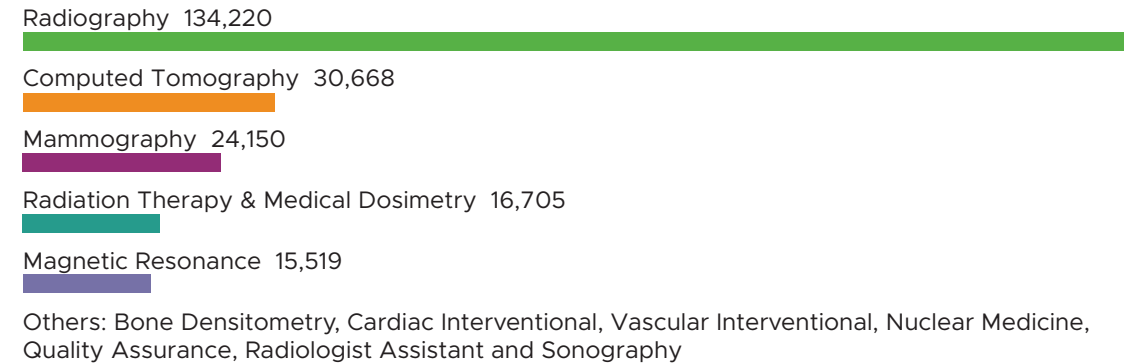




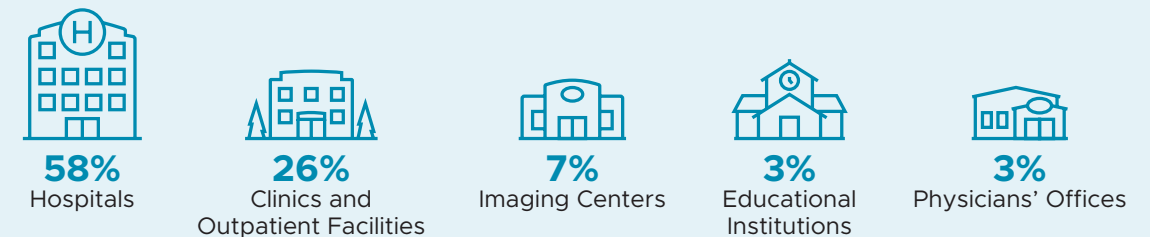
Your Partner With Influence

MEDIA KIT 2024

Every Discipline Is Represented



Every Health Care Setting Is Represented



Others: 3% Mobile Units, Corporate, Armed Forces, Locum Tenens, Temporary Services, Industrial and Applied Research

Reach Your Target Market

Largest professional association for medical imaging technologists and radiation therapists

More than 156,000 members

An estimated 25,000 decision-makers, including administrators, managers, supervisors and chief technologists

90%
make a final decision or recommendation on purchasing imaging equipment

93%
make a final decision or recommendation on purchasing disposable supplies

82%
make a final decision or recommendation on purchasing continuing education



Find out more about how we can help you reach your most important customers. Call ASRT Corporate Relations at 505-298-4500, Ext. 1915, or email adsales@asrt.org. Discounted ad bundles are available.

asrt Scanner

This members-only magazine focuses on personal and professional issues R.T.s face every day, digging deeper into the topics that grab members' attention and keep them wanting more. Articles on timely issues such as workplace trends, safety, health, finance and professional development guarantee high readership.

2024 ASRT Scanner

Issue	Editorial	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
February/March	Technology/RSNA Coverage	Jan. 3	Jan. 10	Feb. 23
April/May	Member Benefits	Feb. 28	March 6	April 19
June/July	Education/Career	April 24	May 1	June 14
August/September	Volunteers/ASRT Annual Meeting	June 26	July 3	Aug. 16
October/November	Celebrating the Profession/NRTW®	Aug. 28	Sept. 4	Oct. 18
December/January	Safety/Health	Oct. 23	Oct. 30	Dec. 20

2024 ASRT Scanner Rates

Classified						
Marketplace/Classified*	1x	3x	6x	9x	12x	14x
1/8	\$440	\$415	\$390	\$370	\$335	\$305
1/4	\$855	\$775	\$760	\$710	\$635	\$580
1/2 Horizontal	\$1,560	\$1,475	\$1,395	\$1,295	\$1,220	\$1,050
Full	\$2,975	\$2,845	\$2,765	\$2,635	\$2,505	\$2,005
Display						
Black & White	1x	3x	6x	9x	12x	14x
1/2	\$2,620	\$2,515	\$2,420	\$2,275	\$2,125	\$1,840
Full	\$3,825	\$3,595	\$3,545	\$3,255	\$2,995	\$2,585
Color						
1/2	\$3,370	\$3,265	\$3,170	\$3,025	\$2,875	\$2,590
Full	\$4,575	\$4,345	\$4,295	\$4,005	\$3,745	\$3,335

*Add \$750 for 4-color.
10% guaranteed placement fee for full-page ads.

Advertorial

Add a one-time charge of \$1,500 to applicable full-page display rate.



See advertising policies/regulations (Page 14) for color rates, priority positions and other options.



Frequency Bimonthly **Primary Readership** 156,092



ASRT's printed publications are also available digitally to more than 156,000 members. The digital versions include URLs to the advertisers' websites.



ASRT Design Fee Ad Creation: \$200 Ad Modification: \$50



RADIOLOGIC

T E C H N O L O G Y

ASRT members from every medical imaging discipline read this respected peer-reviewed journal to keep up to date on the latest research and learn practical on-the-job information. Your ad in *Radiologic Technology* gives you instant access to influential, information-hungry radiologic technologists throughout the United States. Many readers open their journal within a week of receiving it, research a company or product online after seeing it advertised in the journal and share with others the information they found about the company or product.

2024 Radiologic Technology

Issue	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
January/February	Nov. 8	Nov. 15	Jan. 19
March/April	Jan. 24	Jan. 31	March 22
May/June	March 13	March 20	May 17
July/August	May 15	May 22	July 19
September/October	July 17	July 24	Sept. 20
November/December	Sept. 18	Sept. 25	Nov. 22

2024 Radiologic Technology Rates

Classified						
Black & White Only	1x	3x	6x	9x	12x	14x
1/8	\$440	\$415	\$390	\$370	\$335	\$305
1/4	\$855	\$775	\$760	\$710	\$635	\$580
1/2 Horizontal	\$1,560	\$1,475	\$1,395	\$1,295	\$1,220	\$1,050
Full	\$2,975	\$2,845	\$2,765	\$2,635	\$2,505	\$2,005
Display						
Black & White	1x	3x	6x	9x	12x	14x
1/2	\$2,620	\$2,515	\$2,420	\$2,275	\$2,125	\$1,840
Full	\$3,825	\$3,595	\$3,545	\$3,255	\$2,995	\$2,585
Color						
1/2	\$3,370	\$3,265	\$3,170	\$3,025	\$2,875	\$2,590
Full	\$4,575	\$4,345	\$4,295	\$4,005	\$3,745	\$3,335

10% guaranteed placement fee for full-page ads.



See advertising policies/regulations (Page 14) for color rates, priority positions and other options.



Frequency Bimonthly **Primary Readership** 137,702



ASRT's printed publications are also available digitally to more than 156,000 members. The digital versions include URLs to the advertisers' websites.



RADIATION Therapist

Radiation therapists and medical dosimetrists throughout the United States as well as internationally read this respected peer-reviewed journal to keep up to date on the latest research and learn practical on-the-job information. Your ad in *Radiation Therapist* gives you instant access to these information-hungry professionals. Most readers open their journal within a week of receiving it, research a company or product online after seeing it advertised in the journal and influence purchasing at work.

