



Your Partner With Influence

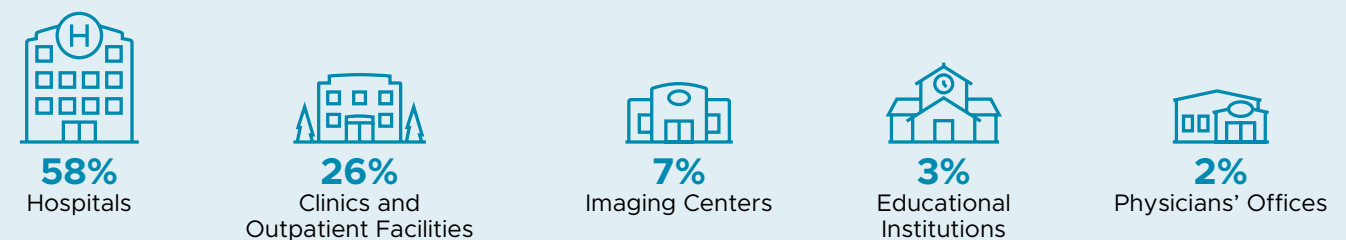
MEDIA KIT 2027

Every Discipline Is Represented



Others: Bone Densitometry, Cardiac Interventional, Vascular Interventional, Nuclear Medicine, Quality Management, Radiologist Assistant and Sonography

Every Health Care Setting Is Represented



Others: 4% 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 154,000 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
supplies

90%
make a final decision
or recommendation
on purchasing
continuing education

82%
make a final decision
or recommendation
on purchasing devices,
such as injectors



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 topics that grab members' attention and keeping them wanting more. Articles on timely issues such as workplace trends, safety, health, finance and professional development guarantee high readership.

2027 ASRT Scanner

Issue	Editorial	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
February/March	Technology/RSNA Coverage	Dec. 30	Jan. 6	March 2
April/May	Member Benefits	Feb. 24	March 3	April 20
June/July	Education/Career	April 21	April 28	June 22
August/September	Volunteers/ASRT Annual Meeting	June 23	June 30	Aug. 17
October/November	Celebrating the Profession/NRTW®	Aug. 25	Sept. 1	Oct. 19
December/January	Safety/Health	Oct. 20	Oct. 27	Dec. 21

2027 ASRT Scanner Rates

Classified		Display	
Black & White Only	1x	Black & White	1x
1/8	\$440	1/2	\$2,620
1/4	\$855	Full	\$3,825
1/2 Horizontal	\$1,560	Color	
Full	\$2,975	1/2	\$3,370
		Full	\$4,575

10% guaranteed placement fee for full-page ads

! Ask us about investment-based discounts.

Advertorial

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

! See advertising policies/regulations (Page 16) for priority positions and other options.



Ashley Darby, B.S., R.T.(R)(CT), RDMS, has built a career on leadership, communication and improving imaging operations — helping strengthen the profession from the inside out.

! ASRT's printed publications are also available digitally to more than 154,000 members. The digital versions include URLs to the advertisers' websites.

Frequency

Bimonthly

Primary Readership

155,226

ASRT Design Fee

Ad Creation: \$500

Ad Modification: \$150



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 stay 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, go online to research a company or product after seeing it advertised in the journal and share that information with others.

2027 Radiologic Technology

Issue	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
January/February	Nov. 4	Nov. 11	Jan. 18
March/April	Jan. 20	Jan. 27	March 22
May/June	March 10	March 17	May 17
July/August	May 12	May 19	July 19
September/October	July 14	July 21	Sept. 20
November/December	Sept. 15	Sept. 22	Nov. 16

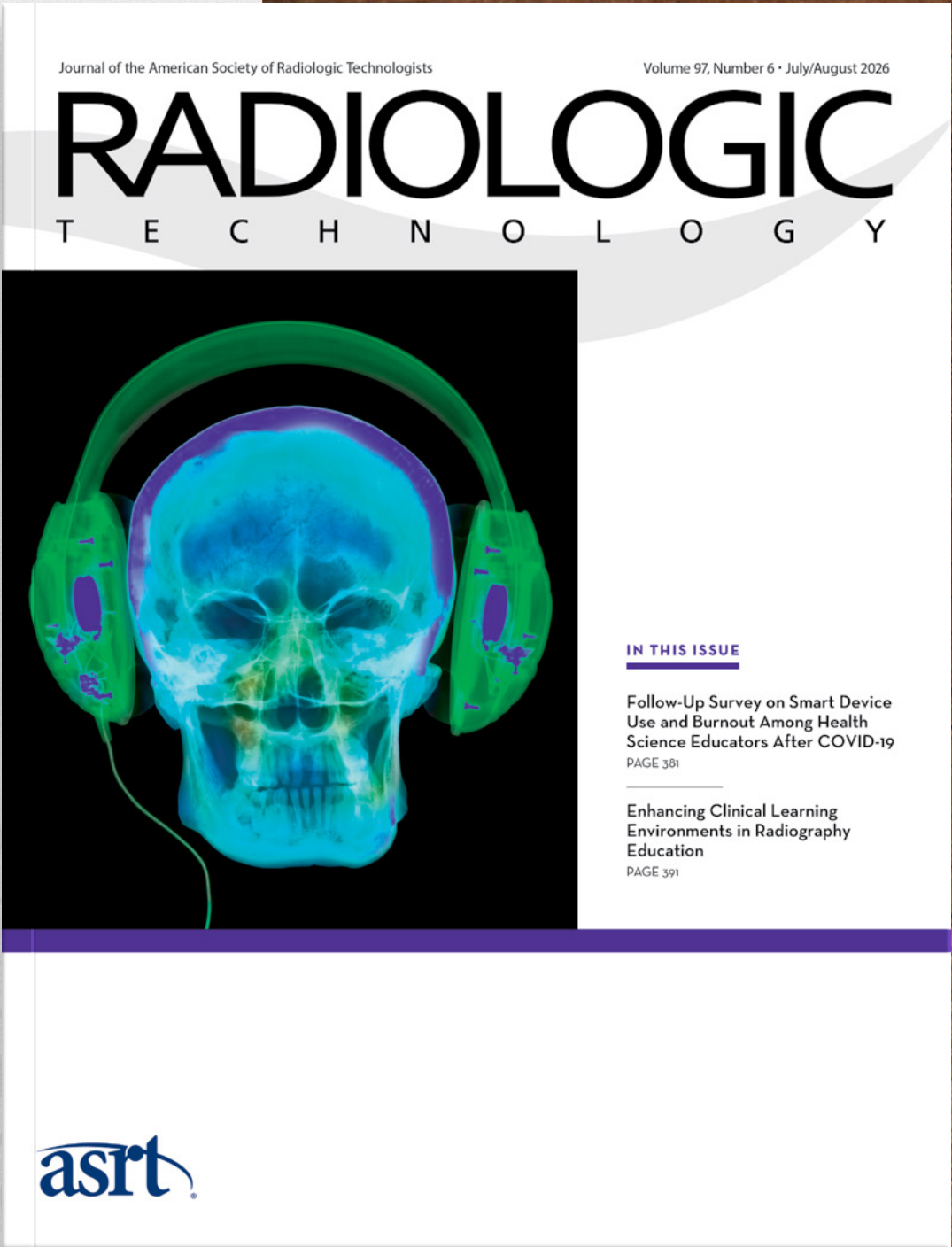
2027 Radiologic Technology Rates

Classified		Display	
Black & White Only	1x	Black & White	1x
1/8	\$440	1/2	\$2,620
1/4	\$855	Full	\$3,825
1/2 Horizontal	\$1,560	Color	
Full	\$2,975	1/2	\$3,370
		Full	\$4,575

10% guaranteed placement fee for full-page ads

! Ask us about investment-based discounts.

