/2&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/2&quot;</td>
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<tr>
<td>1/8 Page</td>
<td>3 1/2&quot;</td>
<td>2 1/2&quot;</td>
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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 45 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.

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.

AJR Mobile App

Reach your audience “on the go” at AJRapp.ars.org. AJR offers custom advertising packages including print, online, and mobile to suit your needs. Contact AJR Advertising for arrangements.

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 reprintsAJR@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 one full-page display ad. Please contact communications@arrs.org for additional information regarding specifications and advertising submission dates.

AJR InBrief and InPractice Insight e-newsletters
The two ARRS electronic newsletters offer additional online advertising opportunities. Banner space is available in AJR InBrief and InPractice Insight 12 issues/year. Contact communications@arrs.org for more information on InPractice as well as the e-newsletters.

Annual Meeting Exhibitor Opportunities

2015 Annual Meeting
Plan now to join the 2015 ARRS Annual Meeting in Toronto, Canada.
Conference Dates: April 18–24, 2015
Location: Toronto Convention Centre
Attendance: 2,500 physicians attend this meeting annually
Cost: $2,500 per 10’ x 10’ booth

Includes the following:
- 50-word company description in the Meeting Program
- 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
- Two one-day guest passes to the Exhibit Hall
- One attendee badge per 10’ x 10’ booth to attend all educational sessions included in general registration
- 24-hour security

For exhibitor information, to reserve space, or for information on sponsorship opportunities, call 866-940-2777 or 703-729-3353 or e-mail exhibitspace@arrs.org.

Important AJR Dates for Display Advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Distribution</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Issue Mails</th>
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<td>RSNA preconvention issue</td>
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<td>08/25/15</td>
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<td>RSNA Annual Meeting bonus issue</td>
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<td>09/25/15</td>
<td>10/23/15</td>
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<td>Dec</td>
<td>10/21/15</td>
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Mailing and Contact Information

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Cheryl S. Merrill
Publications Department – Advertising
44211 Slatestone Court
Leesburg, VA 20176-5109

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Fax: 703-729-4839
E-mail: advertising@arrs.org