2024 Radiation Therapist

Issue	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
Spring	Feb. 7	Feb. 14	April 12
Fall*	July 31	Aug. 7	Sept. 27

*Bonus distribution at Radiation Therapy Conference

2024 Radiation Therapist Rates

Classified						
Black & White Only	1x	3x	6x	9x	12x	14x
1/8	\$365	\$325	\$300	\$290	\$265	\$220
1/4	\$635	\$570	\$545	\$495	\$480	\$415
1/2 Horizontal	\$1,215	\$1,075	\$1,030	\$975	\$880	\$775
Full	\$2,285	\$2,060	\$1,920	\$1,840	\$1,760	\$1,410
Display						
Black & White	1x	3x	6x	9x	12x	14x
1/2	\$1,970	\$1,850	\$1,760	\$1,620	\$1,535	\$1,250
Full	\$3,085	\$2,895	\$2,590	\$2,500	\$2,365	\$1,985
Color						
1/2	\$2,720	\$2,600	\$2,510	\$2,310	\$2,285	\$2,000
Full	\$3,875	\$3,645	\$3,340	\$3,295	\$3,115	\$2,735

10% guaranteed placement fee for full-page ads.



See advertising policies/regulations (Page 14) for color rates, priority positions and other options.



Frequency Biannually

Primary Readership 17,018



ASRT's printed publications are also available digitally to more than 156,000 members. The digital versions include URLs to the advertisers' websites.



asrt Directed Reading SUPPLEMENT

The *Directed Reading Supplement* is a biannual publication of ASRT's most popular continuing education product. The Directed Readings are highly rated and highly desired by members, with a steadily increasing opt-in readership of more than 70,000 radiologic technologists representing every area of practice in medical imaging and radiation therapy.

2024 Directed Reading Supplement

Issue	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
Summer	June 12	June 18	July 26
Winter	Nov. 8	Nov. 15	Dec. 27

Limited Availability

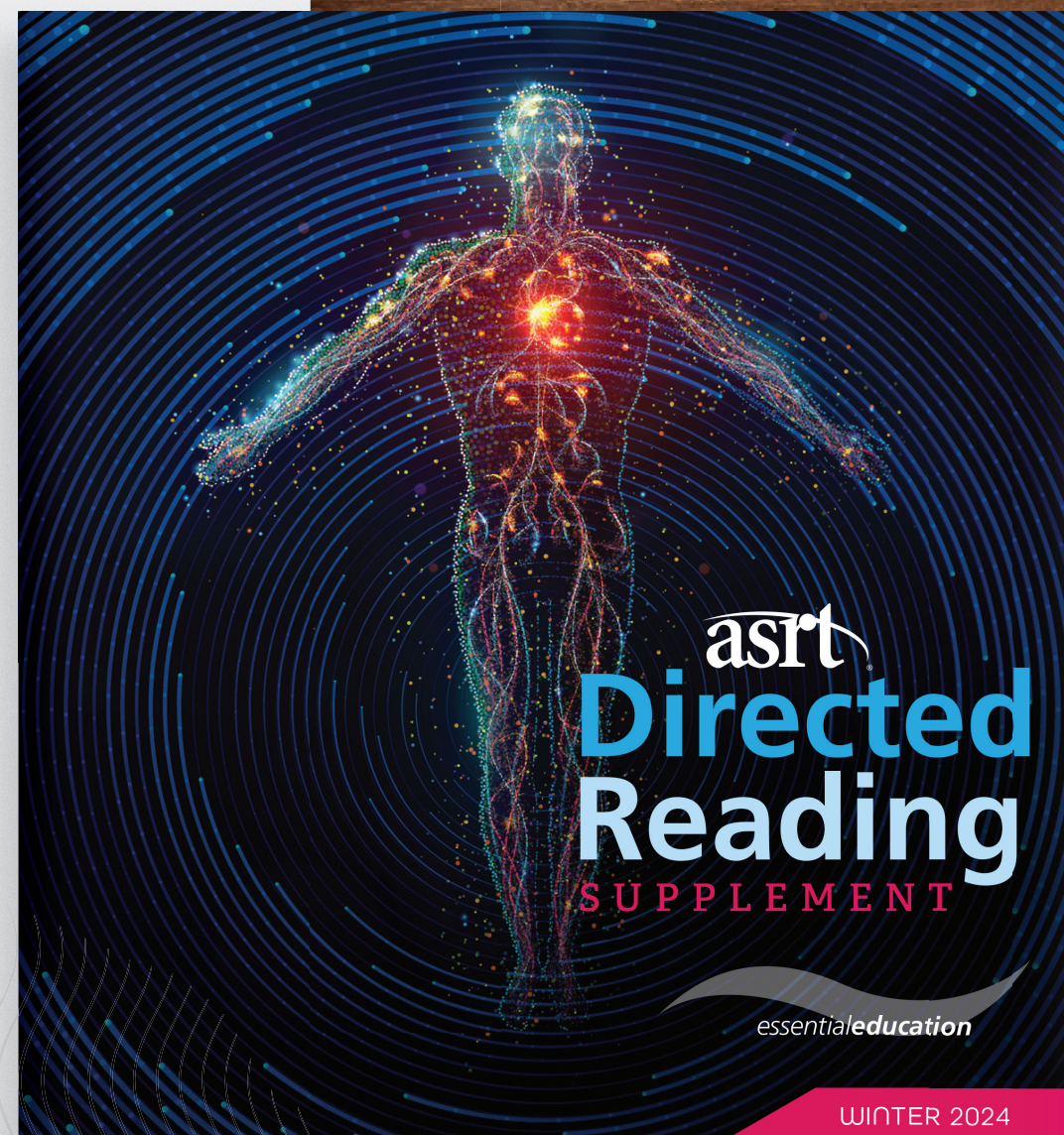
2024 Directed Reading Supplement Rates

Display	
Color	
1/2	\$3,045
Full	\$4,225

! See advertising policies/regulations (Page 14) for color rates, priority positions and other options.



! Limited Availability



Frequency Biannually **Primary Readership** 78,000+

ASRT's printed publications are also available digitally to more than 156,000 members. The digital versions include URLs to the advertisers' websites.

TheBeam

Perfectly targeted. That's what your message becomes when it focuses on the attendees at the ASRT Radiation Therapy Conference and the ASRT Educational Symposium and Annual Governance and House of Delegates Meeting.

The Beam, the official conference publication, is distributed to every registered attendee. For extra impact, reserve both an ad and an advertorial about your company.

Find out more about *The Beam* and how it can help you reach your top prospects in medical imaging and radiation therapy.

2024 ASRT Educational Symposium and Annual Governance and House of Delegates Meeting

Ad Specifications	Rates	Ad Deadlines	
Full-page Advertorial	\$2,100	Advertorial	April 11
Full	\$1,575	Ad Space	April 11
1/2 Horizontal	\$945	Ad Materials	April 18
1/4	\$475		

2024 ASRT Radiation Therapy Conference

Ad Specifications	Rates	Ad Deadlines	
Full-page Advertorial	\$2,100	Advertorial	July 26
Full	\$1,575	Ad Space	July 26
1/2 Horizontal	\$945	Ad Materials	August 2
1/4	\$475		



See advertising policies/regulations (Page 14) for color rates, priority positions and other options.



Publication Digital Edition Email

Promote your company in these dedicated notification emails sent to members alerting them to the online availability of the newest ASRT publication. The top marquee banner with your message is the only advertisement in these emails. This is a brand-new opportunity, so no click-through rates are available at this time.

