Every **Specialty** Is Represented

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radiography</td>
<td>133,895</td>
</tr>
<tr>
<td>Mammography</td>
<td>25,028</td>
</tr>
<tr>
<td>Computed tomography</td>
<td>27,398</td>
</tr>
<tr>
<td>Radiation Therapy &amp; Medical Dosimetry</td>
<td>17,793</td>
</tr>
<tr>
<td>Magnetic resonance</td>
<td>14,081</td>
</tr>
</tbody>
</table>

Others: Bone Densitometry, Cardiovascular-Interventional, Nuclear Medicine, Quality Assurance, Registered Radiologist Assistant, and Sonography

Every **Health Care Setting** Is Represented

- **Hospitals**: 57%  
- **Clinics and outpatient facilities**: 26%  
- **Imaging centers**: 7%  
- **Physician’s offices**: 3%  
- **Educational Institutions**: 3%

All 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 157,000 members**
- **25,000 decision makers**, including administrators, managers, supervisors and chief technologists
- **88%** make a final decision or recommendation on purchasing imaging equipment
- **92%** make a final decision or recommendation on purchasing disposable supplies
- **89%** make a final decision or recommendation on purchasing continuing education

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 e-mail adsales@asrt.org.

Discounted ad bundles are available.

**Sources**
- ASRT Membership Analysis, 2020
- ASRT Manager Survey, 2018
**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:** 148,658

### 2021 ASRT Scanner

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial</th>
<th>Ad Reservation Due Date</th>
<th>Ad Materials Due Date</th>
<th>Estimated In-Home Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February/March</td>
<td>Technology/RSNA Coverage</td>
<td>January 6</td>
<td>January 13</td>
<td>February 23</td>
</tr>
<tr>
<td>April/May</td>
<td>Member Benefits</td>
<td>March 3</td>
<td>March 10</td>
<td>April 20</td>
</tr>
<tr>
<td>June/July</td>
<td>Education/Career</td>
<td>April 28</td>
<td>May 5</td>
<td>June 15</td>
</tr>
<tr>
<td>August/September</td>
<td>Volunteers/ASRT Annual Meeting</td>
<td>June 30</td>
<td>July 7</td>
<td>August 17</td>
</tr>
<tr>
<td>October/November</td>
<td>Celebrating the Profession/NRTW</td>
<td>September 1</td>
<td>September 8</td>
<td>October 19</td>
</tr>
<tr>
<td>December/January</td>
<td>Safety/Health</td>
<td>October 28</td>
<td>November 4</td>
<td>December 21</td>
</tr>
</tbody>
</table>

*Bonus distribution at RSNA.

### 2021 Rates

**Classified**

<table>
<thead>
<tr>
<th>Marketplace/Classified*</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>14x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8</td>
<td>$440</td>
<td>$415</td>
<td>$390</td>
<td>$370</td>
<td>$335</td>
<td>$305</td>
</tr>
<tr>
<td>1/4</td>
<td>$855</td>
<td>$775</td>
<td>$760</td>
<td>$710</td>
<td>$635</td>
<td>$580</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$1,560</td>
<td>$1,475</td>
<td>$1,395</td>
<td>$1,295</td>
<td>$1,220</td>
<td>$1,050</td>
</tr>
<tr>
<td>Full</td>
<td>$2,975</td>
<td>$2,845</td>
<td>$2,765</td>
<td>$2,635</td>
<td>$2,505</td>
<td>$2,005</td>
</tr>
</tbody>
</table>

*Add $750 for 4-color.

**Display**

<table>
<thead>
<tr>
<th>Black &amp; White</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>14x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>$2,620</td>
<td>$2,515</td>
<td>$2,420</td>
<td>$2,275</td>
<td>$2,125</td>
<td>$1,840</td>
</tr>
<tr>
<td>Full</td>
<td>$3,825</td>
<td>$3,595</td>
<td>$3,545</td>
<td>$3,255</td>
<td>$2,995</td>
<td>$2,585</td>
</tr>
</tbody>
</table>

