

Advertising Policies/Regulations

Color Rates

4-color	\$750
3-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%.

Inserts

Inserts are billed at the standard black-and-white rate according to number of pages; a one-page, two-sided insert is billed as two pages. Earned-rate discounts apply. All inserts must be submitted to the publisher for approval of stock and other mechanical specifications. Insert specifications are available on request.

Agency Commission

Recognized advertising agencies receive a 15% commission. Placement, color and position charges are commissionable. All extra charges are noncommissionable.

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: <http://ftp.hostedftp.com/login>; User ID: adsales@asrt.org; Password: [adsales1](#). Place files in the Advertising directory.
- Additional computer services, if required, are billed at \$85 per hour.

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"	—

*Layout 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. Final trim size: 8.0" x 10.5." Bleed designs should place live matter no closer than 1/2 inch from edge.

Ad Regulations

- Advertising in all publications is combined to determine frequency rates.
- Recognized advertising agencies receive a 15% agency commission on placement, position and color charges. All other charges are noncommissionable.
- Advertisers receive one tear sheet with their invoice unless other arrangements are made at the time the order is placed.
- All advertising copy is subject to publisher approval.
- Credit can be established through an advertising credit application or an established history with the ASRT. All other advertising is prepaid. All monies are due net 30 days.
- Advertising will not be accepted from accounts 90 days past due. Future ads from clients who have allowed their accounts to lapse past 90 days must be prepaid.

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 800-444-2778, Ext. 1915, or e-mail adsales@asrt.org.

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 and results in the reader not being able to contact the advertiser.

Advertising Policies/Regulations

Copy Regulations

- ASRT reserves the right to refuse copy at its discretion.
- ASRT recommends that the word technologist be used instead of tech or technician.
- ASRT (American Society of Radiologic Technologists) is a professional society, and ARRT (American Registry of Radiologic Technologists) is a certification agency. Copy will be changed if necessary to reflect this distinction.
- Advertising copy must be factual and all claims must be fully supportable.

Other Regulations

- Insertion instruction supplied for every advertisement must include the name of the publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished, if possible), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions that conflict with ASRT's stated policies will be binding on the publisher.
- Advertiser and advertising agency agree to indemnify, defend and hold harmless the publisher for any and all liability for content (including text, illustration, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order.
- The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.

- A contract year, a 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap (i.e., space counted in one contract period to determine the rate for that period cannot be counted again to determine the rate of subsequent or previous periods).
- Cancellation of space order forfeits the right to position protection.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- When change of copy covered by an uncancelled insertion order is not received by the closing date, copy run in the previous issue will be inserted.
- Requests for specified position at ROS rates are given consideration, but no guarantee is made unless the position premium is provided for in the contract.
- Advertisements ordered typeset and not used will be charged for composition.
- Publisher reserves the right to hold advertiser and its advertising agency jointly and separately liable for such monies as are due and payable to the publisher.

The Beam Specifications

Display Ad Size (no bleed)

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.

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.

ASRT RESOURCES Specifications and Regulations

- Online ads must be submitted in electronic format via e-mail or on the Internet.
- File size and format: 50K maximum in either GIF or JPEG.
- Static banners only — no animation.
- Deadlines vary by availability.
- To find out more about online production specifications, call the ASRT Art Department at 800-444-2778, Ext. 1244, or e-mail artdept@asrt.org.
- A freelance advertising designer is available for an additional charge.
- Full and half size banner ads should be submitted at 500 x 200 px.
- All JPEGs/images should **not** have a border.
- Advertorial A is 50-75 words, no images.
- Advertorials B and C are 35-50 words, no images.

ASRT Website and Digital Specifications

Banner Ad Specifications

- Online ads must be submitted in electronic format via e-mail or uploaded to the ASRT FTP site. Host: <http://ftp.hostedftp.com/> login; User ID: adsales@asrt.org; Password: [adsales1](#). Place files in the Advertising directory.
- Max banner ad file size: 50K.
- File format: GIF, JPEG. Animated GIF can be a maximum of 3 loops at no additional cost. Flash is not accepted.
- Special multimedia banner requests will be evaluated individually by the ASRT.
- Border: Do not include a border.
- Art must be received at least one working day prior to desired posting date.
- Ads are sold on a first-come, first-served basis, with current advertisers offered the first right of refusal.
- A freelance advertising designer is available for an additional charge.

Advertising Policies/Regulations

JobBank® Banner Ad Specifications Accepted Standard Creative Types

- GIF and animated GIF max 30 sec. 3 loops
- JPEG
- Flash (up to 30 seconds)
- Dynamic HTML
- HTML Banners
- Image map
- Java Script
- Ads must not resemble the ASRT JobBank® editorial content (exact or close replica). Ads must not include references to the ASRT JobBank® unless part of a previously arranged copromotion.

Flash

Flash creative must be delivered as both .fla and .swf files. Please also submit an alternate GIF and landing URL.

ActionScript for Flash Version 6 and below:

```
on(release) { getURL(clickTAG,"_blank"); }
```

ActionScript for Flash Version 7 and higher:

```
on(release) { getURL(_root.clickTAG,"_blank"); }
```

General Guidelines

Third-party Served Ads

In instances where third-party ads rotate multiple creative images through one line of code, ASRT JobBank® must approve each creative image 48 hours prior to implementation to ensure it conforms to site standards. When receiving third-party ads, we must have the username and password to view and report on third-party metrics (along with our own) to ensure we are within an acceptable discrepancy range. ASRT JobBank® reserves the right to pull third-party served ads that are not rendering or rendering slowly.

Ad Format/Creative Types

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.
- Animated GIF and Flash animation ads are allowed. Animation is restricted to a maximum of 30 seconds (at a 15-20 fps frame rate). Endless loops are not allowed. Ads can loop a maximum of three times.
- If third-party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF.
- Ads must not modify any elements of a user's browser or computer settings.
- Border: If ads are on a white background, they will have a light grey border added.
- Duration: 30 seconds.
- Rotation: Site-served ads must have no more than 5 creative per ad size, per order.
- Alternate GIF: Animated GIFs must be provided for all Flash creative.
- Alternate Text: Cannot exceed 50 characters.
- Sound: No use of audio is allowed.
- Third-party Serving: ASRT JobBank® allows third-party serving of creative within iFrametags. Fourth party serving of creative is not allowed.
- Testing: Creative must be delivered 72 hours prior to launch to testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Netscape and Internet Explorer. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.