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
48 300 259 970
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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<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

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<tr>
<td>Middle</td>
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<td>300 x 250</td>
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Formats

jpeg, png, gif (static image only)

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Max File Size

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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.
5. Payment

3. Execution and modification of the order

1. Applicability

2. Right to supply of the Products and Services

2.1 The Client shall have the right to supply all or part of the Products and Services, at any time or until such outstanding amount is fully paid. Elsevier shall not be entitled to apply any money received by the Client, to clear any of the Client’s outstanding debts to Elsevier.

3. Payment due under this Agreement is not subject to any deduction or set-off of any kind for any reasons whatsoever.

4. Cancellation

1. Any modification to the agreed product or service description, budget or schedule, as set out in the order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if otherwise agreed in writing), and shall also be exclusive of any advertisement, import duties or other levies imposed on the sale of the Products or Services by any government or other taxing authority.

5. Force majeure

6. Indemnification

7. Compliance with laws

8. Liability and damages

9. Client’s representation and warranty

10. Advertising & Reprints

11. Intellectual property

12. Compliance with laws

13. Financial accounting

14. Venue

15. Governing Law

16. Entire agreement

17. Construction

18. Miscellaneous

19. Waiver

20. Severability

21. Counterparts

22. Notice and communication

23. Assignment

24. Authority of signatories

25. Amendment and modification

26. Entire agreement

27. Governing law

28. Entire agreement

29. Governing law

30. Entire agreement

31. Governing law

32. Entire agreement

33. Governing law

34. Entire agreement

35. Governing law

36. Entire agreement

37. Governing law