**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 13-14) for color rates, priority positions and other options.

### Advertorial

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

---

**ASRT Design Fee**

- Ad creation: $200
- Ad Modification: $50

---

ASRT Publications
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: 145,278

### 2021 Radiologic Technology

<table>
<thead>
<tr>
<th>Issue</th>
<th>Targeted Editions*</th>
<th>Ad Reservation Due Date</th>
<th>Ad Materials Due Date</th>
<th>Estimated In-Home Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Mammography, CT</td>
<td>November 25</td>
<td>December 2</td>
<td>December 29</td>
</tr>
<tr>
<td>March/April</td>
<td>Mammography</td>
<td>January 27</td>
<td>February 3</td>
<td>March 2</td>
</tr>
<tr>
<td>May/June</td>
<td>Mammography, CT</td>
<td>March 24</td>
<td>March 31</td>
<td>April 27</td>
</tr>
<tr>
<td>July/August</td>
<td>CT</td>
<td>May 26</td>
<td>June 2</td>
<td>June 29</td>
</tr>
<tr>
<td>September/October</td>
<td>Mammography</td>
<td>July 28</td>
<td>August 4</td>
<td>August 31</td>
</tr>
<tr>
<td>November/December</td>
<td>CT</td>
<td>September 29</td>
<td>October 6</td>
<td>November 2</td>
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</table>

*Subject to change.

### 2021 Radiologic Technology

#### Classified

<table>
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<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>14x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White Only</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8</td>
<td>$440</td>
<td>$415</td>
<td>$390</td>
<td>$370</td>
<td>$335</td>
<td>$305</td>
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<td>$855</td>
<td>$775</td>
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<td>$710</td>
<td>$635</td>
<td>$580</td>
</tr>
<tr>
<td>1/2 Horiz</td>
<td>$1,560</td>
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<td>$2,005</td>
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</tbody>
</table>

#### Display

<table>
<thead>
<tr>
<th>Ad Size</th>
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<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>14x</th>
</tr>
</thead>
<tbody>
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<td>Black &amp; White</td>
<td></td>
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</table>

#### Color

<table>
<thead>
<tr>
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<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 (Pages 13-14) for color rates, priority positions and other options.
Radiation Therapist

Your ad in Radiation Therapist gives you instant access to radiation therapists and medical dosimetrists throughout the United States and even internationally. They read this respected scholarly journal to keep up on the latest research and earn CE credits.

Frequency: 2 times per year
Primary readership: 16,463

2021 Radiation Therapist

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Reservation Due Date</th>
<th>Ad Materials Due Date</th>
<th>Estimated In-Home Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>February 10</td>
<td>February 17</td>
<td>March 31</td>
</tr>
<tr>
<td>Fall</td>
<td>August 11</td>
<td>August 18</td>
<td>September 29</td>
</tr>
</tbody>
</table>

*Bonus distribution at Radiation Therapy Conference

10% guaranteed placement fee for full-page ads.
See advertising policies/regulations (Pages 13-14) for color rates, priority positions and other options.
The Beam

Perfectly targeted. That’s what your message becomes when it focuses on the attendees at the ASRT Radiation Therapy Conference.

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.

---

2021 ASRT Radiation Therapy Conference

<table>
<thead>
<tr>
<th>Ad Specifications and Rates</th>
<th>2021 Advertising Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full-page Advertorial</strong></td>
<td>Advertorial Aug 20</td>
</tr>
<tr>
<td>$2,100</td>
<td>Ad Space Aug 20</td>
</tr>
<tr>
<td><strong>Full Page</strong></td>
<td>$1,575</td>
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<tr>
<td><strong>Half Page Horizontal</strong></td>
<td>$945</td>
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<tr>
<td><strong>Quarter Page</strong></td>
<td>$475</td>
</tr>
<tr>
<td><strong>Ad Materials</strong></td>
<td>Aug 27</td>
</tr>
</tbody>
</table>

See advertising policies/regulations (Pages 13-14) for color rates, priority positions and other options.

---

ASRT Design Fee

- Ad creation $200
- Ad Modification $50
This monthly electronic newsletter delivers your advertising message to more than 139,000 ASRT members.