2024 Publication Schedule

Publication	Issue	Ad Space Due	Materials Due	Estimated Posting Date
Radiologic Technology Journal	Jan/Feb '24	Nov. 28	Dec. 5	Dec. 26
Scanner Magazine	Feb/Mar '24	Jan. 16	Jan. 23	Feb. 13
Radiologic Technology Journal	Mar/Apr '24	Feb. 14	Feb. 20	March 12
Radiation Therapist Journal	Spring '24	Feb. 27	March 5	March 26
Scanner Magazine	Apr/May '24	March 19	March 26	April 16
Radiologic Technology Journal	May/June '24	April 2	April 9	April 30
Scanner Magazine	Jun/Jul '24	May 14	May 21	June 11
Radiologic Technology Journal	Jul/Aug '24	June 7	June 11	July 2
Scanner Magazine	Aug/Sep '24	July 16	July 23	Aug. 13
Radiologic Technology Journal	Sep/Oct '24	Aug. 6	Aug. 13	Sept. 3
Radiation Therapist Journal	Fall '24	Aug. 20	Aug. 27	Sept. 17
Scanner Magazine	Oct/Nov '24	Sept. 17	Sept. 24	Oct. 15
Radiologic Technology Journal	Nov/Dec '24	Oct. 8	Oct. 15	Nov. 5
Scanner Magazine	Dec '24/Jan '25	Nov. 12	Nov. 19	Dec. 10

Limited Availability

2024 Scanner & Radiologic Technology Rates

Dimensions	1x	3x	6x	9x	12x	14x
540 x 65 pixels	\$3,500	\$3,150	\$2,975	\$2,800	\$2,625	\$2,450

Scanner email sent to approximately 144,000 members.
Radiologic Technology email sent to approximately 143,400 members.

2024 Radiation Therapist Rates

Dimensions	1x	3x
540 x 65 pixels	\$2,500	\$2,250

Radiation Therapist email sent to approximately 16,300 members.



The image displays three email templates for ASRT publications. Each template features a marquee banner at the top with the publication title and 'DIGITAL EDITION' text. Below the banner is a 'NEW' badge and a 'Primary Readership' count. The templates include sections for 'In This Issue' with article teasers, 'Additional Articles in This Issue', and 'Access the Latest Directed Readings'. The Scanner template has a readership of 156,092, Radiologic Technology has 17,018, and Radiation Therapist has 137,702. Each email also includes contact information for ASRT at the bottom.



asrt.org

This dynamic website drives technology-savvy radiologic technology buyers and job seekers to your site 24/7. ASRT's website, asrt.org, is a rich storehouse of jobs, education, information and advice that the medical imaging and radiation therapy community considers one of their most important resources. You can choose from a wide range of ways to reach them, from banner ads to targeted communities to listings on the ASRT JobBank®.

2024 ASRT Website Banner Ads

Month	Ad Space Due	Materials Due	Posting Date
January	Dec. 14	Dec. 21	Jan. 1
February	Jan. 18	Jan. 25	Feb. 1
March	Feb. 15	Feb. 22	March 1
April	March 14	March 21	April 1
May	April 11	April 18	May 1
June	May 16	May 23	June 1
July	June 13	June 20	July 1
August	July 11	July 18	Aug. 1
September	Aug. 15	Aug. 22	Sept. 1
October	Sept. 12	Sept. 19	Oct. 1
November	Oct. 17	Oct. 24	Nov. 1
December	Nov. 14	Nov. 21	Dec. 1

2024 ASRT Website Banner Ad Rates

Horizontal Run of Site		Vertical Run of Site	
Dimensions	Rates	Dimensions	Rates
300 x 150 pixels	\$1,500	180 x 150 pixels	\$1,200
652 x 150 pixels	\$2,000	180 x 300 pixels	\$1,600
1004 x 150 pixels	\$2,700	180 x 450 pixels	\$2,000
1336 x 150 pixels	\$3,000	180 x 600 pixels	\$2,400
Note: Ad sizes subject to change.		180 x 750 pixels	\$2,800

Monthly Site Traffic

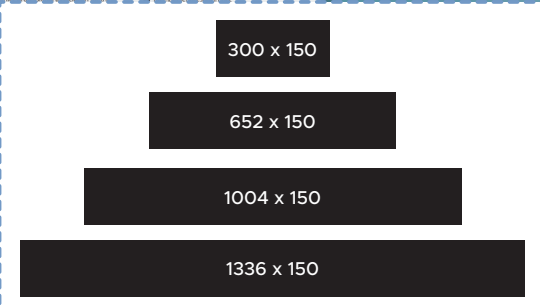
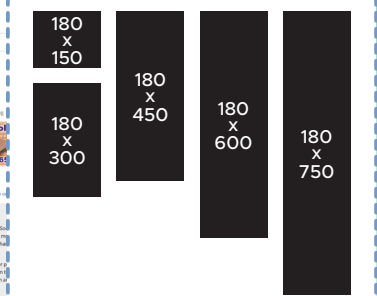
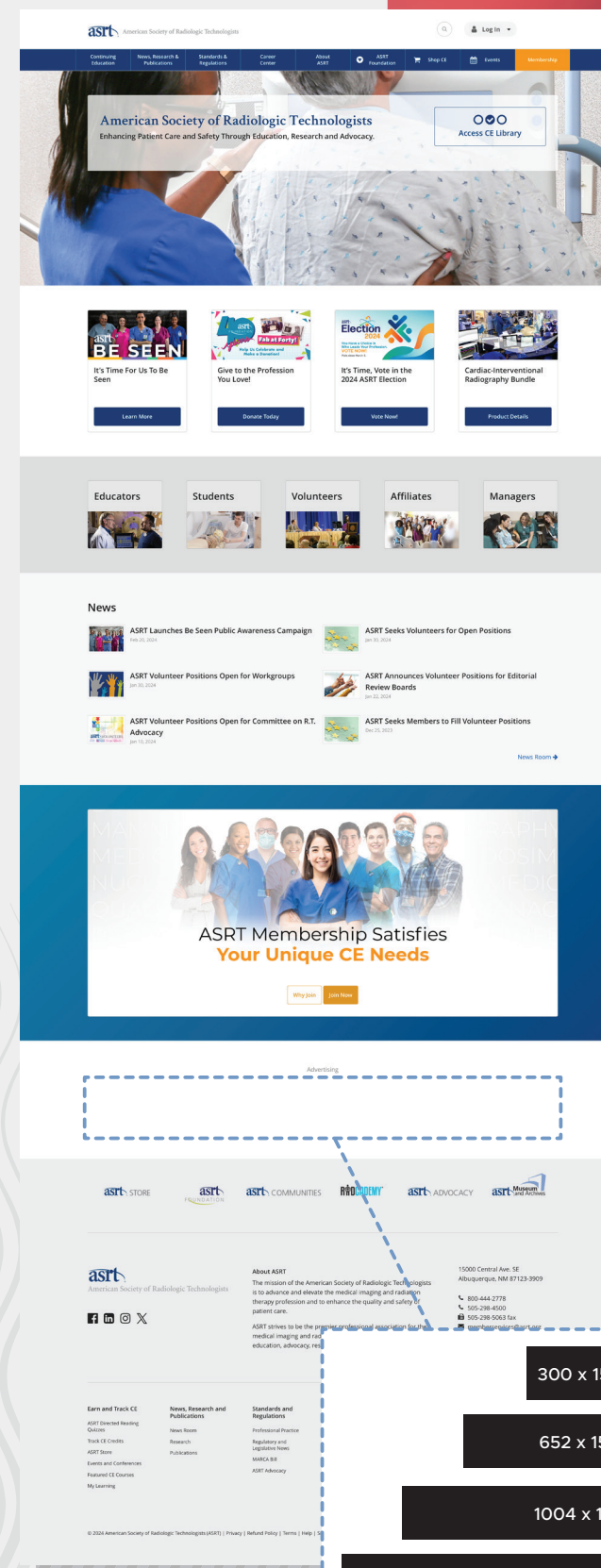
1,968,667 Page Views