! See advertising policies/regulations (Page 16) for priority positions and other options.



 **Frequency** Bimonthly **Primary Readership** 152,187

 ASRT's printed publications are also available digitally to more than 154,000 members. The digital versions include URLs to the advertisers' websites.

 **ASRT Design Fee** Ad Creation: \$500 Ad Modification: \$150



RADIATION Therapist

Radiation therapists and medical dosimetrists throughout the United States and 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, go online to research a company or product after seeing it advertised in the journal and influence purchasing at work.

2027 Radiation Therapist

Issue	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
Spring	Feb. 3	Feb. 10	April 5
Fall*	July 28	Aug. 4	Sept. 27

*Bonus distribution at Radiation Therapy Conference

2027 Radiation Therapist Rates

Classified		Display	
Black & White Only	1x	Black & White	1x
1/8	\$365	1/2	\$1,970
1/4	\$635	Full	\$3,085
1/2 Horizontal	\$1,215	Color	
Full	\$2,285	1/2	\$2,720
		Full	\$3,875

10% guaranteed placement fee for full-page ads

! Ask us about investment-based discounts.

! See advertising policies/regulations (Page 16) for priority positions and other options.



! Frequency	Biannually	Primary Readership	18,568
! ASRT's printed publications are also available digitally to more than 154,000 members. The digital versions include URLs to the advertisers' websites.			
💡 ASRT Design Fee	Ad Creation: \$500	Ad Modification: \$150	



asrt Directed Reading SUPPLEMENT

The *Directed Reading Supplement* is a biannual publication of ASRT’s most popular continuing education product. With content that is highly rated and highly desired by members, this publication has a steadily increasing readership of more than 93,000 and growing, and readers represent every area of practice in medical imaging and radiation therapy.

2027 Directed Reading Supplement

Issue	Ad Reservation Due Date	Ad Materials Due Date	Estimated In-home Date
Summer	June 9	June 16	Aug. 9
Winter	Nov. 3	Nov. 10	Jan. 17

The *Directed Reading Supplement* publications are not available to promote continuing education products, meetings or seminars.

2027 Directed Reading Supplement Rates

Classified		Display	
Black & White Only	1x	Black & White	1x
1/8	\$440	1/2	\$2,620
1/4	\$855	Full	\$3,825
1/2 Horizontal	\$1,560	Color	
Full	\$2,975	1/2	\$3,370
		Full	\$4,575

10% guaranteed placement fee for full-page ads



See advertising policies/regulations (Page 16) for priority positions and other options.



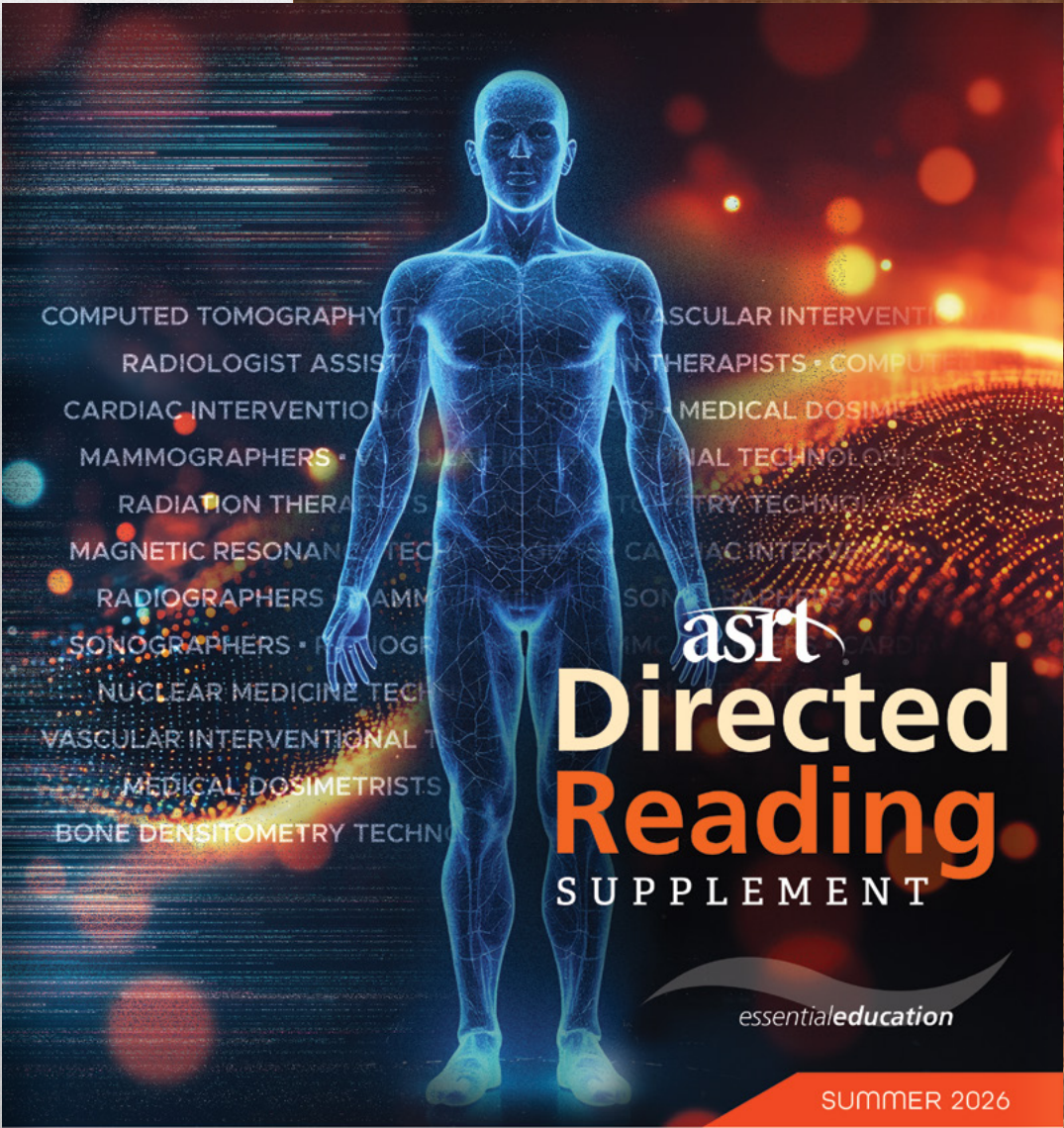
Frequency Biannually **Primary Readership** 93,200



ASRT’s printed publications are also available digitally to more than 154,000 members. The digital versions include URLs to the advertisers’ websites.



