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.

Display Advertising

Jaesam Hong United States
212-633-3713
j.hong@elsevier.com

Kate Lach Europe
48 500 259 970
k.lach.1@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3713
j.hong@elsevier.com

Global Print Circulation
Online Only
Available upon request

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request

Avg. Global eTOC Distribution
1,250

Affiliation
American College of Radiology (ACR)

Audience
US American College of Radiology members: radiologists, radiation oncologists and clinical medical physicists
Digital Specs

**Website**

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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</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 120 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).

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**eTOC Email**

<table>
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<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</table>

**FORMATS**
- jpeg, png, gif (static image only)

**TRACKING PIXELS**
- No

**MAX FILE SIZE**
- 200 KB

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

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**AIP Email**

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Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability of terms and conditions of supply

2. Offer and acceptance/Description

3. Price, terms and conditions of sale

4. Execution and modification of the order

5. Distribution

6. Payment procedure

7. Delivery

8. Liability and damages

9. Audit

10. Advertising & Reprints

11. Audit

12. Compliance with laws

13. Cancellations & Returns

14. Termination of the Agreement

15. Governing law and jurisdiction

16. Additional terms and conditions

17. English language

18. Other provisions

19. Notwithstanding any other provisions in this Agreement, the English language version will govern the interpretation of this Agreement and any dispute arising hereunder.

20. Limitation of liability

21. General

22. Spanish language

23. Communication of a change of address

24. General terms and conditions

25. Integration

26. Counterparts

27. Entire agreement

28. Waiver

29. Severability

30. Force majeure

31. General

32. German language

33. London

34. Modifications and amendments

35. Dispute resolution

36. Notice

37. Interpretation

38. Parties

39. TTP

40. Typeface

41. Other agreements

42. Order acknowledgment

43. Additional terms and conditions

44. Territorial

45. General