Radiography

Overview

Radiography promotes evidence-based practice by disseminating high quality clinical, scientific and educational research related to all aspects of diagnostic and therapeutic radiography. We publish research articles, systematic and narrative reviews, editorials and letters of international relevance that advance knowledge and encourage innovation within radiography. Radiography is essential reading for researchers and practitioners (diagnostic and therapeutic radiographers, medical radiation technologists, radiologic technologists) and for radiography educators and students. We aim to influence clinical practice by informing managers, leaders and policy makers working within or aligned to clinical imaging and radiation therapy services.

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

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Jaesam Hong Global
212-633-3713
j.hong@elsevier.com

Affiliation

Radiography is the official professional journal of the Society and College of Radiographers and the European Federation of Radiographer Societies.

Audience

Radiographers, Radiographic Technologists, Radiography Administrators, Radiotherapists, Sonographers and associated personnel within healthcare industry. Radiography has a market penetration of 95% of the profession in the UK.
## 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

### Presstitial Frequency
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for presstitial banners.

†Excluding personally identifiable information (PII).

### eTOC Email

- **Position**
  - Top: Leaderboard
  - Middle: MPU

- **Formats**
  - jpeg, png, gif, (static image only)

- **Tracking Pixels**
  - No

- **Max File Size**
  - 200 KB

### AIP Email

- **Position**
  - Top: Leaderboard
  - Side: Skyscraper
  - Middle: MPU

- **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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