299,521 Sessions

129,561 Users

7:00 Average Time on Site

Source: Google Analytics



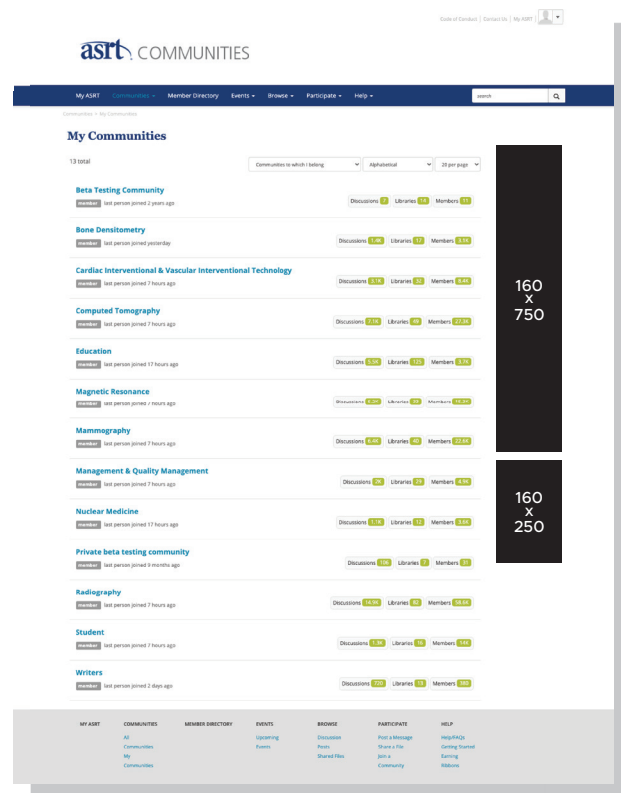
asrt COMMUNITIES

The professional network of 17 communities is a one-stop, knowledge-sharing domain for members with common interests, practice areas or career paths.

2024 ASRT Communities

Vertical Run of Site	
Dimensions	Monthly Rates
160 x 250 pixels	\$500
160 x 500 pixels	\$750
160 x 750 pixels	\$1,200
160 x 1000 pixels	\$1,500

Rate includes ad placed in all 17 communities. Discounts available for multiple months. Contact ASRT Corporate Relations at adsales@asrt.org for more information.



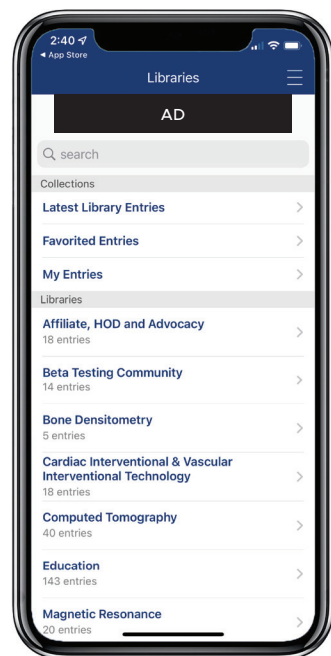
160 x 750

160 x 250

Our Communities Include:

- Affiliate, House of Delegates and Advocacy
- Bone Densitometry
- Cardiac Interventional and Vascular Interventional
- Computed Tomography
- Education
- Magnetic Resonance
- Mammography
- Management and Quality Management
- Military
- Nuclear Medicine
- Radiation Therapy and Medical Dosimetry
- Radiography
- Radiologist Assistant
- Sonography
- Student
- Writers

Communities banners not available to promote continuing education, products, programs, meetings or seminars.



Mobile App Exclusive Banner Ad \$1,000 Per Month

ASRT Event Calendar

Promote your continuing education event or course on the ASRT event calendar. List your CE event or course in this high-traffic section for just pennies per contact.

30-day calendar listing: Just \$75



asrt.org/forms/submit-an-event

asrt JobBank®

Average Job Views/Month: 27,000+
Average Page Views/Month: 8,000+

ASRT JobBank® Posting Rate Card

Rates and Packages

30-day Job Posting **\$399**

Job Flash Package **\$599**

- Job Emailed to Radiologic Technologists
- Posted for 30 days

Premium Job Flash™ Package **\$699**

- Job Emailed to Radiologic Technologists
- Posted for 30 Days
- Remains High in Search Results
- Highlighted to Stand Out

Ultimate Recruitment Package **\$899**

- TalentBoost Upgrade Distributes Job to Network of 1,000+ National, Niche and Local Job Boards
- Job Emailed to Radiologic Technologists
- Posted for 30 Days
- Remains High in Search Results
- Highlighted to Stand Out

60-day Premium Job Flash™ Package **\$999**

- Job Emailed to Radiologic Technologists
- Posted for 60 Days
- Remains High in Search Results
- Highlighted to Stand Out

30-day Job Posting + Radiologic Technologist Job Board Network **\$1,149**

- This product bundle gets you a single job posting on this job site along with secondary exposure for your job posting on all sites in this job board network for a small additional cost!

Single Resume Purchase **\$35**

30-day Resume Access – Credits/Subscriptions **\$299**

Post Your Job Today! careers.asrt.org

Packages and pricing are subject to change without notice. Recruitment agencies receive a discount. For sales inquiries and support, contact Gregory Smith at 1.860.407.5745 or gregory.smith2@communitybrands.com. Powered by YMCareers™

This monthly electronic newsletter delivers your advertising message to more than 137,000 ASRT members.

2024 ASRT Resources Advertising Deadlines

Issue	Ad Reservation Due Date	Ad Materials Due Date	Mailing Date
January	Dec. 21	Dec. 28	Jan. 17
February	Jan. 18	Jan. 25	Feb. 21
March	Feb. 15	Feb. 22	March 20
April	March 21	March 28	April 17
May	April 18	April 25	May 15
June	May 23	May 30	June 19
July	June 20	June 27	July 17
August	July 18	July 25	Aug. 21
September	Aug. 22	Aug. 29	Sept. 18
October	Sept. 19	Sept. 26	Oct. 16
November	Oct. 24	Oct. 31	Nov. 20
December	Nov. 14	Nov. 21	Dec. 18

2024 ASRT Resources Banner Ad Rates

Dimensions	Rates
560 x 75 pixels Marquee Banner	\$4,000
Super Leaderboard*	\$3,500
540 x 216 pixels Banner Ad & Advertorial *	\$2,500
540 x 216 pixels Banner Ad B**	\$2,000

*Clients have the following options 1) Advertorial with text only (50-75 words), 2) Banner Ad 540 x 142 and a small advertorial (35-50 words), 3) 540 x 216 Banner Ad.
 **Submit as 540 x 216 for mobile optimization purposes.

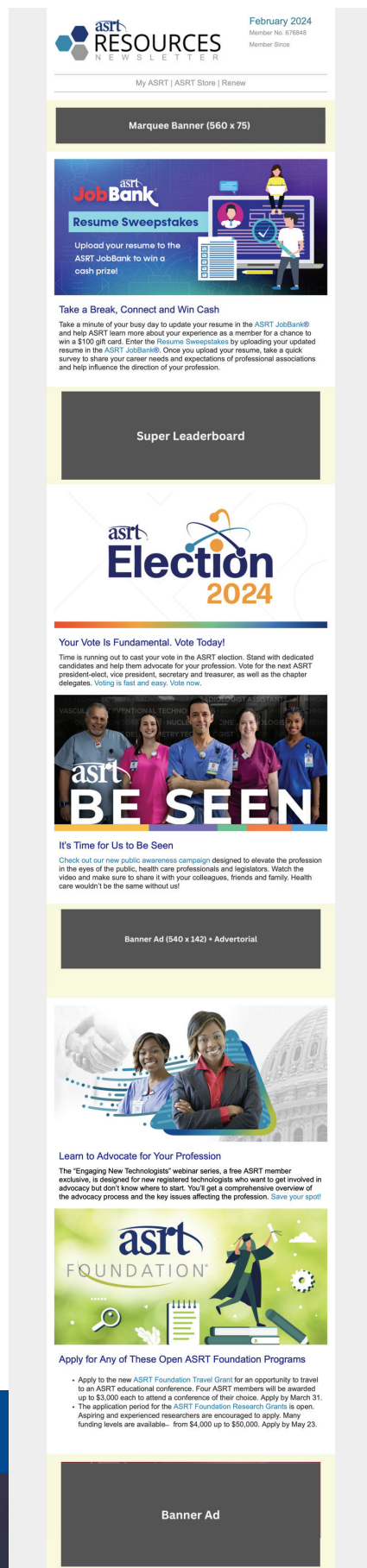
See advertising policies/regulations (Page 14) for color rates, priority positions and other options.



