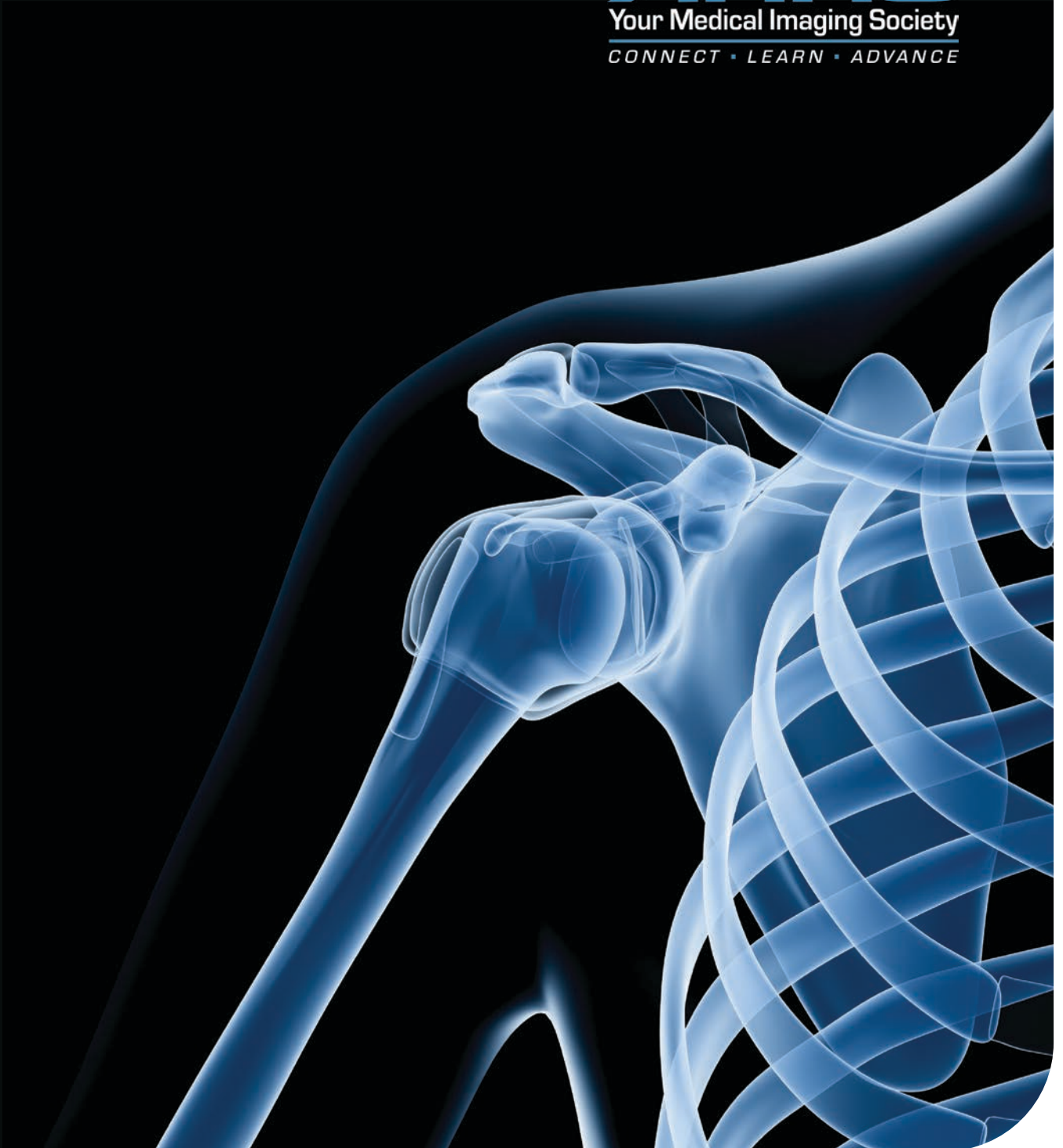


Reach your audience through...

ARRS

Your Medical Imaging Society

CONNECT • LEARN • ADVANCE



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 723,000.* For more than 100 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 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
- Online Classified Advertising and the Career Center
- Corporate Article Reprints
- *InPractice*
- AJR InBrief and *InPractice* Insight e-newsletters
- Annual Meeting Exhibitor Opportunity

Founded over
100 years ago

Circulation
23,000 worldwide

Total audience
723,000 online readers



2019 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: Health Care Policy
December: Open

*As reported by Atypon for the year 2015

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 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.

The screenshot shows the AJR website interface with several banner ad placements. At the top, a red banner reads "Leaderboard - 728 x 90". Below the website header, there are several smaller banners: an orange banner (426 x 70), a green banner (180 x 180), another orange banner (426 x 70), and a blue banner (200 x 100). The website content includes a "Table of Contents" for August 2014, a "CREDIT" section, and a "Future Tables of Content" section.

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.

Important AJR Dates for Display Advertising

Issue	Special Distribution	Space Closing	Materials Due	Issue Mails
Jan		11/15/18	11/20/18	12/21/18
Feb		12/15/18	12/20/18	01/22/19
Mar	ARRS preconference issue	01/19/19	01/24/19	02/22/19
Apr	ARRS Annual Meeting bonus distribution	02/16/19	02/21/19	03/22/19
May		03/17/19	03/22/19	04/22/19
Jun		04/18/19	04/23/19	05/22/19
Jul		05/17/19	05/22/19	06/21/19
Aug		06/15/19	06/20/19	07/22/19
Sep		07/19/19	07/24/19	08/22/19
Oct	RSNA preconference issue	08/16/19	08/21/19	09/20/19
Nov	RSNA Annual Meeting bonus issue	09/18/19	09/23/19	10/22/19
Dec		10/19/19	10/24/19	11/22/19

Annual Meeting Exhibitor Opportunities

2020 Annual Meeting

Plan now to join the 2020 ARRS Annual Meeting in Chicago, IL.
 Conference Dates: May 3-8, 2020
 Location: Sheraton Grand Chicago
 Multiple Booth Types Available

Includes the following:

- 50-word company description and logo in the Meeting Program
- Listing on the ARRS website (www.arrs.org) with a link to the company's website
- Exhibitor registration for company representatives for up to two (2) per Pop-up Booth or four (4) per 10' x 10' Traditional Booth space purchased.
- Two (2) one-day guest passes to the Connection Quad (**available upon request**)
- One (1) attendee badge per 10' x 10' Traditional Booth (Pop-up Booth not eligible) to attend all educational sessions included in the general registration fee. The Categorical Courses are not included but may be purchased by exhibitors at the nonmember registration price for each course.
- 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.



Mailing and Contact Information

ARRS

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

Phone: 866-940-2777 703-729-3353 x 4333
 Fax: 703-729-4839
 E-mail: advertising@arrs.org