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.

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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

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<thead>
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<th>SIZE (PIXELS)</th>
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<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
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<td>Side</td>
<td>Skyscraper</td>
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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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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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