ASRT Design Fee Ad Creation: \$200 Ad Modification: \$50



Contact ASRT Corporate Relations at adsales@asrt.org or 505-298-4500, Ext. 1915.



Advertiser E-blast

With ASRT's e-blasts, you can customize your audience, personalize your message and schedule the timing of your email for maximum impact.

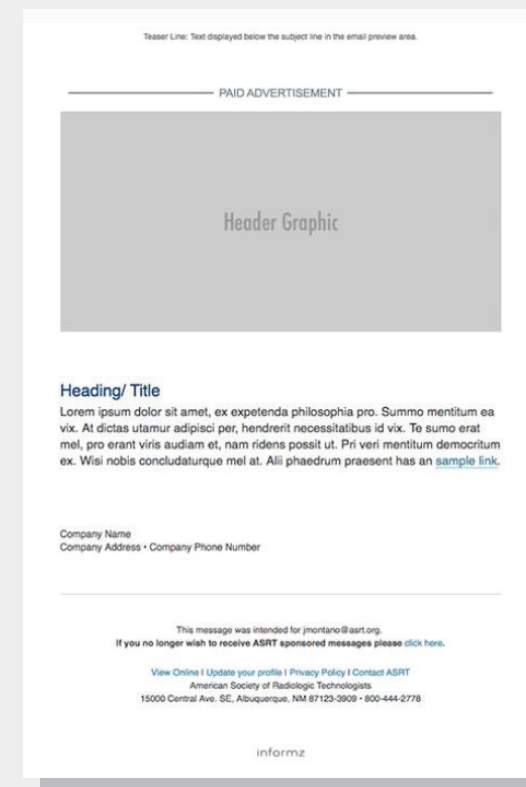
- Sponsored e-blasts are sent by ASRT on your behalf.
- All we need is your creative material. You provide the messaging and we'll do the rest.
- You can target your message by credentials, area of residence, clinical practice or job position.

Investment: \$4,000 per 15,000 records and \$3,000 for each additional 15,000 records (neither discountable nor commissionable).

You can use an e-blast to:

- Sell your products, equipment and supplies.
- Advertise your services.
- Recruit qualified radiologic science professionals.

E-blasts are not available to promote continuing education products, programs, meetings or seminars.



ASRT Webinar Sponsorships

Share your company's information with an average of 1,369 engaged attendees as they earn continuing education credits in topics relevant to medical imaging and radiation therapy.

Limited availability; six months advanced scheduling.

All options available on asrt.org for a minimum of three years.

Live webinar sponsorship of already programmed ASRT content and speaker "Supported by" \$8,000

- Lobby slides (two).
- Banner ad in the presentation slides.
- Recognition in ASRT Live® event marketing materials (two e-blast, Communities and ASRT Live® landing page).
- Social media promotion.
- Recognition during moderator's introduction and conclusion.
- Recognition on last slide.

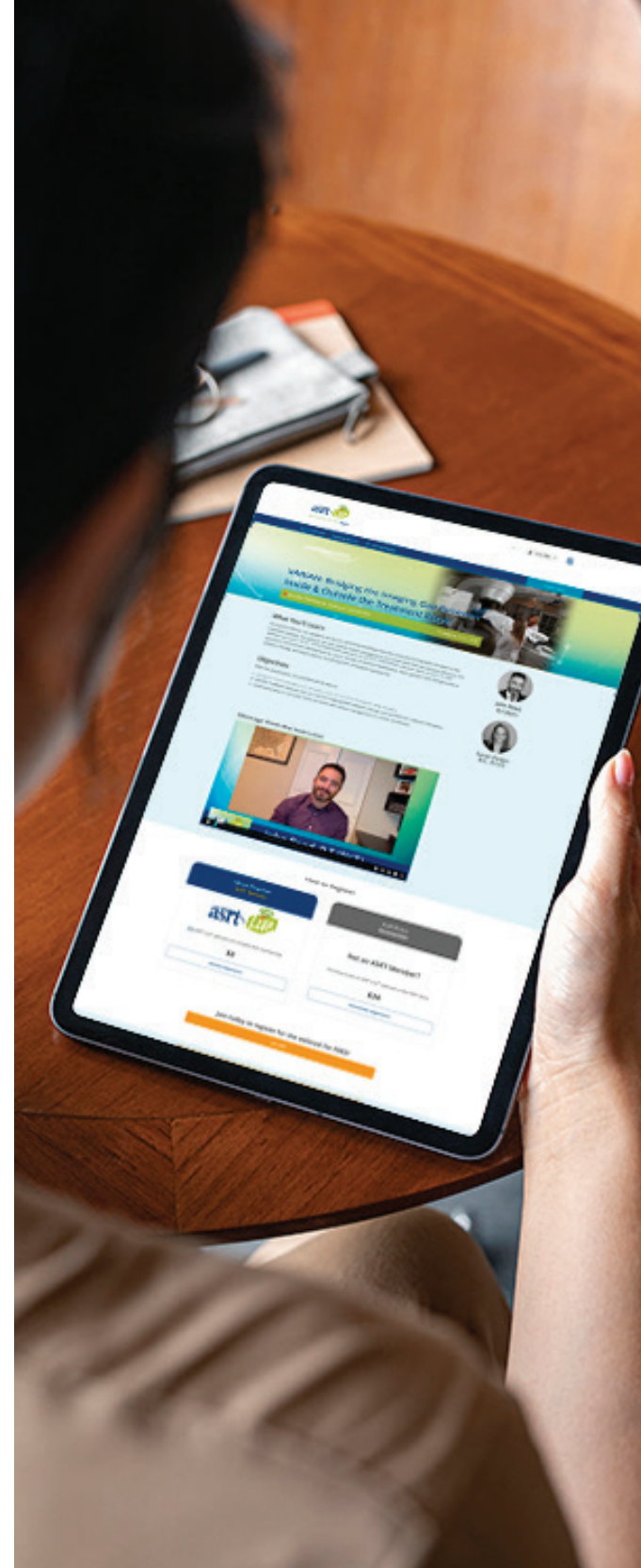
Live webinar sponsorship of corporate-provided content and speaker "Supported by" \$15,000

- Lobby slides (two) .
- Banner ad in the presentation slides .
- Recognition in ASRT Live® event marketing materials (two e-blast, Communities and ASRT Live® landing page).
- Social media promotion.
- Recognition during moderator's introduction and conclusion.
- Recognition on last slide.
- Includes sponsor's choice of one of the following:
 - Postevent attendee e-blast thanking sponsor and inviting attendees to visit sponsor's website.
 - Half-page ad in *Radiologic Technology* journal or *Radiation Therapist* journal
 - One-month website ad.

Prerecorded sponsorship of corporate-provided content and speaker "Supported by" \$2,000

- Banner ad in the presentation slides.
- Recognition on opening and closing slides.
- Webinar available for minimum of three years.

Available to OEMs, device companies or software companies; official review for others not categorized. Webinars are not available to promote continuing education products, meetings or seminars. Subject to ASRT approval and fit within the content categories as determined by ASRT.



ASRT Mail List Rental

ASRT mail lists are:

Accurate

Targeted and updated continuously.

