Academic Radiology

Overview

Academic Radiology publishes original reports on clinical and laboratory investigations in diagnostic imaging, the diagnostic use of radioactive isotopes, computed tomography, positron emission tomography/molecular imaging, MRI, ultrasound, digital subtraction angiography, and related techniques.

Display Advertising

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Rate Card
Effective January 2024

Global Print Circulation
Online Only
12,393

Avg. Global Monthly Visits
12,393

Avg. Global Monthly Unique Visitors
5,273

Avg. Global Monthly Page Views
6,446

Avg. Global eTOC Distribution
7,662
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>
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<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

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

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**AIP Email**

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</table>

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

Animation and expandable banners unavailable

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13. Monthly average web metrics based on the period of July 2022 to June 2023

Circulation updated on 1st July, 2023, based on 12-month monthly average July 2022-June 2023

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