ASRT Design Fee Ad Creation: \$500 Ad Modification: \$150



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.

2027 ASRT Educational Symposium and Annual Governance and House of Delegates Meeting

Ad Specifications	Rates	Ad Deadlines	
Full-page Advertorial	\$2,100	Advertorial	April 1
Full	\$1,575	Ad Space	April 1
1/2 Horizontal	\$945	Ad Materials	April 8
1/4	\$475		

2027 ASRT Radiation Therapy Conference

Ad Specifications	Rates	Ad Deadlines	
Full-page Advertorial	\$2,100	Advertorial	July 15
Full	\$1,575	Ad Space	July 15
1/2 Horizontal	\$945	Ad Materials	July 22
1/4	\$475		



See advertising policies/regulations (Page 16) for 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.

2027 Publication Schedule

Publication	Issue	Ad Space Due	Materials Due	Estimated Posting Date
Radiologic Technology Journal	Jan/Feb '27	Nov. 18	Dec. 2	Dec. 22
Scanner Magazine	Feb/Mar '27	Jan. 27	Feb. 3	Feb. 23
Radiologic Technology Journal	Mar/Apr '27	Feb. 10	Feb. 17	March 9
Radiation Therapist Journal	Spring '27	Feb. 24	March 3	March 23
Scanner Magazine	Apr/May '27	March 17	March 24	April 13
Radiologic Technology Journal	May/Jun '27	March 31	April 7	April 27
Scanner Magazine	Jun/Jul '27	May 19	May 26	June 15
Radiologic Technology Journal	Jul/Aug '27	June 2	June 9	June 29
Scanner Magazine	Aug/Sep '27	July 14	July 21	Aug. 10
Radiologic Technology Journal	Sep/Oct '27	Aug. 7	Aug. 11	Aug. 31
Radiation Therapist Journal	Fall '27	Aug. 18	Aug. 25	Sept. 14
Scanner Magazine	Oct/Nov '27	Sept. 15	Sept. 22	Oct. 12
Radiologic Technology Journal	Nov/Dec '27	Oct. 6	Oct. 13	Nov. 2
Scanner Magazine	Dec '27/Jan '28	Nov. 10	Nov. 17	Dec. 7

Limited Availability

2027 Scanner & Radiologic Technology Rates

Dimensions	1x
540 × 65 pixels	\$3,500

Scanner email sent to approximately 130,000 members
Radiologic Technology email sent to approximately 130,000 members

2027 Radiation Therapist Rates

Dimensions	1x
540 × 65 pixels	\$2,500

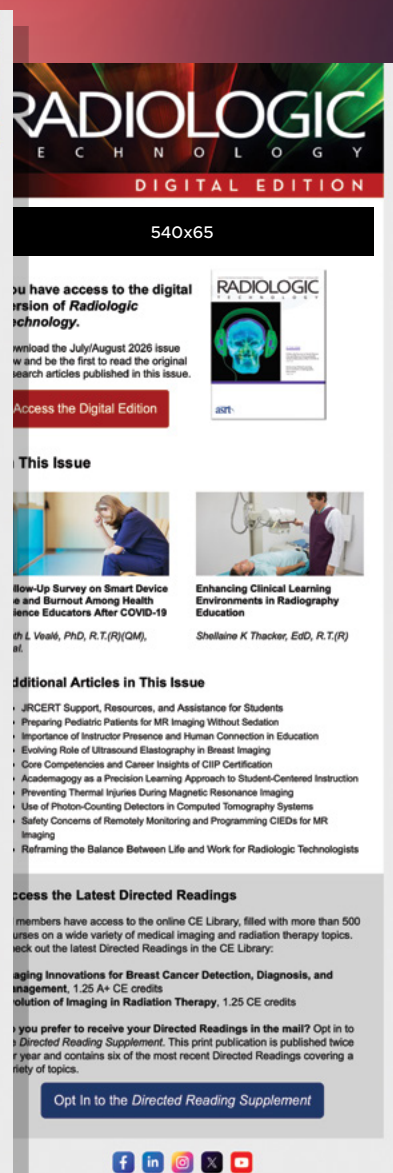
Radiation Therapist email sent to approximately 15,500 members

Publication Digital Edition Email is not available to promote continuing education products, programs, meetings or seminars.

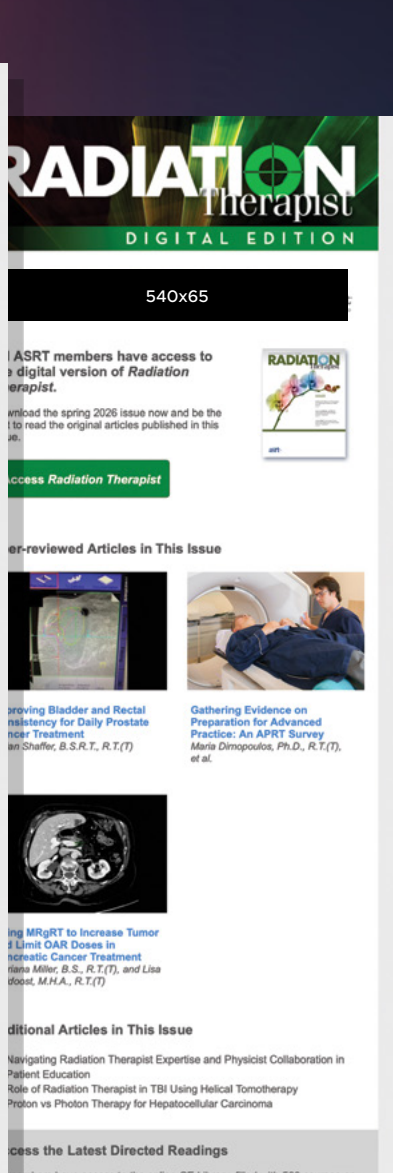
Ask us about investment-based discounts.



Primary Readership 147,170



Primary Readership 133,756



Primary Readership 14,413



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®.

2027 ASRT Website Banner Ads

Month	Ad Space Due	Materials Due	Posting Date
January	Dec. 10	Dec. 17	Jan. 1
February	Jan. 14	Jan. 21	Feb. 1
March	Feb. 11	Feb. 18	March 1
April	March 18	March 25	April 1
May	April 15	April 22	May 1
June	May 13	May 20	June 1
July	June 17	June 24	July 1
August	July 15	July 22	Aug. 1
September	Aug. 12	Aug. 19	Sept. 1
October	Sept. 16	Sept. 23	Oct. 1
November	Oct. 14	Oct. 21	Nov. 1
December	Nov. 11	Nov. 18	Dec. 1

2027 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

! ASRT.org is not available to promote continuing education products, meetings or seminars.

