Largest professional association for medical imaging technologists and radiation therapists

More than 156,000 members

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

89% make a final decision or recommendation on purchasing continuing education

92% make a final decision or recommendation on purchasing disposable supplies

88% make a final decision or recommendation on purchasing imaging equipment

Every Specialty Is Represented

Radiography 130,367
Computed Tomography 28,846
Mammography 24,105
Radiation Therapy & Medical Dosimetry 17,414
Magnetic Resonance 14,741
Others: Bone Densitometry, Cardiovascular-Interventional, Nuclear Medicine, Quality Assurance, Radiologist Assistant and Sonography

Every Health Care Setting Is Represented

58% Hospitals
27% Clinics and Outpatient Facilities
7% Imaging Centers
3% Educational Institutions
2% Physicians’ Offices
Others: 3% Mobile Units, Corporate, Armed Forces, Locum Tenens, Temporary Services, Industrial and Applied Research

58% Hospitals
27% Clinics and Outpatient Facilities
7% Imaging Centers
3% Educational Institutions
2% Physicians’ Offices
Others: 3% Mobile Units, Corporate, Armed Forces, Locum Tenens, Temporary Services, Industrial and Applied Research

Reach Your Target Market

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.

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.

### 2023 ASRT Scanner

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<tr>
<th>Issue</th>
<th>Editorial</th>
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<td>Celebrating the Profession/NRTW</td>
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<td>Safety/Health</td>
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### 2023 ASRT Scanner Rates

#### Classified

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<td>$3,745</td>
<td>$3,335</td>
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*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 12) for color rates, priority positions and other options.

---

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

**Frequency**  Bimonthly  **Primary Readership**  156,774

**ASRT Design Fee**  Ad Creation: $200  Ad Modification: $50
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.

### 2023 Radiologic Technology

<table>
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<td>November 9</td>
<td>January 3</td>
</tr>
<tr>
<td>March/April</td>
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<td>May/June</td>
<td>March 15</td>
<td>March 22</td>
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<td>July/August</td>
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<td>November/December</td>
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<tr>
<td>1/4</td>
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<td>1/2 Horizontal</td>
<td>$1,560</td>
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<td>$1,395</td>
<td>$1,295</td>
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<tr>
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<tbody>
<tr>
<td>1/2</td>
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<td>$2,590</td>
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<td>$4,345</td>
<td>$4,295</td>
<td>$4,005</td>
<td>$3,745</td>
<td>$3,335</td>
</tr>
</tbody>
</table>

**10% guaranteed placement fee for full-page ads.**

See advertising policies/regulations (Page 12) for color rates, priority positions and other options.

---

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

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

**Frequency** Bimonthly  
**Primary Readership** 156,776
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.

### 2023 Radiation Therapist

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<th>Estimated In-Home Date</th>
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<td>February 15</td>
<td>April 14</td>
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<tr>
<td>Fall*</td>
<td>August 2</td>
<td>August 9</td>
<td>October 6</td>
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*Bonus distribution at Radiation Therapy Conference

### 2023 Radiation Therapist Rates

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<td></td>
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<td>$1,985</td>
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<td>$3,340</td>
<td>$3,295</td>
<td>$3,115</td>
<td>$2,735</td>
</tr>
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</table>

10% guaranteed placement fee for full-page ads.

See advertising policies/regulations (Page 12) for color rates, priority positions and other options.
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.

### 2023 ASRT Educational Symposium and Annual Governance and House of Delegates Meeting

<table>
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<th>Rates</th>
<th>Ad Deadlines</th>
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### 2023 ASRT Radiation Therapy Conference

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<tr>
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<td>$475</td>
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</tbody>
</table>

See advertising policies/regulations (Page 12) for color rates, priority positions and other options.
This dynamic website drives technology-savvy radiologic technology buyers and job seekers to your site 24/7. asrt.org is a rich storehouse of jobs, education, information and advice that more than 156,000 ASRT members consider one of their most important membership benefits. You can choose from a wide range of ways to reach them, from banner ads to targeted communities to listings on the ASRT JobBank.

2023 ASRT Website Banner Ads

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<tr>
<td>December</td>
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2023 ASRT Website Banner Ad Rates

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<th>Dimensions</th>
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<td></td>
<td></td>
<td>180 x 750 pixels</td>
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</tbody>
</table>

Note: Ad sizes subject to change.

ONLINE

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

Monthly Site Traffic

1,858,145 Page Views
290,826 Sessions
137,604 Users
6:15 Average Time on Site

Source: Google Analytics
The professional network of 16 communities is a one-stop, knowledge-sharing domain for members with common interests, practice areas or career paths.

2023 ASRT Communities

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<th>Monthly Rates</th>
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<td>160 x 750</td>
<td>$1,200</td>
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<tr>
<td>160 x 1000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Rate includes ad placed in all 16 communities. Discounts available for multiple months. Contact ASRT Corporate Relations at adsales@asrt.org for more information.

Our Communities Include:

- Affiliate, House of Delegates and Advocacy
- Bone Densitometry
- Cardiovascular-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.

ASRT Event Calendar

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

30-day calendar listing: Just $75

Mobile App Exclusive Banner Ad $1,000 per month

ASRT JobBank® Posting Rate Card

Job Posting Rates and Packages

- 30-Day Basic Job Posting $399
- Job Flash™ Package $549
  - Job emailed to medical imaging and radiation therapy professionals
  - Posted for 30 days
- Premium Job Flash™ Package $649
  - Job emailed to medical imaging and radiation therapy professionals
  - Remains high in search results
  - Highlighted to stand out
  - Posted for 30 days
- Ultimate Recruitment Package $849
  - TalentBoost upgrade distributes job listing to a network of 1,000+ national, niche and local job boards
  - Job emailed to medical imaging and radiation therapy professionals
  - Remains high in search results
  - Highlighted to stand out
  - Posted for 30 days
- 60-Day Premium Job Flash™ Package $795
  - Job emailed to medical imaging and radiation therapy professionals
  - Remains high in search results
  - Highlighted to stand out
  - Posted for 60 days
- Single Resume Purchase $35
- 30-Day Resume Access $299

Contact ASRT Corporate Relations at adsales@asrt.org or 505-298-4500, Ext. 1915.
This monthly electronic newsletter delivers your advertising message to more than 141,000 ASRT members.

### 2023 ASRT rEsources Advertising Deadlines

<table>
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<th>Mailing Date</th>
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<td>July 19</td>
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<td>August</td>
<td>July 20</td>
<td>July 27</td>
<td>August 16</td>
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<td>September</td>
<td>August 24</td>
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<td>October</td>
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<td>November</td>
<td>October 19</td>
<td>October 26</td>
<td>November 15</td>
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<td>December</td>
<td>November 22</td>
<td>November 30</td>
<td>December 20</td>
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</tbody>
</table>

### 2023 ASRT rEsources Banner Ad Rates

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial A (Leaderboard)*</td>
<td>$3,500</td>
</tr>
<tr>
<td>540 x 216 Banner Ad A</td>
<td>$2,500</td>
</tr>
<tr>
<td>540 x 216 Banner Ad</td>
<td>$2,000</td>
</tr>
<tr>
<td>Advertorial B or C*</td>
<td>$1,900</td>
</tr>
<tr>
<td>270 x 108 Banner Ad**</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Advertorials are text only (A, 50-75 words; B & C, 35-50 words). No image is included.
**Submit as 540 x 216 for mobile optimization purposes.

See advertising policies/regulations (Page 12) for color rates, priority positions and other options.

### ASRT Design Fee

- Ad Creation: $200
- Ad Modification: $50

### 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.

Contact ASRT Corporate Relations at adsales@asrt.org or 505-298-4500, Ext. 1915.
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 (2).
- Banner ad in the presentation slides.
- Recognition in ASRT Live® event marketing materials (2 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 (2).
- Banner ad in the presentation slides.
- Recognition in ASRT Live® event marketing materials (2 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:
  - Post-event 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.

Pre-recorded 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 Lists

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 continuing education products, meetings, seminars and educational offerings.

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

* A $50 inquiry fee will be applied toward a contracted agreement.
Nearly 700 professional radiologic technologists 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 Tracks
- Conference Events
- Various Promotional items

<table>
<thead>
<tr>
<th>Exhibit Opportunities:</th>
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<tbody>
<tr>
<td>One 6-foot Exhibit Spaces $1,400</td>
<td></td>
</tr>
<tr>
<td>Two 6-foot Exhibit Spaces $2,200</td>
<td></td>
</tr>
<tr>
<td>Premier Exhibit Pod $3,500</td>
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</tbody>
</table>

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

**Conference Demographics**

**Job Position**
- Staff Technologist 33%
- Student 31%
- Educator 25%
- Administrator, Manager, Decision-maker 11%

**Clinical Practice**
- Radiography 63%
- Radiation Therapy 10%
- Magnetic Resonance 8%
- Computed Tomography 6%
- Mammography 4%
- Nuclear Medicine 3%
- Cardiovascular Interventional 2%
- Radiologist Assistant 2%
- Sonography 2%
San Diego, California | Oct. 1-3, 2023

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 ASTRO each year, RTC provides a one-of-a-kind opportunity to reach radiation therapists 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 insert, website and mobile app presence, post-conference 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 half-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 exhibit space to interact with attendees.
- One half-page, full-color ad in the conference magazine.
- One half-page, full-color ad in the Fall issue of Radiation Therapist (bonus distribution at the conference).

**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.

**Highlight Your Brand**

**Conference Demographics**

- **Job Position**
  - Staff Technologist 67%
  - Director/Administrator/Manager 13%
  - Student 8%
  - Educator 7%
  - Chief Technologist/Asst. Chief 5%

- **Work Site**
  - Hospital 59%
  - Clinic or Outpatient Facility 30%
  - Educational Institution 9%
  - Other 2%

- **U.S. Attendee Location**
  - Midwest 35%
  - South 25%
  - West 21%
  - Northeast 19%

- **Clinical Practice**
  - Radiation Therapy 93%
  - Medical Dosimetry 7%

Other promotional opportunities available.
Advertising Policies/Regulations

Mechanical Specifications
Display ads should be supplied as digital files (see Digital Requirements below). Radiology. Technology is perfect bound with a four-color printing on 28 pt. cover with spot and 4/0 gloss text weight paper. Four-color is available.
• ASRT Saddle-stitched with a four-color 80 pt. gloss cover and four-color 4/0 matte text weight paper. Four-color is available.
• Radiation Therapy is perfect bound with a four-color 80 pt. cover with spot and 4/0 gloss text weight paper. Four-color is available.

Disk/Display Requirements
• All ads as an Adobe Acrobat PDF (PDF’s x3). 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 correctly fonts, Adobe Illustrator up to CS or Adobe Photoshop up to CS or earlier. Please convert all fonts used to paths, outlines or rasterized 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 gray- scale TIFF, 300 dpi is required.
• Advertorial B and C are 35-50 words, no images.
• Advertorial A is 50-75 words, no images.

Display Banners
• File format: GIF, JPEG. Animated GIF can be a maximum of three loops at no additional cost. Flash is not accepted.
• JavaScript is not supported.
• Special multimedia banner requests will be evaluated individually by the ASRT.
• Ads are sold in a first-come, first-served, basis with current advertisers offered the first right of refusal.

Advertisers
• Radiation Therapist

2-page Spread 14.75" x 9.5" 16.25" x 10.75"
Size No Bleed W x H Full Horizontal 6.75" x 4.875" Full Vertical 6.75" x 4.875" Quarter 3.25" x 4.375" English 3.25" x 2.5375"

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’s x3). 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 gil@asrt.org.

The Beam Specifications
Displayed as Size No Bleed W x H Full 6.75" x 4.875" Half Horizontal 6.75" x 4.875" Half Vertical 6.75" x 4.875" Quarter 3.25" x 4.375" Eight 3.25" x 2.125" Eighth 3.25" x 2.125"

Advertorial (The Beam)
Full 6.75" x 4.875"
Includes 450 maximum word count and images.

ASRT Resources Specifications and Regulations
• Online ads must be submitted in electronic format via email or uploaded to the ASRT site. Host: https://asrt.hostedftp.com/; Login: User ID: adsales@asrt.org; Password: adsales1
• Place files in the Advertising directory.

Graphic Design Fees
Graphic design services are available.

Advertorial Approval
• Ad modification $50
• For more information about mechanical requirements, email the ASRT Graphic Design Department at gil@asrt.org.

Display Ad Sizes
2-page Spread 14.75" x 9.5" 16.25" x 10.75" Full Horizontal 6.75" x 4.375" Half Horizontal 6.75" x 4.375"

Advertorial (ASRT Scanner)
Full 6.75" x 4.875"
Includes 450 maximum word count and images.
Print Ad Sizes

Full Page Ad With Bleed
8.25" x 10.75"
(8" x 10.5" Crop Size | 7.75" x 10.25 Safe Area)

2-Page Spread Ad With Bleed
16.25" x 10.75"
(16" x 10.5" Crop Size | 15.75" x 10.25 Safe Area)

Full Page Ad No Bleed
6.75" x 9.0"

1/4 Page Ad
3.25" x 4.375"

1/8 Page Ad
3.25" x 2.125"

1/2 Horizontal Page Ad
6.75" x 4.375"

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

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?

Modalities:

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: