ACR Bulletin

Overview

Radiologists are busy. So when they want updates, they need a publication that's reliable and engaging. That's why they turn to the award-winning ACR Bulletin. As the official news magazine of the American College of Radiology, the ACR Bulletin keeps radiologists informed by covering a lot-current research, advocacy efforts, innovation in technology and educational opportunities-in a quick, easy-to-read and inviting manner. And that's not just marketing talk; readers agree, too:

- 74% say the ACR Bulletin is inviting and easy-to-read
- 71% feel the cover is inviting and encourages them to open the issue
- 75% find information within it is easy to locate
- 77% agree the length of articles is about right.

Reach radiologists when they're focused, interested and engaged. Advertise in the ACR Bulletin today.
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif, HTML5†, 3rd party tags

TRACKING PIXELS: Yes

MAX FILE SIZE: 200 KB

MAX ANIMATION (TIME/LOOPS): 15 seconds/3 loops

PRESTITIAL FREQUENCY: 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).

eTOC Email

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<td>Middle</td>
<td>MPU</td>
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FORMATS: jpeg, png, gif (static image only)

TRACKING PIXELS: No

MAX FILE SIZE: 200 KB

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MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

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