

ASRT Scanner

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

Frequency: **Bimonthly**

Primary readership: **145,947**



2018 ASRT Scanner

Issue	Editorial	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-Home Date
February/March	Technology/RSNA Wrap up	January 1	January 8	February 13
April/May	Quality	March 5	March 12	April 17
June/July	Education/Career	April 30	May 7	June 12
August/September	ASRT Annual Meeting	July 2	July 9	August 14
October/November	Celebrating the Profession/NRTW	September 4	September 11	October 16
December/January	Safety/Health	October 29	November 6	December 18

2018 Black & White Rates

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	1x	3x	6x	9x	12x	14x
1/2 Horizontal	\$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

Add \$750 for 4-color.

10% guaranteed placement fee for full-page ads.

See advertising policies/regulations (Pages 16-18) for color rates, priority positions and other options.

Advertorial

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



ASRT Publications