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>
</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 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).

eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

FORMATS: jpeg, png, gif (static image only)
TRACKING PIXELS: No
MAX FILE SIZE: 200 KB

AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</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

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability
Terms and conditions shall apply to all offers, proposals made and accepted, orders placed and any third party or agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, in the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties. The information, prices, specifications, services, terms and conditions set forth in any proposal, offer or order placed by the Client and acknowledged by Elsevier are hereby incorporated into these Terms and Conditions. Sales invoices will be issued by Elsevier to the Client as evidence of purchase only and shall not constitute an acknowledgement of a sale, nor a warranty of any nature.

2. Client
The Client acknowledges and agrees that it is an independent contractor acting for its own account and on its own behalf and shall have no authority to act on behalf of, or as agent for, Elsevier.

3. Force Majeure
Notwithstanding any provision to the contrary in these Terms and Conditions, in the event that Elsevier is unable to perform its obligations under these Terms and Conditions as a result of circumstances beyond the reasonable control of Elsevier, including, but not limited to, insurrection, war, terrorism, riot, fire, storm, flood, hurricane, earthquake, government action, labor disputes, strikes, lockouts, embargoes, inability to obtain materials or supplies from any source by reason of catastrophic events, acts of God or any event or event of force majeure, the performance of Elsevier shall be excused and no liability shall attach to Elsevier for failure to perform its obligations under these Terms and Conditions in accordance with any specified time period, to the extent such impossibility is caused by such event.

4. Prices, taxes and currencies
The Client agrees to pay Elsevier at the prices specified in the quotation or order acknowledgment for the applicable Products and/or Services. All prices are exclusive of value-added tax and any other applicable taxes, duties and fees that may be required or due under applicable laws, regulations or other governing authorities.

5. Payment
The Client shall pay for all Products and/or Services, in advance or prior to delivery, and any invoice issued by Elsevier shall be paid Net 30 days unless otherwise stated in writing. Interest at the rate of 8% per annum or such other rates as Elsevier may, in its sole discretion, prescribe shall be payable on all overdue amounts. Except as otherwise agreed in writing, Elsevier may, in its sole discretion, set off any amounts due from the Client to Elsevier against any amount due from Elsevier to the Client.

6. Advertisements and reprints
The Client acknowledges and agrees that its rights to order content for display in print or online are limited to the content purchased by the Client and Elsevier, respectively, and that Elsevier retains all other rights to such content.

7. Intellectual property
The Client represents and warrants that it has the right to order the Products and/or Services and that it is not infringing on any copyright, trademark, trade secret, music, image, or other proprietary or property right. The Client shall indemnify Elsevier and its licensees, officers, directors, employees or agents from and against any and all claims, actions, suits, or proceedings, whether by way of set-off, counterclaim, disclaimer, abrasion or otherwise, arising out of or related to any Client’s alleged or actual misappropriation of any copyright, patent, or trade secret or other proprietary or property right.

8. Liability and claims
To the maximum extent permitted by law, Elsevier expressly excludes any liability for breach of any implied warranty of merchantability or fitness for a particular purpose.

9. Indemnity
Each party shall defend, indemnify and hold harmless the other party from and against any claim, suit, action or proceeding brought by a third party against such party for any and all losses, damages, liabilities, costs (including reasonable attorneys’ fees), judgments, fines, penalties or other expenses of whatever kind or nature whatsoever incurred or paid by such party in connection with any and all claims, lawsuits, arbitrations, awards, judgments, appeals or other proceedings or actions brought by a third party against such party for any and all losses, damages, liabilities, costs (including reasonable attorneys’ fees), judgments, fines, penalties or other expenses of whatever kind or nature whatsoever incurred or paid by such party.

10. Advertising & Reprints
The Client acknowledges and agrees that it is solely responsible for completing any foreign exchange-related procedures in the country in which the Client is resident.

11. Breach
The Client shall indemnify Elsevier against any claim, suit, action or proceeding brought by a third party against Elsevier for any loss, damage, cost, expense, liability, or other amount or cost of any nature whatsoever, whether direct or indirect, that arises from any breach by the Client of any representation or warranty made or given by the Client to Elsevier, and the Client shall pay to Elsevier the reasonable costs and expenses of any court proceedings arising out of any such breach.

12. Amendment
These Terms and Conditions may be amended only by a written instrument signed by Elsevier and the Client.

13. Cancellations & Returns
13.1 In the event that the Client desires to cancel any order for Products and/or Services, the Client shall provide Elsevier a written notice of cancellation. The Client shall remain liable for all payments made up to the date of cancellation. If the Client is cancelling the order prior to 30 days before the space closing date, there will be no charge. If the Client is cancelling the order after 30 days before the space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the space closing date. The Client shall be responsible for all costs associated with the cancellation, including any legal fees and expenses incurred by Elsevier.

14. General
These Terms and Conditions are governed by and shall be interpreted in accordance with the laws of the State of New York, without reference to its conflict of laws principles.

ACR Bulletin
Rate Card
Effective January 2024

EELSEVIER TERMS AND CONDITIONS OF SUPPLY

Adolescent Health, averages of January 2021
ACR Bulletin
Adolescent Health, averages of January 2021

Monthly averages based on the period 1/1/20 to 6/30/20.