## 2021 ASRT RESOURCES Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Reservation Due Date</th>
<th>Ad Materials Due Date</th>
<th>Mailing Date</th>
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<tbody>
<tr>
<td>January</td>
<td>December 23</td>
<td>December 30</td>
<td>January 20</td>
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<tr>
<td>February</td>
<td>January 21</td>
<td>January 28</td>
<td>February 17</td>
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<td>March</td>
<td>February 18</td>
<td>February 25</td>
<td>March 17</td>
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<tr>
<td>April</td>
<td>March 18</td>
<td>March 25</td>
<td>April 15</td>
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<tr>
<td>May</td>
<td>April 22</td>
<td>April 29</td>
<td>May 19</td>
</tr>
<tr>
<td>June</td>
<td>May 20</td>
<td>May 27</td>
<td>June 16</td>
</tr>
<tr>
<td>July</td>
<td>June 24</td>
<td>July 1</td>
<td>July 21</td>
</tr>
<tr>
<td>August</td>
<td>July 22</td>
<td>July 29</td>
<td>August 18</td>
</tr>
<tr>
<td>September</td>
<td>August 19</td>
<td>August 26</td>
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<td>November</td>
<td>October 21</td>
<td>October 28</td>
<td>November 17</td>
</tr>
<tr>
<td>December</td>
<td>November 16</td>
<td>November 23</td>
<td>December 15</td>
</tr>
</tbody>
</table>

## 2021 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**, C**</td>
<td>$1,900</td>
</tr>
<tr>
<td>270 x 108 Banner Ad+</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*Submit as 540 x 216 for mobile optimization purposes.

**Advertorials are text only (A-50-75, B and C 35-50 words). No image is included.

See advertising policies/regulations (Pages 13-14) for color rates, priority positions and other options.
asrt.org

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 157,000 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®.

### Monthly Site Traffic
- **Page Views**: 1,906,557
- **Sessions**: 273,505
- **Users**: 122,940
- **Average Time on Site**: 7:11

*Source: Google Analytics*

### 2021 ASRT Website Banner Ads

<table>
<thead>
<tr>
<th>Month</th>
<th>Ad Space Due</th>
<th>Materials Due</th>
<th>Posting Date</th>
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</thead>
<tbody>
<tr>
<td>January</td>
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<tr>
<td>February</td>
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<td>March</td>
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<td>May 20</td>
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<tr>
<td>November</td>
<td>October 14</td>
<td>October 21</td>
<td>November 1</td>
</tr>
<tr>
<td>December</td>
<td>November 14</td>
<td>November 21</td>
<td>December 1</td>
</tr>
</tbody>
</table>

### 2021 ASRT Website Banner Ad Rates

#### Home Page
- **Dimensions**: 234 x 60 pixels
  - **Rates**: $700
- **Dimensions**: 468 x 60 pixels
  - **Rates**: $1,200
- **Dimensions**: 702 x 60 pixels
  - **Rates**: $1,800
- **Dimensions**: 936 x 60 pixels
  - **Rates**: $2,400

#### Run of Site
- **Dimensions**: 180 x 150 pixels
  - **Rates**: $1,200
- **Dimensions**: 180 x 300 pixels
  - **Rates**: $1,600
- **Dimensions**: 180 x 450 pixels
  - **Rates**: $2,000
- **Dimensions**: 180 x 600 pixels
  - **Rates**: $2,400
- **Dimensions**: 180 x 750 pixels
  - **Rates**: $2,800

*Note: Ad sizes subject to change.*

#### ASRT Design Fee
- **Ad creation**: $200
- **Ad Modification**: $50

*ASRT Online*
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.

### 2021 ASRT Communities

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Monthly Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>180 x 150</td>
<td>$500</td>
</tr>
<tr>
<td>180 x 300</td>
<td>$750</td>
</tr>
<tr>
<td>180 x 450</td>
<td>$1,000</td>
</tr>
<tr>
<td>180 x 600</td>
<td>$1,250</td>
</tr>
<tr>
<td>180 x 750</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**Our Communities Include:**

- Affiliate, HOD 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

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

### 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
- [asrt.org/forms/submit-an-event](http://asrt.org/forms/submit-an-event)

---

**Mobile App Exclusive Banner Ad**

- $1,000 per month

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

Connect on average with 1,400 engaged attendees eager to learn more about your company and relevant topics that effect medical imaging and radiation therapy today all while earning continuing education.

Limited availability, Six months advanced scheduling.

All options available on ASRT.org for a minimum of 3 years.