Sortable

By discipline, geographic area, job position or ZIP code.

Available

U.S. postal addresses only; no email addresses.

Cost effective

With rates as low as \$250 per 1,000 names.

ASRT mail lists are available to sell products, advertise services, and promote meetings, seminars and educational offerings.



Contact ASRT Corporate Relations at mailList@asrt.org or 505-298-4500, Ext. 1915.



asrt.org/main/about-asrt/doing-business-with-asrt/rent-mail-lists/mailling-list-contact-information-form





Educational Symposium & Annual Governance & House of Delegates Meeting



Rosen Centre Hotel
Orlando, Florida | June 27-28, 2024

Nearly 700 professional radiologic technologists and students attend the ASRT Educational Symposium and Annual Governance and House of Delegates Meeting. These movers and shakers develop progressive practice standards that influence the responsibilities of all medical imaging and radiation therapy professionals in the United States.

Whether you are looking to cultivate sales, increase product/service awareness or connect with end users, ASRT provides a one-of-a-kind opportunity to reach technologists who make decisions. Meet your conference goals and experience measurable return on investment with face-to-face interaction with the passionate leaders of our more than 156,000 members.

With two days of expo and sponsorship opportunities, we can help design a customer-tailored package based on your unique needs.

Exclusive Sponsorships Available:

- Educational Rooms
- Conference Events
- Various Promotional Items

Exhibit Opportunities:

One 6-foot Exhibit Spaces	\$1,400
Two 6-foot Exhibit Spaces	\$2,200
Premier Exhibit Space	\$3,500



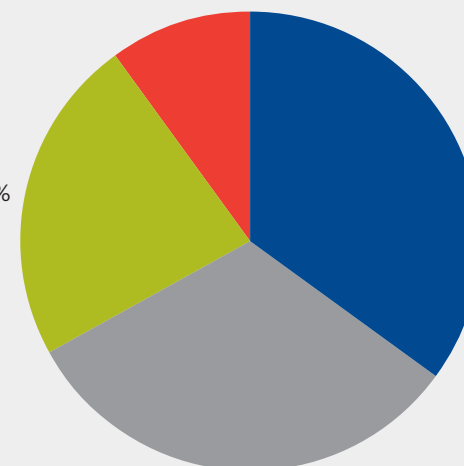
Exclusive corporate sponsor and exhibit space opportunities available. Contact ASRT Corporate Relations at corporaterelations@asrt.org or 505-298-4500, Ext. 1915.



Conference Demographics

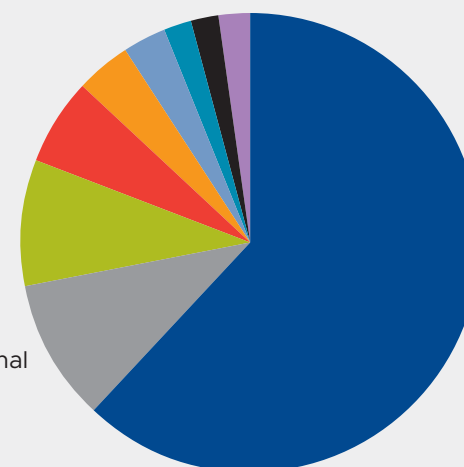
Job Position

- Educator 35%
- Administrator, Manager, Decision-maker 32%
- Staff Technologist 23%
- Student 10%



Clinical Practice

- Radiography 62%
- Computed Tomography 10%
- Magnetic Resonance 9%
- Radiation Therapy 6%
- Mammography 4%
- Cardiac Interventional and Vascular Interventional 3%
- Sonography 2%
- Radiologist Assistant 2%
- Nuclear Medicine 2%



RT **asrt** RADIATION THERAPY CONFERENCE



Washington, D.C. | Sept. 29-Oct. 1, 2024

More than 1,000 professionally committed radiation therapists and medical dosimetrists attend the ASRT Radiation Therapy Conference. They are responsible for delivering cancer treatments to millions of patients each year.

Held in conjunction with the American Society for Radiation Oncology each year, RTC provides a one-of-a-kind opportunity to reach radiation therapists and dosimetrists and share your products and services. Meet your conference goals and experience measurable return on investment by interacting with this influential group.

Every exhibitor is a sponsor during the three-day conference. Contact us to create customized packages that will extend and highlight your brand.

Sponsorship/Exhibit Opportunities:

All packages include exhibit space, conference magazine advertising, tote bag insert, website and mobile app presence, postconference mail list, and lead retrieval system.

Set Your Company Apart From the Rest

Platinum Sponsorship — \$20,000

- Your representative introduces speakers in one room for all sessions that day.
- Two exhibit spaces to interact with attendees.
- Two full-page ads in the conference magazine.
- Four conference registrations for your team or customers to attend the conference.
- One full-page, full-color ad in the fall issue of *Radiation Therapist* (bonus distribution at the conference).
- One full-page, full-color ad in the spring issue of *Radiation Therapist*.

Extend Your Promotion Beyond the Conference

Silver Sponsorship — \$8,000

- Two exhibit spaces to interact with attendees.
- One full-page, full-color ad in the conference magazine.
- One full-page, full-color ad in the fall issue of *Radiation Therapist* (bonus distribution at the conference).

Highlight Your Brand

Gold Sponsorship — \$15,000

- Your representative introduces speakers in one room for half a day.
- Two exhibit spaces to interact with attendees.
- Two full-page, full color ads in the conference magazine.
- Two conference registrations for your team or customers to attend the conference.
- One full-page, full-color ad in the fall issue of *Radiation Therapist* (bonus distribution at the conference).

Connect and Network

Bronze Sponsorship — \$3,200

- One exhibit space to interact with attendees.
- One quarter-page ad in the conference magazine.



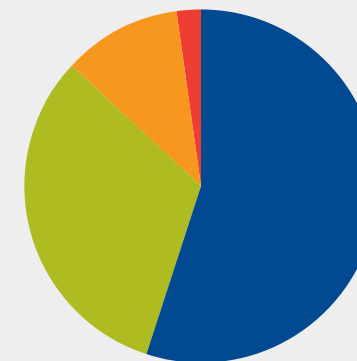
Other promotional opportunities available.



Conference Demographics

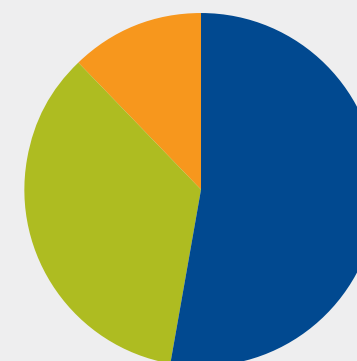
Job Position

- Staff Technologist 55%
- Director/Administrator/Manager 32%
- Educator 11%
- Student 2%



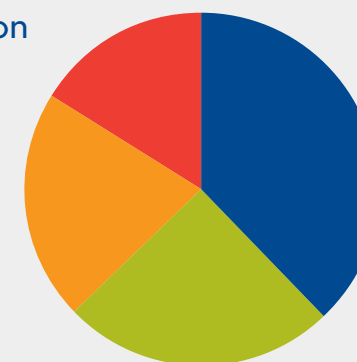
Work Site

- Hospital 53%
- Clinic or Outpatient Facility 35%
- Educational Institution 12%



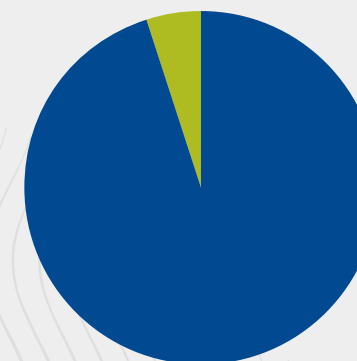
U.S. Attendee Location

- South 38%
- Midwest 25%
- Northeast 21%
- West 16%



Clinical Practice

- Radiation Therapy 95%
- Medical Dosimetry 5%



Advertising Policies/Regulations

Color Rates

Four-color	\$750
Three-color	\$750
Standard color	\$300 per color
Matched color	\$400 per color
Metallic color	\$200

Priority Positions

Inside front cover, inside back cover or opposite table of contents: earned rate plus 25%. Back cover: earned rate plus 50%.

Mechanical Specifications

Display ads should be supplied as digital files (see Disk/Digital Requirements below).

- *Radiologic Technology* is perfect-bound with a four-color sterling 8-pt. cover with snapcoat and 45# gloss text weight paper. Four-color is available.
- *ASRT Scanner* is saddle-stitched with a four-color 80# gloss cover and four-color 45# matte text weight paper. Four-color is available.
- *Radiation Therapist* is perfect-bound with a four-color sterling 8-pt. cover with snapcoat and 45# gloss text weight paper. Four-color is available.

Disk/Digital Requirements

- Submit ad as an Adobe Acrobat PDF (PDF/X-1a2011). Please convert all RGB image files to CMYK. No spot colors; please convert to process equivalents. Ensure all fonts are embedded in the PDF.
- Also acceptable are EPS files with converted fonts, Adobe Illustrator up to CC or Adobe Photoshop up to CC or earlier. Please convert all fonts used to paths, outlines or rasterize text layer to avoid font problems. Please embed all placed EPS and TIFF images in Illustrator files.
- For line-art files, 1200 dpi is required. For photos and grayscale TIFFs, 300 dpi is required.
- Ads may be uploaded to the ASRT FTP site.
Host: <https://us3.hostedftp.com/login/>
User ID: adsales@asrt.org
Password: @dsales24!
Place files in the Advertising directory.

Graphic Design Fees

Graphic design services are available.

- Ad creation \$200.
- Ad modification \$50.

For more information about mechanical requirements, email the ASRT Graphic Design Department at gdt@asrt.org.

Display Ad Sizes

Size	No Bleed W x H	Bleed W x H
2-page Spread*	14.75" x 9.5"	16.25" x 10.75"
Full	6.75" x 9.0"	8.25" x 10.75"
Half Horizontal	6.75" x 4.375"	

*Lay out as two separate pages.

Advertorial (ASRT Scanner)

Full	6.75" x 9.0"
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Includes 450 maximum word count and images.

Classified and Marketplace Ad Sizes

Size	No Bleed W x H
Full	6.75" x 9.0"
Half Horizontal	6.75" x 4.375"
Quarter	3.25" x 4.375"
Eighth	3.25" x 2.125"

Bleeds

No extra charge. Trim size is 8" x 10.5". Include 0.125" bleed on all sides. Final size with bleed is 8.25" x 10.75".

The Beam Technical Requirements:

Submit ad as an Adobe Acrobat PDF (PDF/x-1). Convert all RGB image files to CMYK. No spot colors; please convert to process equivalents. Ensure all fonts are embedded in the PDF. For any technical or production questions, email the ASRT Graphic Design Department at gdt@asrt.org.

The Beam Specifications

Display Ad Size	No Bleed W x H
Full	6.75" x 9.0"
Half Horizontal	6.75" x 4.375"
Quarter	3.25" x 4.375"

Advertorial (The Beam)

Full	6.75" x 9.0"
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Includes 450 maximum word count and images.

Publication Digital Edition Email Specifications

- Size: 540 x 65 pixels. All images should not have a border.
- File size and format: 50K maximum in either GIF or JPEG.
- Static banners only — no animation.
- Provide company URL you would like banner to link to.

ASRT Resources Specifications and Regulations

- Online ads must be submitted in electronic format via email or uploaded to the ASRT ftp site.
Host: <https://us3.hostedftp.com/login/>
User ID: adsales@asrt.org
Password: @dsales24!
Place files in the Advertising directory.
- File size and format: 50K maximum in either GIF or JPEG.
- Static banners only — no animation.
- Provide company URL you would like banner to link to.
- Leader Board & 540 x 216 px. Banner Ad & Advertorial position specifications: Clients have the following options:
1) Advertorial with text only (50-75 words), 2) Banner Ad 540 x 142 px. and a small advertorial (35-50 words), 3) 540 x 216 px. Banner Ad.
- All images should not have a border.
- Ad creation is available for \$200 (to be contracted two weeks before the materials due date).

ASRT Website and Digital Specifications Banner Ad Specifications

- Online ads must be submitted in electronic format via email or uploaded to the ASRT ftp site.

Host: <https://us3.hostedftp.com/login/>

User ID: adsales@asrt.org

Password: @dsales24!

Place files in the Advertising directory.

- Do not include a border.
- Maximum banner ad file size: 50K.
- File format: GIF, JPEG. Animated GIF can be a maximum of three loops at no additional cost. Flash is not accepted.
- JavaScript not supported.
- Special multimedia banner requests will be evaluated individually by ASRT.
- Ads are sold on a first-come, first-served basis, with current advertisers offered the first right of refusal.
- Provide company URL you would like banner to link to.

Reprints

Article reprints are available to hospitals, agencies, vendors and others who want to make timely educational information available to their customers and clients. For more information and rates, call ASRT Corporate Relations at 505-298-4500, Ext. 1915, or email adsales@asrt.org.

Agency Commission

Recognized advertising agencies may receive a 15% commission on placement, color and position charges. Mail list rentals and e-blasts are noncommissionable.

Ad Regulations

- Advertising in all publications is combined to determine frequency rates. A contract year is defined as 12 months and starts from the date of the first insertion. Space counted in one contract period to determine the rate for the period cannot be counted again to determine the rate of subsequent periods.
- When a change of final ad material covered by an uncancelled insertion order is not received by the ad materials due date, the previous placement will be inserted.
- Failure to provide final ad material for uncancelled insertion order by the ad material due date, will result in a forfeit of the placement, and all cost will be due to ASRT and furnished by Company.
- Company receives one copy of the publication in which their ad runs unless other arrangements are made when the order is placed.
- All advertising ad material is subject to approval by ASRT and its publisher.
- ASRT sends via email a tearsheet and invoice once placement is delivered.
- Insertion instruction supplied to Company will include the name of the publication, name of the advertiser, date to be inserted, size of advertising, identification of advertisement (proof of ad to be furnished to Company, if possible), plus any special instructions such as bleed and color.
- Requests for a specified position at run-of-site rates are given consideration, but no guarantee is made unless the position premium is provided in the contract.

- Credit limits are set by ASRT and based on established history with ASRT.
- The credit terms are net 30 days with a 1-1/2% (18% per annum) finance charge applied to all invoices over 60 days. Advertising will not be accepted from accounts 90 days past due; all further advertising must be prepaid.
- ASRT reserves the right to hold Company and agency jointly and separately liable for such monies as are due and payable to ASRT. Any applicable taxes will be added at the time of invoicing and payable by the customer.
- In the event ASRT fails to print the publication where the advertisement was to appear, the liability of ASRT shall be limited to the money paid by the Company under the Agreement. ASRT may terminate an Agreement immediately if Company defaults upon any payment, becomes insolvent, engages in fraud or willful misconduct, or commits a substantial breach of this contract, as solely determined by ASRT.
- Company and Company's agency hereby agree to indemnify and hold harmless ASRT, its managers, officers, directors, members, advertisers, sponsors, employees, agents and successors, and assigns from and against all losses, liabilities, damages, costs and expenses (including, without limitation, attorneys' fees) relating to or arising out of any actions of the Company, including, but not limited to (1) any claim that Company has infringed a third party's intellectual property rights; (2) any claim that Company violated any applicable laws; or (3) Company's breach of the Agreement. ASRT will be held harmless for any trademark, tradename, copyright, or patent infringement on any advertisements provided by the Company or for any violations of any laws by the Company.
- ASRT will attempt to assign Company to one of the Company's requested advertising placements. Notwithstanding, ASRT reserves the right to make its allocation of advertising placement without prior notification to Company. All placements of advertisements will be in ASRT's sole discretion, subject to the selection and payment by Company. ASRT has the right to remove any advertisement not approved by ASRT and such removal shall be at Company's sole expense. Company will indemnify and hold ASRT harmless for any liability arising from such removal.
- Company grants ASRT a limited, nontransferable, nonexclusive, license to use its name, logo, trademarks, and relevant intellectual property ("Marks") in order to present Company's advertisement and carry out its obligations under this Agreement. Company represents and warrants that it is either the author or owner of all rights to the Marks, and that the Marks do not infringe the rights of others. Company will have final authority and approval on presentation of Marks prior to publication. Upon termination of the Agreement, ASRT will cease all use of Marks and delete, destroy or return all copies of Marks it has retained beyond what is necessary for recordkeeping purposes.

Terms and Cancellations

- Cancellations can be accepted only if made before 5 p.m. Eastern time the day before the ad space reservation deadline. Cancellations cannot be accepted on deadline day. Credit is given when the error is the fault of the ASRT. Cancellation of advertisement forfeits the position protection.

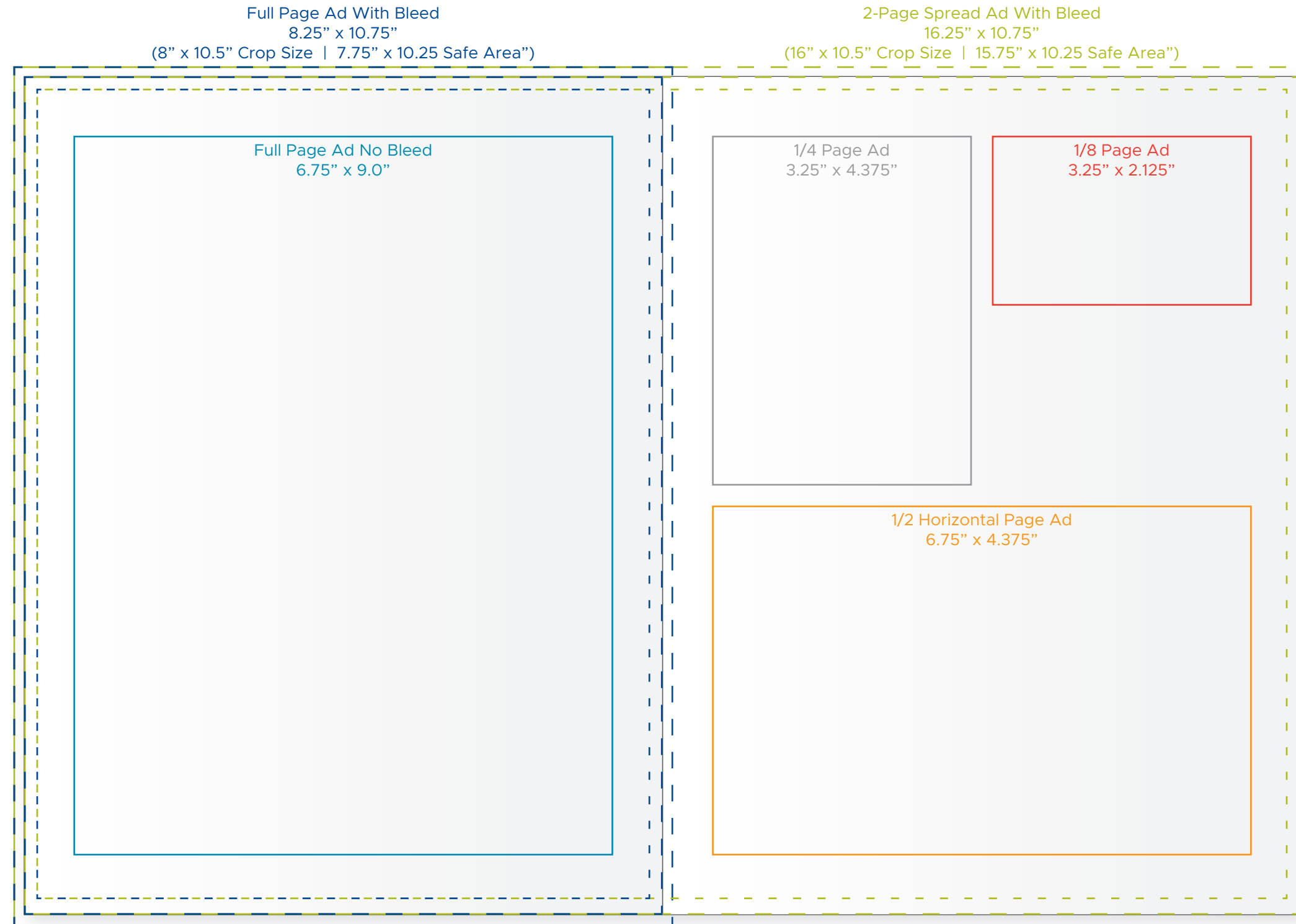
- In the event that any outside cause, such as an Act of God, war, government regulations, disaster, acts of terrorism, strikes or threat of strikes, civil disorder, health crisis, curtailment or delay in transportation facilities making it illegal, impossible or impractical for ASRT to provide the services as set forth in an Agreement, ASRT may terminate this Agreement and retain such part of the payment as shall be required to repay ASRT for services provided up to the time such contingency shall have occurred. In no event will ASRT be liable for more than the amount paid by Company under an Agreement.
- All advertising Agreements shall be governed by and construed in accordance with the laws of the state of New Mexico. Any dispute arising under the terms of an Agreement shall be brought to a court of competent jurisdiction in the state of New Mexico.

Copy Regulations

- Company acknowledges and agrees that (a) ASRT does not verify claims made or compliance with laws in advertisements provided by Company and Company shall be solely responsible for verifying such claims and complying with such laws; (b) Company shall be liable for any and all liability arising from advertisements provided by Company; (c) rates are only guaranteed for one year from acceptance date; (d) neither ASRT, nor its managers, officers, directors, members, advertisers, sponsors, employees, agents, successors, and assigns, can be held liable for the content of advertisements, and (e) the Company is responsible for checking the accuracy of their advertisements and insuring compliance with any applicable laws.
- In no event will ASRT be liable to Company for any direct, indirect, special, incidental, or consequential damages, whether based on breach of contract, tort (including negligence), or otherwise, and whether or not ASRT has been advised of the possibility of such damage.
- ASRT reserves the right to determine the eligibility of any Company applying for advertising. ASRT and its publisher reserve the right to reject or omit any advertising for any reason. ASRT reserves the right to reject or discontinue any advertising. The right shall not be deemed to have been waived by acceptance of actual use of any advertising.
- Company shall receive such goods and services as set out in the ASRT Media Kit. Company acknowledges, covenants and agrees that (a) the recognition and rights of advertisement and its payments hereunder do not constitute an endorsement, approval, or recommendation by ASRT of any advertisement, product, service, or other activity of Company, and (b) Company may not use the ASRT name, logo or meeting logo without the prior written approval of ASRT.
- ASRT uses the word technologist instead of tech or technician. Copy will be changed if necessary.
- Copy may be changed to reflect ASRT style guidelines. ASRT will attempt to communicate these changes in advance; however, if unable to reach, we reserve the right to make changes at our discretion.
- Advertising must be factual and all claims fully supportable.



Print Ad Sizes



Let us help you market your product to our fantastic members.

What is the product and/or service you are promoting?

Who is your target audience?

Practice Areas:

Job Positions:

Geographic Location:

Education Level:

What is your timeframe?

Do you have an outlet preference (print, digital or combination)?

What is your budget?

Notes:

