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.

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Kate Lach Europe
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k.lach.1@elsevier.com

Derek Zakaib Canada
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derekjohnzakaib@gmail.com

Recruitment Advertising

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Global Print Circulation
Online Only

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>
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<th>EXPANDABLE (PIXELS)</th>
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<td>728 x 315</td>
<td>Down</td>
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<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
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<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
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<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
<td>320 x 600</td>
<td>Left</td>
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<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
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</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>
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<td>Middle</td>
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FORMATS
jpeg, png, gif (static image only)

TRACKING PIXELS
No

MAX FILE SIZE
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AIP Email

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Animation and expandable banners unavailable.

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