<table>
<thead>
<tr>
<th>Live webinar sponsorship of already ASRT programmed content and speaker “Supported by” $8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lobby slides (2)</td>
</tr>
<tr>
<td>• Banner ad included in the presentation slides</td>
</tr>
<tr>
<td>• Recognition on ASRT marketing of ASRT Live event (2 E-blast, Communities and ASRT Live landing page)</td>
</tr>
<tr>
<td>• Social Media Promotion</td>
</tr>
<tr>
<td>• Recognition during moderator’s introduction and at conclusion</td>
</tr>
<tr>
<td>• Recognition on last slide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Live webinar sponsorship of corporate provided content and speaker “Sponsored by” $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Lobby slides (2)</td>
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<tr>
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<td>• Recognition on last slide</td>
</tr>
<tr>
<td>• Includes sponsor’s choice 1 of the following:</td>
</tr>
<tr>
<td>• Post-event attendee e-blast thanking sponsor and inviting attendees to visit sponsor’s website</td>
</tr>
<tr>
<td>• Half-page ad in Radiologic Technology journal or Radiation Therapist journal</td>
</tr>
<tr>
<td>• One-month website ad</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pre-recorded sponsorship of corporate provided content and speaker * “Sponsored by” $2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Banner ad included on the presentation slides</td>
</tr>
<tr>
<td>• Recognition on opening and last slide</td>
</tr>
<tr>
<td>• Webinar available for minimum of 3 years</td>
</tr>
</tbody>
</table>

* 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.

Contract: ASRT Corporate Relations at adsales@asrt.org or 505-238-4500, Ext. 4500.
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.A. 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.

asrt.org/main/about-asrt/doing-business-with-asrt/rent-mail-lists/mailing-list-contact-information-form

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ASRT JobBank® Posting Rate Card

**Job Posting Rates and Packages**

<table>
<thead>
<tr>
<th>Package</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Day Basic Job Posting</td>
<td>$399</td>
</tr>
<tr>
<td>Job Flash™ Package</td>
<td>$549</td>
</tr>
<tr>
<td>- Job description emailed to thousands of medical imaging and radiation therapy professionals</td>
<td></td>
</tr>
<tr>
<td>- Posted for 30 days</td>
<td></td>
</tr>
<tr>
<td>Premium Job Flash™ Package</td>
<td>$649</td>
</tr>
<tr>
<td>- Job description emailed to thousands of medical imaging and radiation therapy professionals</td>
<td></td>
</tr>
<tr>
<td>- Remains high in search results</td>
<td></td>
</tr>
<tr>
<td>- Highlighted to stand out</td>
<td></td>
</tr>
<tr>
<td>- Posted for 30 days</td>
<td></td>
</tr>
</tbody>
</table>

**Ultimate Recruitment Package** $849

- TalentBoost upgrade distributes your job listing to a network of 1,000+ national, niche, and local job boards
- Job description emailed to thousands of medical imaging and radiation therapy professionals
- Remains high in search results
- Highlighted to stand out
- Posted for 30 days

**5 Pack of Job Flash™ Emails and Postings** $2,479

**Single Resume Purchase** $35

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**POST YOUR JOB TODAY! ★ careers.asrt.org**

Effective Date: 07/30/20. Packages and pricing subject to change without notice. Recruitment agencies receive a discount; to receive discount contact customer service. For sales inquiries and support, please contact Max Gehman by email at Max.Gehman@communitybrands.com or call at (727) 497-6565 ext. 6513.

Powered by YMCareers™
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 ROI with face-to-face interaction with the passionate leaders of our more than 157,000 members.

