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
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North America

Aileen Rivera North America
917-825-3954
mailto:a.rivera@elsevier.com

Traci Peppers North America
347-449-4997
t.peppers@elsevier.com

EMEALA

Katy Parker EMEALA
+44 (0) 7796 925011
k.parker@elsevier.com

Monika Giergielewicz EMEALA
+44 (0) 7796 925011
m.giergielewicz@elsevier.com

APAC

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

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>
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<td>160 x 600 or 300 x 600</td>
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| FORMATS | jpeg, png, gif, HTML5†, 3rd party tags |
| DAYTIME 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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| FORMATS | jpeg, png, gif (static image only) |
| TRACKING PIXELS | No |
| MAX FILE SIZE | 200 KB |

AIP Email

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

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