

# Radiologic Technology

This scholarly journal covers all of the medical imaging specialties. Ninety five percent of ASRT members call the Directed Readings in this peer-reviewed journal one of their most important membership benefits. This means access to influential, information-hungry customers. Plus **68%** of readers open their issue within the week it is received, **67%** have on occasion discussed an ad from *Radiologic Technology* and more than half have gone online to find more information about products.

Frequency: **Bimonthly**

Primary readership: **153,058**



## 2018 Radiologic Technology

Issue	Targeted Editions*	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-Home Date
January/February	Mammography, CT	November 28	December 5	January 9
March/April	Mammography	January 30	February 6	March 13
May/June	Mammography, CT	April 3	April 10	May 15
July/August	CT	May 29	June 5	July 11
September/October	Mammography	July 31	August 7	September 11
November/December	CT	October 2	October 9	November 13

\*Subject to change.

## 2018 Radiologic Technology

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 (Pages 16-18) for color rates, priority positions and other options.



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