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

Exhibit Opportunities:
- One 6-foot exhibit space $1,400
- Two 6-foot exhibit spaces $2,200
- Premier Exhibit Pod $3,500

Exclusive Corporate Support Opportunities and Exhibit Space Available
Contact ASRT Corporate Relations team at corporaterelations@asrt.org or 505-298-4500, Ext. 1915
More than 1,000 professionally committed radiation therapists and medical dosimetrist attend the ASRT Radiation Therapy Conference (RTC). 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 for you to 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 or ad and advertorial in the conference magazine
  - Four conference registrations for your team or customers to attend the meeting
  - 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*

- **Highlight Your Brand – 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 or advertorial 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)

- **Extend Your Promotion Beyond the Conference – Silver Sponsorship - $8,000**
  - Two exhibit spaces to interact with attendees
  - One full-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)

- **Connect and Network – Bronze Sponsorship - $3,200**
  - One exhibit space to interact with attendees
  - Quarter-page ad in the conference magazine

- **Other Promotional Opportunities**
  - Conference Tote Bags
  - Social Media Wall
  - Water Bottles
  - Coloring Page and Markers

Contact ASRT Corporate Relations team at corporaterelations@asrt.org or 505-298-4500, Ext. 1915
Advertising Policies/Regulations

**Color Rates**

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-color</td>
<td>$750</td>
</tr>
<tr>
<td>3-color</td>
<td>$750</td>
</tr>
<tr>
<td>Standard color</td>
<td>$300 per color</td>
</tr>
<tr>
<td>Matched color</td>
<td>$400 per color</td>
</tr>
<tr>
<td>Metallic color</td>
<td>$200</td>
</tr>
</tbody>
</table>

**Priority Positions**

- Inside front cover, inside back cover or opposite table of contents: earned rate plus 25%.
- Back cover: earned rate plus 50%.

**Agency Commission**

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

Mail list rentals and eblasts 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: https://us3.hostedftp.com/login; User ID: adsales@asrt.org; Password: adsales1. Place files in the Advertising directory.

**Graphic Design Fees**

Graphic design services are available.

- Ad creation $200.
- Ad modification $50.

For more information about mechanical requirements email the ASRT Graphic Design Department at gdt@asrt.org.

**Display Ad Sizes**

<table>
<thead>
<tr>
<th>Size</th>
<th>No bleed W x H</th>
<th>Bleed W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page Spread*</td>
<td>14.75” x 9.5”</td>
<td>16.25” x 10.75”</td>
</tr>
<tr>
<td>Full</td>
<td>6.75” x 9.0”</td>
<td>8.25” x 10.75”</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>6.75” x 4.375”</td>
<td>—</td>
</tr>
</tbody>
</table>

*Lay out as two separate pages.

**Advertorial (ASRT Scanner)**

<table>
<thead>
<tr>
<th>Size</th>
<th>W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>6.75” x 9.0”</td>
</tr>
</tbody>
</table>

Includes 450 maximum word count and images.

**Classified and Marketplace Ad Sizes**

<table>
<thead>
<tr>
<th>Size</th>
<th>No bleed W x H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>6.75” x 9.0”</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>6.75” x 4.375”</td>
</tr>
<tr>
<td>Quarter</td>
<td>3.25” x 4.375”</td>
</tr>
<tr>
<td>Eighth</td>
<td>3.25” x 2.125”</td>
</tr>
</tbody>
</table>

**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 copy of the publication in which their ad runs 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.
- ASRT sends via email a PDF tearheet and invoice.

**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 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.
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).

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 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: https://us3.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.
• Java Script not supported.
• Special multimedia banner requests will be evaluated individually by the ASRT.
• Border: Do not include a border.
• Ads are sold on a first-come, first-served basis, with current advertisers offered the first right of refusal.

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”
Includes 450 maximum word count and images.

ASRT RESOURCES Specifications and Regulations
• Online ads must be submitted in electronic format via e-mail or uploaded to the ASRT FTP site. Host: https://us3.hostedftp.com/login; User ID: adsales@asrt.org; Password: adsales1. Place files in the Advertising directory.
Let us help you **market your product** to our fantastic members.

**Marketing Plan**

<table>
<thead>
<tr>
<th>What is the product and/or service you are promoting?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is your target audience?</td>
</tr>
<tr>
<td>Modalities:</td>
</tr>
<tr>
<td>Job Positions:</td>
</tr>
<tr>
<td>Geographic Location:</td>
</tr>
<tr>
<td>Education Level:</td>
</tr>
<tr>
<td>What is your timeframe?</td>
</tr>
<tr>
<td>Do you have an outlet preference (print, digital or combination)?</td>
</tr>
<tr>
<td>What is your budget?</td>
</tr>
<tr>
<td>Notes:</td>
</tr>
</tbody>
</table>

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

Media Kit 2021