

Journal of Radiology Advertising and Sponsorship Opportunities

The Journal of Radiology is the fastest growing peer reviewed medical imaging publication. It is read by a growing number of the medical imaging industry's key decision makers -- radiologists, scientists, technologists, residents, and educators. You can reach them ALL by becoming a Journal of Radiology sponsor!

The web version of the journal is available at three convenient brand name addresses:

www.jradiology.org

www.jradiology.com

www.jrad.org

Advertising and sponsorship opportunities the Journal of Radiology offer more value for your advertising dollar by providing:

- The opportunity to influence a concentrated community of medical imaging professionals.
- Daily distribution of your message for increased frequency of ad impressions.
- Flexibility that let's you customize your message, and target delivery to a precise audience.
- Association with the leading brand name in radiology the world over, the Journal of Radiology.

Target your best audience and build your brand within relevant content. As a sponsor, your company name and graphics of choice will be prominently incorporated into the Journal of Radiology.

Advertising and Sponsorship Opportunities:

Banner Ads

The Journal of Radiology's banner ads are sold on a CPM model (cost per 1000 impressions). There are two different banner positions to choose from (see below). Banner sizes are standard 468 x 60 pixels. All banner positions are run-of-site, meaning they rotate randomly throughout the majority of the pages on the web site. Certain sponsorship-only sections, may be excluded. Our available advertising inventory is sold on a first-come, first-served basis. Advertisers may secure ad inventory for up to 12 months into the future. Minimum placement is \$100 per month.

CPM Rates by Banner Position

Position 1 - \$120 CPM

Position 2 - \$ 50 CPM



Newsletter Sponsorship

Quickly and effectively reach 100% of the Journal of Radiology's opt-in registered premiere subscriber base. Our newsletter goes out quarterly and contains the most recent new articles that have been published. Sponsorship for each newsletter is exclusive to one advertiser, meaning it's an all-or-nothing placement. Our available advertising inventory for each issue is sold on a first-come, first-served basis.

Rate: \$0.50 per email address

Exclusive Categories

Wrap your brand around an entire section of the Journal of Radiology web site that's relevant to your company's products or services.

Customized Special Programs

The Journal of Radiology can assist you in many ways to meet the goals and objectives of your organization. Some of our various customized offerings include:

- Customer Retention Programs
- Lead Database Management

Contact:

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