Monthly Site Traffic

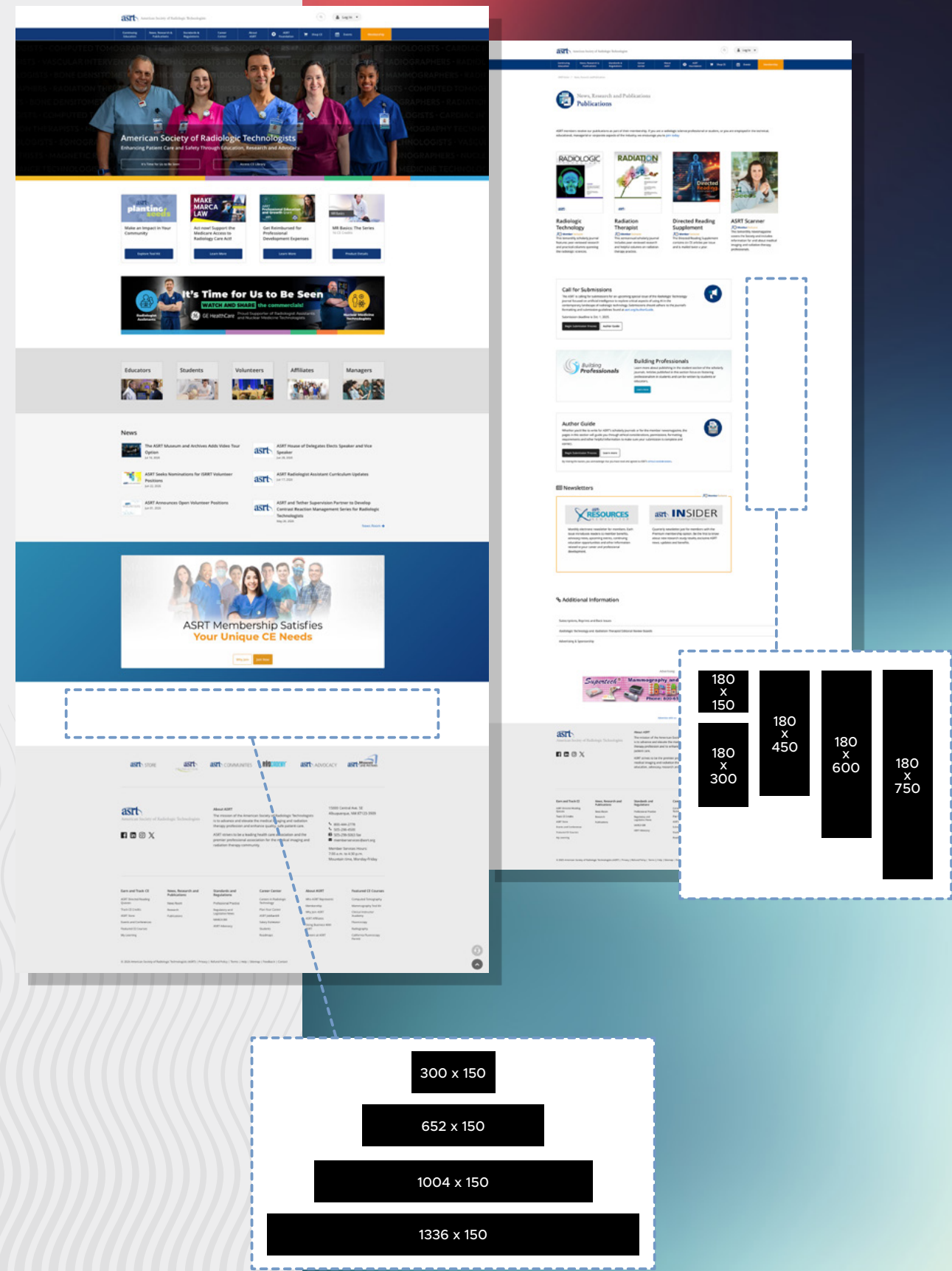
1,677,429
Page Views

242,641
Sessions

151,438
Users

8:19
Engagement
Time on Site

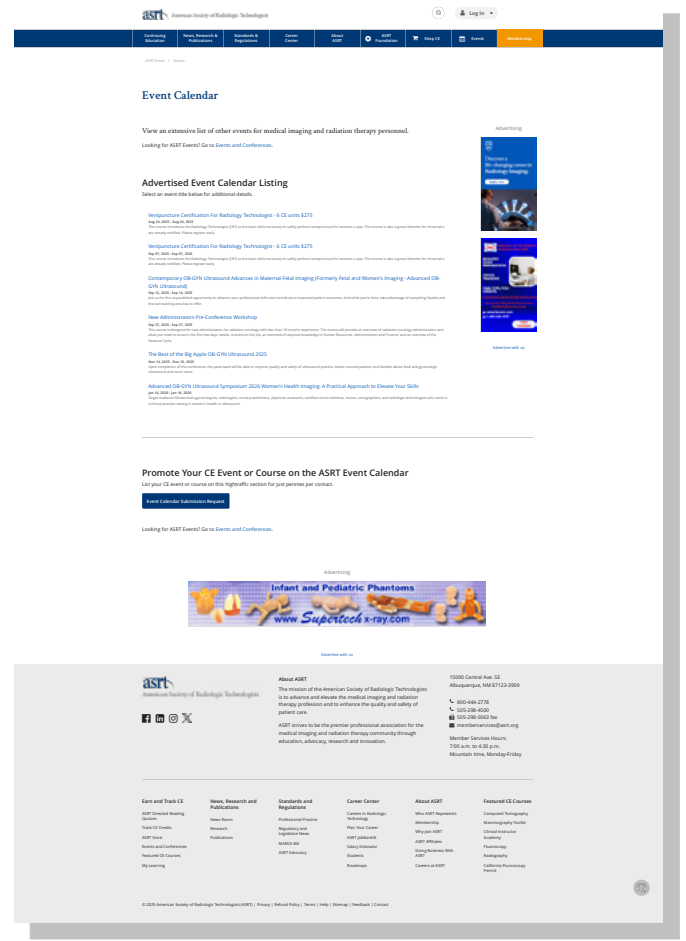
Source: Google Analytics



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

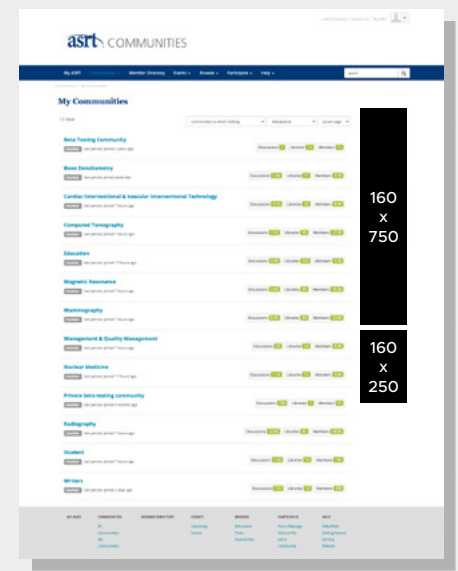
asrt COMMUNITIES

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

2027 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 16 communities. Discounts are 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

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

asrt JobBank®

Average Job Views/Month: **17,000+**
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 Plus Upgrades **\$699**

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

Premium Job Flash™ Package Plus Network of 1,000+ Sites **\$899**

- Talent Boost Upgrade
- Job Emailed to Radiologic Technologists
- Posted for 30 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!

Bulk Job Flash™ Packages **\$2,399**

- 4 Pack 30 Day Premium Job Flash

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 Angus Boyle at 860-544-6652 or Angus.Boyle@momentivesoftware.com.

YMCareers™ Powered by Mmentive



This monthly electronic newsletter delivers your advertising message to more than 131,000 ASRT members.

2027 ASRT Resources Advertising Deadlines

Issue	Ad Reservation Due Date	Ad Materials Due Date	Mailing Date
January	Dec. 10	Dec. 17	Jan. 20
February	Jan. 14	Jan. 21	Feb. 17
March	Feb. 11	Feb. 18	March 17
April	March 18	March 25	April 21
May	April 15	April 22	May 19
June	May 13	May 20	June 16
July	June 17	June 24	July 21
August	July 15	July 22	Aug. 18
September	Aug. 12	Aug. 19	Sept. 15
October	Sept. 16	Sept. 23	Oct. 20
November	Oct. 14	Oct. 21	Nov. 17
December	Nov. 11	Nov. 18	Dec. 15

2027 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.
Resources newsletter is not available to promote continuing education products, programs, meetings or seminars.

See advertising policies/regulations (Page 16) for priority positions and other options.

ASRT Design Fee Ad Creation: \$500 Ad Modification: \$150

Marquee Banner 560 x 75

Nominate an Outstanding Workplace

Celebrate a culture of professionalism by nominating your imaging center, hospital or clinic for the 2026 BeRAD Professionalism Award. Recognize your organization's commitment to integrity, respect and outstanding patient care before Sept. 30.

Learn More and Nominate

FEATURED ADVERTISER

Super Leaderboard

MR Safety Week
asrt
July 26-Aug. 1, 2026

Support Safer MR Experiences

MR Safety Week, July 26-Aug. 1, is your opportunity to elevate patient care. Access this year's poster on managing claustrophobia and patient anxiety, join the July 30 ASRT Live® webcast and explore additional MR safety resources.

Show Your Commitment to Safety

Banner Ad 540 x 142

+ Advertorial

RADIATING LOVE
NATIONAL RADIOLOGIC TECHNOLOGY WEEK
NOVEMBER 8-14 | 2026

Start Planning Your 2026 NRTW® Celebration

Mark your calendar for Nov. 8-14 and get ready to celebrate National Radiologic Technology Week®! This year's theme, "Radiating Love," honors the compassion and commitment medical imaging and radiation therapy professionals bring to patient care and safety every day. From appreciation events and workshops to community outreach and social campaigns, there are countless ways to recognize the incredible work of R.T.s. Browse official NRTW® merch and enter the 2026 contest.

Learn More!

Banner Ad

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.

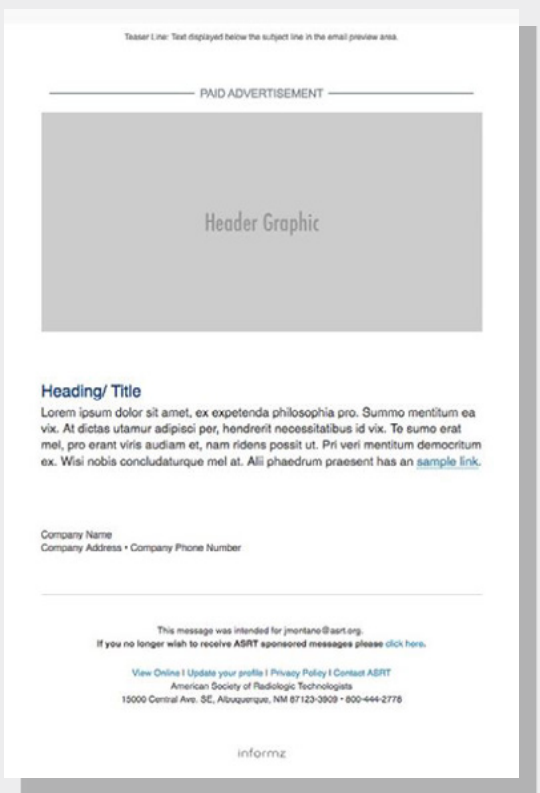
- Sponsored e-blasts are sent by ASRT on your behalf.
- All we need is your creative material. You provide the messaging and we'll do the rest.
- You can target your message by credentials, area of residence, clinical practice or job position.

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

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.org/Main/About-ASRT/Advertising/DigitalMediaKit/Eblasts

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-blasts, Communities and ASRT Live® landing page)
- Social media promotion
- Recognition during moderator’s introduction and conclusion
- Recognition on last slide

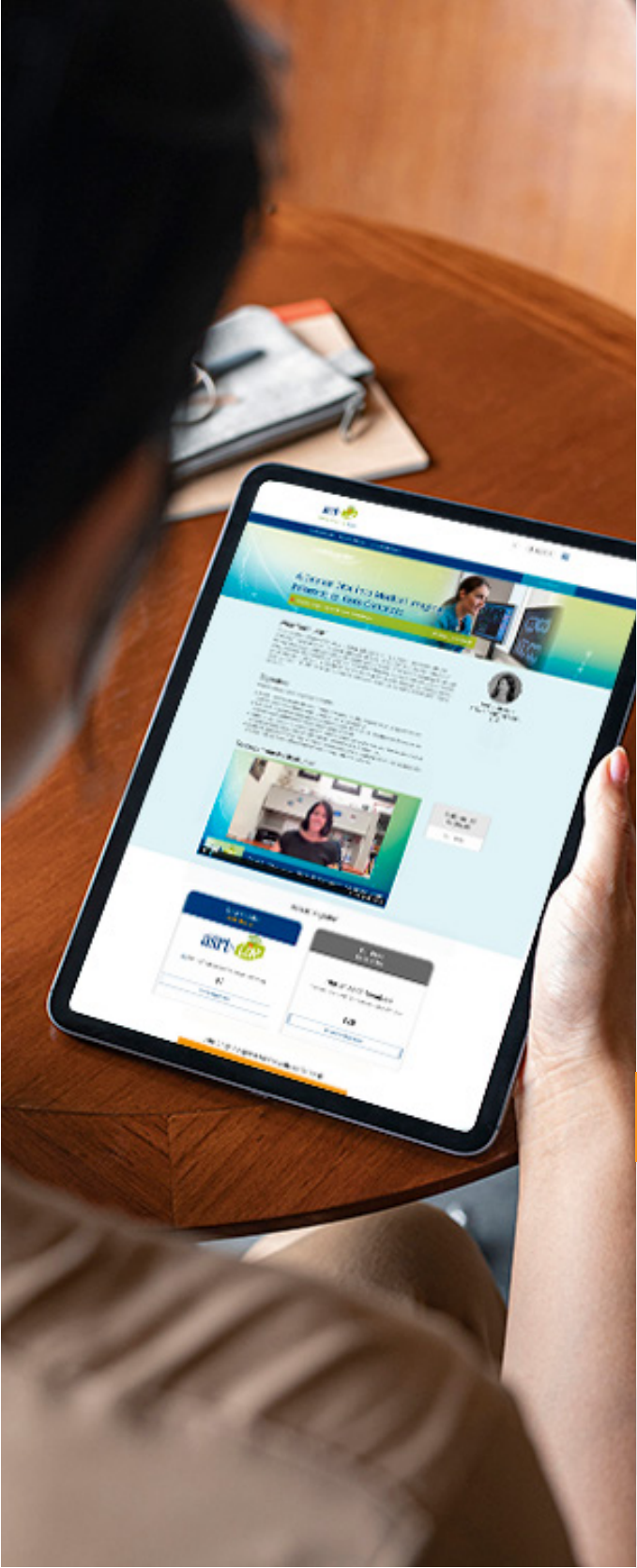
Live webinar sponsorship of corporate-provided content and speaker “Supported by” \$15,000

- Lobby slides (two)
- Banner ad in the presentation slides
- Recognition in ASRT Live® event marketing materials (two e-blasts, 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

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 MailLists@asrt.org or 505-298-4500, Ext. 1915.

 asrt.org/Main/About-ASRT/Advertising/Direct-Mail



“The RAD Position” podcast, hosted by ASRT CEO Melissa B. Pergola, Ed.D., R.T.(R)(M), FASRT, CAE, explores key issues in the medical imaging and radiation therapy profession. Each month, Dr. Pergola and expert guests — including ASRT Board of Directors members, staff and industry leaders — discuss topics that impact the profession, offering insights, updates and valuable information for listeners.

For companies looking to connect with a highly engaged, professional audience in medical imaging and radiation therapy, advertising on “The RAD Position” provides a unique opportunity to reach decision-makers, industry influencers and dedicated practitioners. Tune in to stay informed and consider partnering with us to elevate your brand within this dynamic profession.

2027 “The RAD Position” Podcast

Episode	Ad Space Due	Materials Due	Estimated Air Date
January	Nov. 17	Nov. 24	Jan. 19
February	Dec. 15	Dec. 22	Feb. 16
March	Jan. 12	Jan. 19	March 16
April	Feb. 16	Feb. 23	April 20
May	March 16	March 23	May 18
June	April 13	April 20	June 15
July	May 18	May 25	July 20
August	June 15	June 22	Aug. 17
September	July 20	July 27	Sept. 21
October	Aug. 17	Aug. 24	Oct. 19
November	Sept. 14	Sept. 21	Nov. 16
December	Oct. 19	Oct. 26	Dec. 21

Monthly Analytics

Views/
Streams
18,087

Average
Consumption
Rate 45%

Follower
Count at
Release
3,224

Source: Google Analytics

Option A \$500

One Spoken Word Ad

- 50-60 words
- Prerecorded
- In-app banner 1080 x 1080 pixel, 300dpi
- Featured within the first five minutes of the podcast

“The RAD Position” podcast is unavailable to promote continuing education products, programs, meetings or seminars.

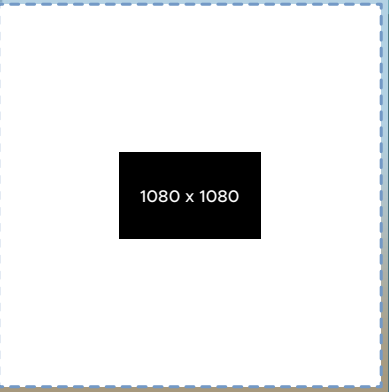
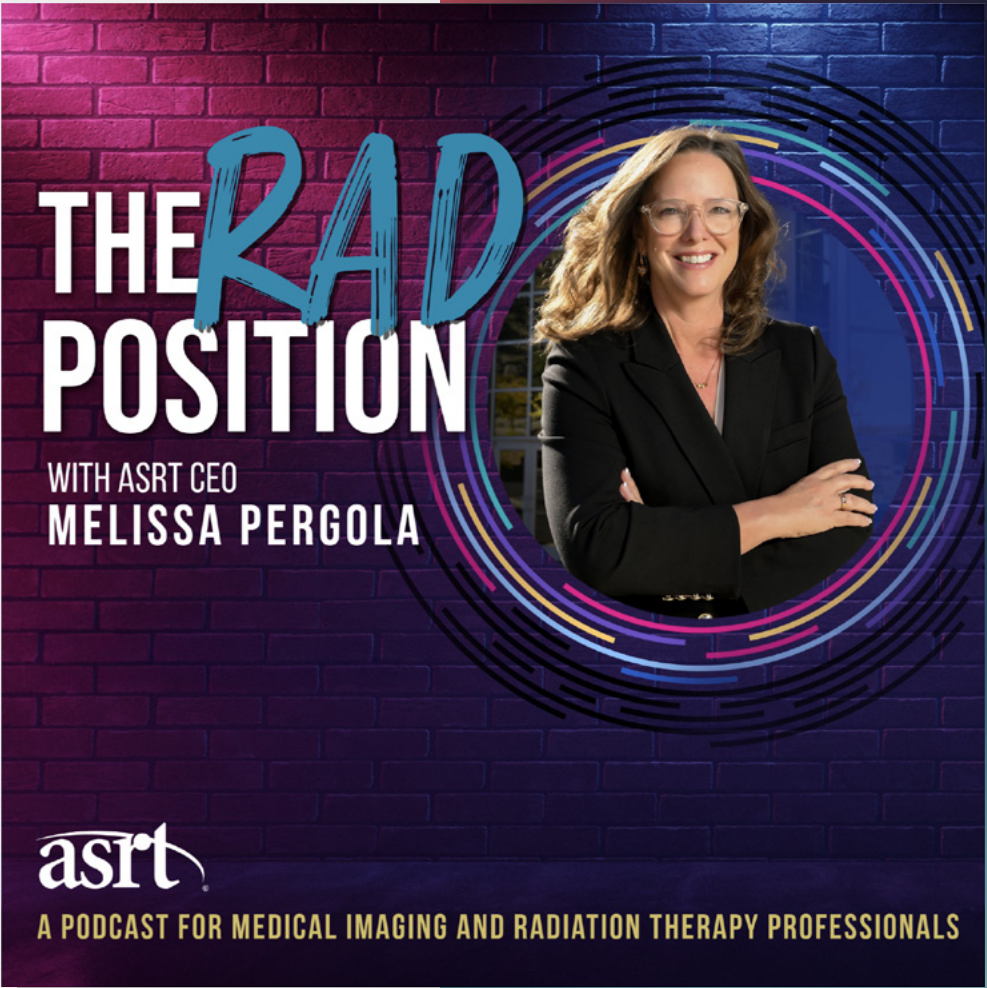
Option B \$2,500

One Spoken Word Ad

- 50-60 words
- Prerecorded
- In-app banner 1080 x 1080 pixel, 300dpi
- Featured within the first five minutes of the podcast

Marquee Banner on Episode Promotional Email

- Distributed by ASRT to more than 130,000 medical imaging and radiation therapy professionals
- Marquee banner below podcast header, above content
- Size: 540 x 65 pixels
- Sent 3rd week of the month



asrt Educational Symposium & Annual Governance & House of Delegates Meeting

 Renaissance Orlando at SeaWorld
Orlando, Florida | June 24-27, 2027

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 154,000 members.

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

Exclusive Sponsorships Available:

- Educational Rooms
- Conference Events
- Various Promotional Items

Exhibit Opportunities:

Single Space	\$1,400
Double Space	\$2,200
Island (limited availability)	\$3,500

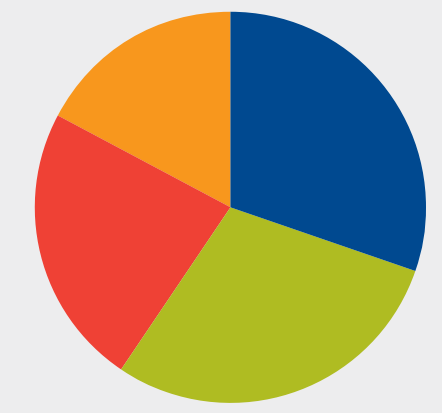
 Exclusive corporate sponsor and exhibit space opportunities are available. Contact ASRT Corporate Relations at CorporateRelations@asrt.org or 505-298-4500, Ext. 1915.



Conference Demographics

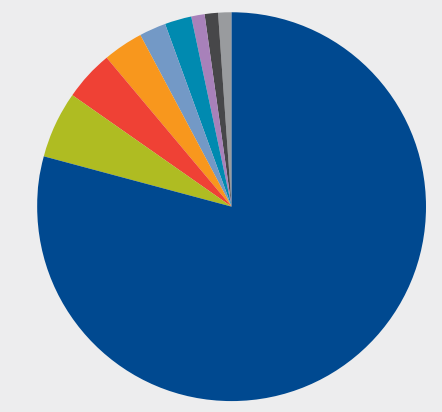
Job Position

- Student **30%**
- Educator **29%**
- Administrator, Manager, Decision-maker **23%**
- Staff Technologist **17%**



Clinical Practice

- Radiography **73%**
- Magnetic Resonance **5%**
- Computed Tomography **4%**
- Radiation Therapy **3%**
- Mammography **2%**
- Nuclear Medicine **2%**
- Sonography **1%**
- Registered Radiologist Assistant **1%**
- Cardiovascular/Vascular Interventional **1%**



 **91%** of exhibitors said they would be exhibiting next year.

100% of exhibitors stated they met the goal they set for the meeting.



 McCormick Place
Chicago | Sept. 19-21, 2027

More than 700 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, and website and mobile app presence.

Set Your Company Apart From the Rest

Platinum Sponsorship — \$20,000+

- Your representative introduces speakers in one room for all sessions that day
- Double exhibit space 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*

Contact the Corporate Relations team to customize your package.

Extend Your Promotion Beyond the Conference

Silver Sponsorship — \$8,000

- Double exhibit space 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)

 Other promotional opportunities available.

Highlight Your Brand

Gold Sponsorship — \$15,000

- Two CE-worthy workshops (repeated once) or lecture-demonstrations
- Double exhibit space to interact with attendees in exhibit hall (limited availability)
- One full-page, full-color ad in the conference magazine
- One complimentary day registration (per speaker)
- One full-page, full-color ad in the fall issue of *Radiation Therapist*
- Banner ad in the *ASRT Resources* newsletter or on asrt.org website

Contact the Corporate Relations team to customize your package.

Connect and Network

Bronze Sponsorship — \$3,200

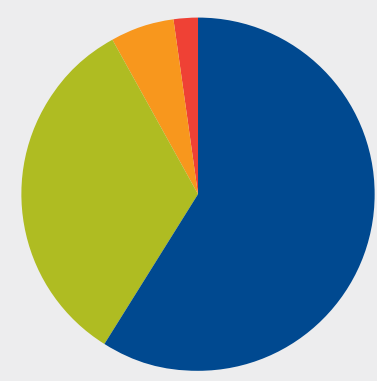
- One exhibit space to interact with attendees
- One quarter-page ad in the conference magazine



Conference Demographics

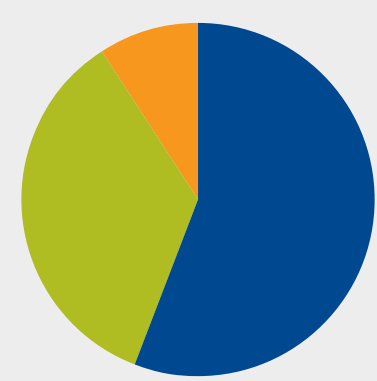
Job Position

- Staff Technologist **59%**
- Director/Administrator/Manager **33%**
- Educator **6%**
- Student **2%**



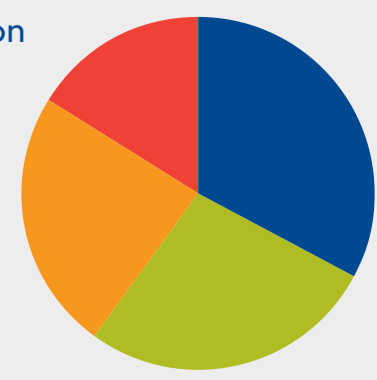
Work Site

- Hospital **56%**
- Clinic or Outpatient Facility **35%**
- Educational Institution **9%**



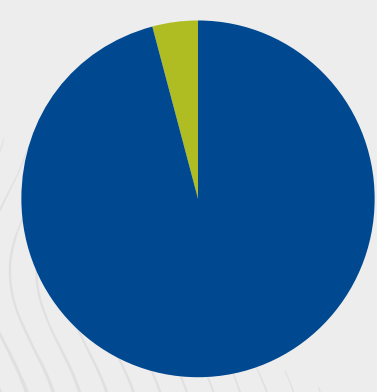
U.S. Attendee Location

- South **33%**
- Midwest **27%**
- West **24%**
- Northeast **16%**



Clinical Practice

- Radiation Therapy **96%**
- Medical Dosimetry **4%**



Join us as an official sponsor for National Radiologic Technology Week® 2027!



National Radiologic Technology Week® is an annual celebration to recognize the vital work of medical imaging and radiation therapy professionals in patient care and health care safety.

The week-long celebration takes place during the week of Nov. 8 to commemorate the discovery of the x-ray by Wilhelm Conrad Roentgen on Nov. 8, 1895.

Why Partner With Us?

The mission of the American Society of Radiologic Technologists is to advance and elevate the medical imaging and radiation therapy profession and to enhance the quality and safety of patient care.

Align your brand with a transformative event and connect with a passionate audience of radiologic technologists. Here's what you'll receive:

- **Your Logo on the NRTW® Official Poster**
Get prominent placement on our eye-catching event poster for maximum exposure!
- **Marketing Materials Recognition**
Your brand will shine across all marketing channels — e-blasts, print ads, social media posts, catalog mailer and more.
- **Website Recognition**
Enjoy a dedicated spot on the NRTW® website, showcasing your support and enhancing your online presence.
- **NRTW® Contest Sponsorship**
Showcase your commitment to the radiologic technology community!



Available to original equipment manufacturers and device or software companies

Seize this opportunity to elevate your brand and make a lasting impact in the radiologic technology field!

Be Seen.
Be Heard.
Make an
Impact.



Advertising Policies/Regulations

Color Rates

Four-color	\$750
Three-color	\$750

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 must be submitted in electronic format via email or uploaded to OneDrive. Please email AdSales@asrt.org to access.

Graphic Design Fees

- Graphic design services are available (to be contracted three weeks before the materials due date).
- Ad creation \$500
 - Ad modification \$150
- 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

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.

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"

Publication Digital Edition and Podcast 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

- 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.

Banner Ad Specifications

- 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.
- 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 non commission-able.

Ad Regulations

- When a change of final ad material covered by an uncanceled insertion order is not received by the ad materials due date, the previous placement will be inserted.
- Failure to provide final ad material for uncanceled 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.
- 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.
- Ads are sold on a first-come, first-served basis.
- 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 will apply the appropriate sales tax rate based on the company's location, which will be calculated and added to the total amount due. Taxes will be added at the time of invoicing, and the company agrees to pay all applicable sales taxes in addition to the cost of services.
- ASRT reserves the right to hold Company and agency jointly and separately liable for such monies as are due and payable to ASRT.
- 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 record keeping purposes.

Terms and Cancellations

- Cancellations can be accepted only if made before 5 p.m. Mountain 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.

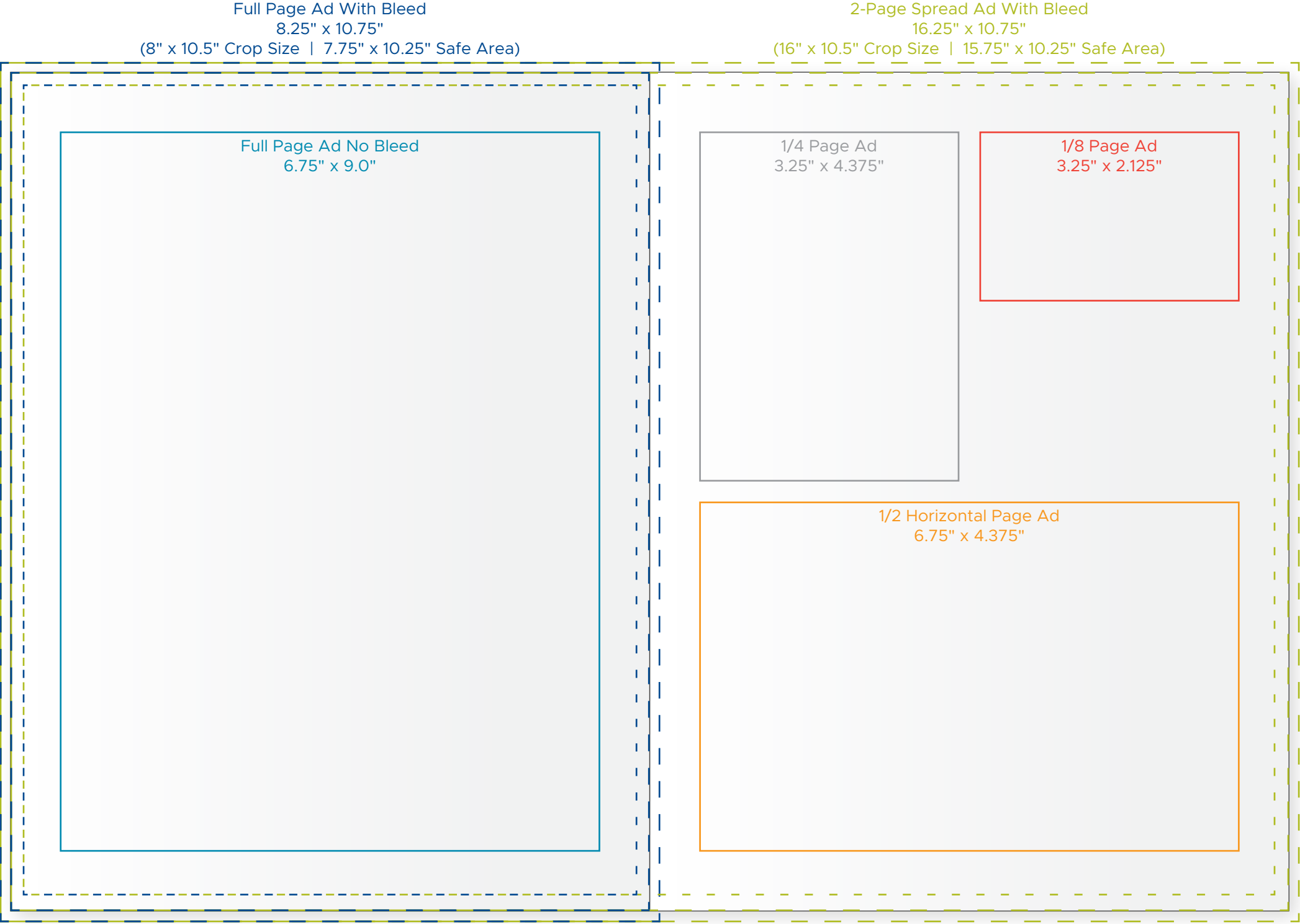
Copy Regulations

- 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. By no means may advertisements contain any false statements, omit any material information, or mislead reasonable consumers. 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 time frame?

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

What is your budget?

Notes:

