

itn

imaging technology news



wainscot

wainscotmedia.com



Mission Statement

ITN/Imaging Technology News reaches radiology, radiation oncology, women's health and nuclear medicine professionals. Its award-winning editorial content features key industry trends and peer-written articles that offer shared experiences and learnings. Its detailed product comparison charts are a ready resource for specifying, recommending and authorizing medical imaging technology purchases.

Major industry conferences are thoroughly covered—in real time—in print, online, through KOL videos and across social media channels, and documented in exclusive online photo galleries. Every month, the editorial team delves into the top issues facing the industry, touching on all areas of radiology imaging, information technology, radiation oncology, business and women's health.

MARKETING AND MEDIA PLANNER 2024

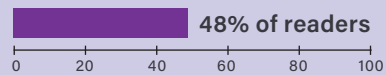
Fully Integrated Multimedia Experience

ITN offers a complete multimedia experience, including:

- Bi-monthly print magazine
- Bi-monthly digital edition
- Detailed website
- Customizable, on-demand product comparison charts
- Specialized eNewsletter
- Videos
- Webinars
- Robust social media platforms

Why Choose ITN?

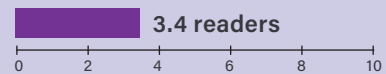
Readers who prefer print publication:



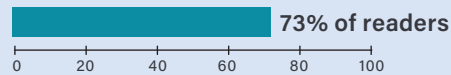
Average time spent reading each issue:



Total readers per copy of print issue:



Readers who have researched or bought products and services after seeing articles and/or ads in the publication:



Source: Signet Ad Study 2022

Our Audience: Print and Digital Editions Combined Total 35,000

Reach the Complete Buying Team

Radiology/Medical Imaging | 21,607

- Diagnostic Radiologist/Chief, Interventional Radiologist
- Radiology Administrator/Director, Manager
- Nuclear Medicine
- Pathology

Therapeutic Radiation Oncology | 6,149

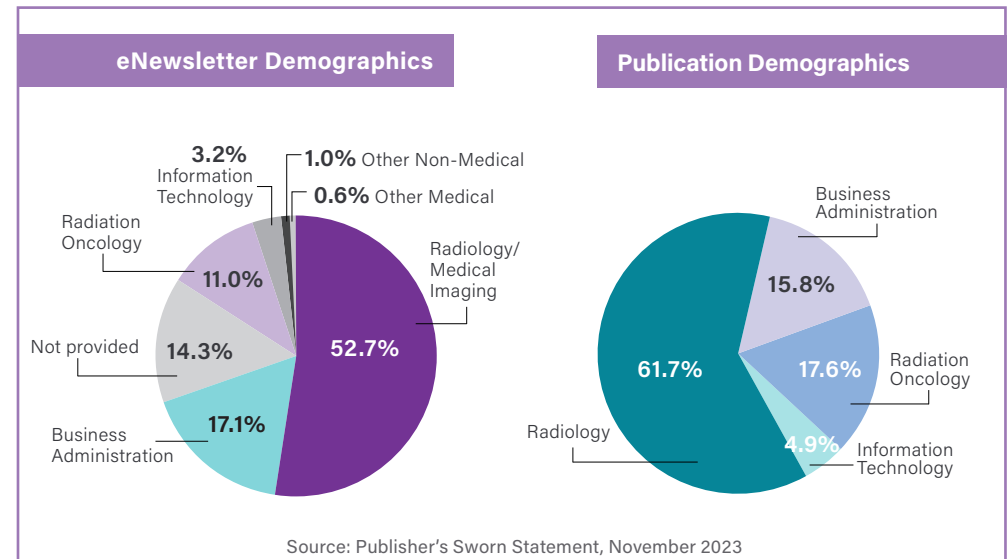
- Radiation Oncologist
- Chief/Director of Oncology
- Medical Physicist

Business Administration | 5,536

- Administrator, CEO/CFO/President/CTO, COO, Materials Management, Purchasing Chief/Director, Hospital Administrator
- Chief Medical Officer

Information Technology | 1,708

- CIO, HIS/MIS Director/Manager
- PACS Administrator



	January/ February AD CLOSE: January 5, 2024	March/ April AD CLOSE: February 15, 2024	May/ June AD CLOSE: April 5, 2024	July/ August AD CLOSE: June 13, 2024	September/ October AD CLOSE: August 8, 2024 Breast Cancer Awareness Issue	November/ December AD CLOSE: October 3, 2023 Lung Cancer Awareness month
Trade Shows	STS (Jan 27-29, 2024)	HIMSS (March 11-15) SBI (April 11-14)	SIIM (June 27-29)	AAPM (July 21-25) AHRA (Aug 4-7)	ASTRO (Sept 29-Oct 2)	RSNA (Dec 1-5)
Comparison Charts	Contrast Media Injectors PET/CT	PACS Ultrasound Systems	MRI Contrast Agents Digital Radiography (DR) Systems	Digital Breast Tomosynthesis Mobile C-Arms	Radiation Dose Management MRI Wide Bore Systems	Enterprise Imaging CT Systems
Imaging	Magnetic Resonance Imaging (MRI)	Computed Tomography (CT)	Ultrasound	Radiation Dose Management	Molecular Imaging	Digital Radiography
Radiation Oncology	State of the Industry in Radiation Oncology	AI's Role in Radiation Oncology	Treatment Planning Systems	Proton Therapy	Prostate Cancer Advancements	Lung Cancer Advancements
Information Technology	Health IT Trends	Enterprise Imaging	Digital Pathology	PACS	Telehealth or Remote Patient Management	Artificial Intelligence
Women's Health	Breast Density and Breast Screening	Digital Breast Tomosynthesis	Artificial Intelligence in Breast Imaging	Breast Ultrasound	Molecular Breast Imaging	Technology to Improve Imaging
Special Awareness Campaigns	February is National Cancer Prevention Month	2024 Imaging Outlook/ Future Predictions	Artificial Intelligence in Imaging/Oncology	Screening Technology	September is prostate cancer awareness month October is breast cancer awareness month	November is lung cancer awareness month

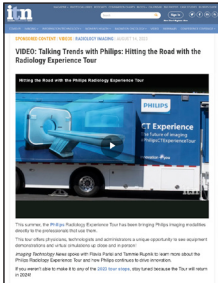
Features and comparison charts on this editorial calendar will be featured in print and/or online, and are subject to change. If you have an article topic that you'd like to suggest, please contact Editorial Director Melinda Taschetta-Millane at melinda.taschetta-millane@wainscotmedia.com

REGULAR DEPARTMENTS: New Products | Industry News | One on One KOL column

revised: 10/30/23

Enhance brand awareness, build customer engagement or educate the market with any combination of these custom digital products.

Video



TALKING TRENDS

Exclusive one-on-one interviews of leading company representatives and KOLs.

- ITN editor provided as moderator
- Script/Q&A written by ITN editors ahead of time and screened by your compliance team
- Client-approved Talking Trends video posted on *itnonline.com*
- MP4 File provided for your use
- 4 banner ads positioned adjacent to the video on *itnonline.com*
- eAlert announcing video sent to ITN's 25,000+ newsletter list

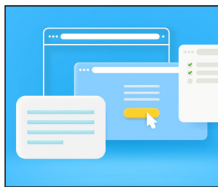
\$12,000



SOCIAL MEDIA

One post on all ITN social media channels (LinkedIn, Twitter and Facebook) can be used to promote other marketing programs or as a targeted advertising campaign to radiologists and other imaging professionals.

\$1,000



BUYER'S GUIDE ENHANCEMENT

The ITN Buyer's Guide provides searchable information on companies and products for our readers. Includes 4 banner ads within the section of the website and up to two paragraphs about your company and products.

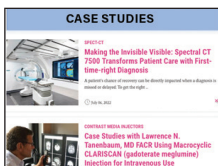
\$1,000 PER MONTH



EBOOKS

Publish your eBook on *itnonline.com*. We will push it out to our audience of 25,000 digital subscribers via an eAlert.

\$25,000



CASE STUDIES

Use a real-life example of product use to explain the how and why. The case study is published on *itnonline.com* and promoted with a Case Study eAlert.

\$10,000



NATIVE ADVERTISING/SPONSORED CONTENT

A company's article, case study, white paper, video, webinar or blog is integrated with *itnonline.com* home page editorial content and linked to a unique landing page with the company's branding. An eAlert transmission drives additional viewers to the landing page.

STARTING AT \$8,000



SPONSORED CONTENT Article

Collaborate with ITN editors to script your article of up to 1,000 words which will be posted on *itnonline.com*.

- 1 eBlast pushing out your sponsored content article to ITN's list
- 2 Banner ads positioned within the sponsored content eBlast
- 4 Banner ads positioned around the sponsored content article on *itnonline.com*
- 1 Social media post on Facebook, LinkedIn and Twitter
- Campaign report sharing metrics/leads from the eBlast

\$10,000



SPONSORED CONTENT eAlerts

Promote white papers, case studies, videos, webinars or other content created by your company or ITN's Custom Marketing team.

- 2 Banner ads positioned within the eAlert
- Campaign report sharing metrics/leads from the eAlert

\$7,000



Webinars

Webinars are presented live or pre-recorded to a registered audience and archived for on-demand viewing. Whether a single speaker or a panel of key opinion leaders and industry experts, these valuable tools provide education, lead generation and thought leadership. A live Q&A allows for attendee engagement.

Our Webinar Team will manage promotion, work with speakers, provide a moderator, and direct the process the day of the webinar.

\$20,000

Get your marketing message and educational material in front of buying teams with any combination of these digital products.



Top 5 eNews

Sponsor one of the weekly digital Newsletters, the Radiology Top 5 or the Radiation Oncology Top 5.

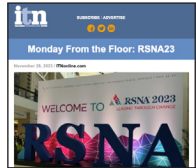
\$3,500



Custom eBlasts

Your branded marketing messages sent to our audience.

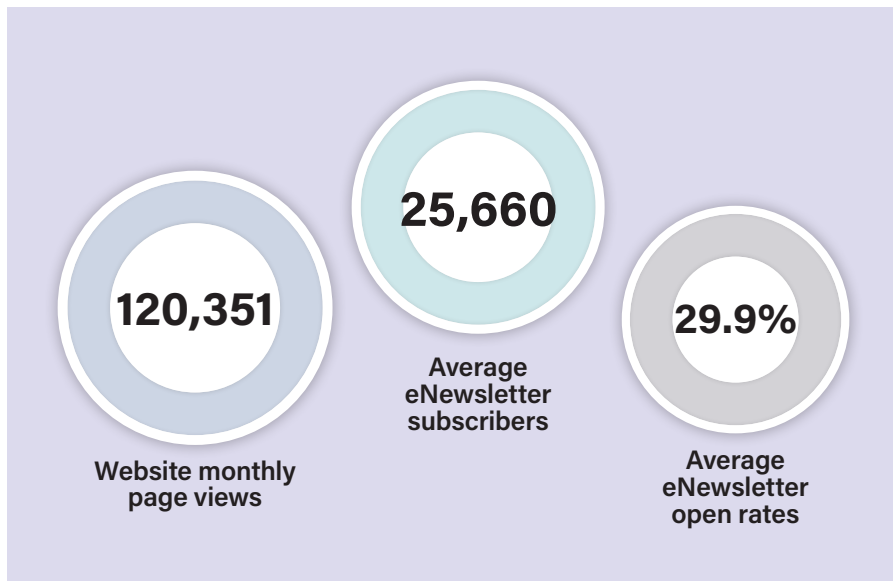
\$6,000



From the Floor

Sponsor a daily eNewsletter covering this year's trade shows/conferences.

\$5,000 PER DAY



Website ad units

Home page and run-of-site ad positions are sold on a cost-per-thousand (CPM) basis. Some special sponsorship opportunities on the website are sold on a monthly or annual basis. The units include:

- Leaderboard: **\$60 CPM**
 - Double Boom Box: **\$75 CPM**
 - Boom Box: **\$50 CPM**
 - Small Boom Box: **\$20 CPM**
 - Channel Sponsorship (monthly): **\$3,000/month**
 - Interstitial ad on home page (monthly): **\$4,000***
 - Interstitial ad on a channel (monthly): **\$3,000***
- *Maximum of 3x per user per day.
**Based on availability.



Product launch package:

- 1 eAlert announces your product's FDA approval
- Content is published on *ITN's* FDA channel
- 4 banner ads surround your feature
- 1 Social Media post on Facebook, LinkedIn and Twitter
- Campaign report sharing leads /metrics

\$5,000



Blog

Collaborate with *ITN* writers and script a custom blog or blog series. Sponsor determines the topic and some of the sources. It is published on *itnonline.com* and traffic is driven by a Blog eAlert. Also includes 4 banners ads adjacent to the sponsored blog and a campaign report sharing metrics.

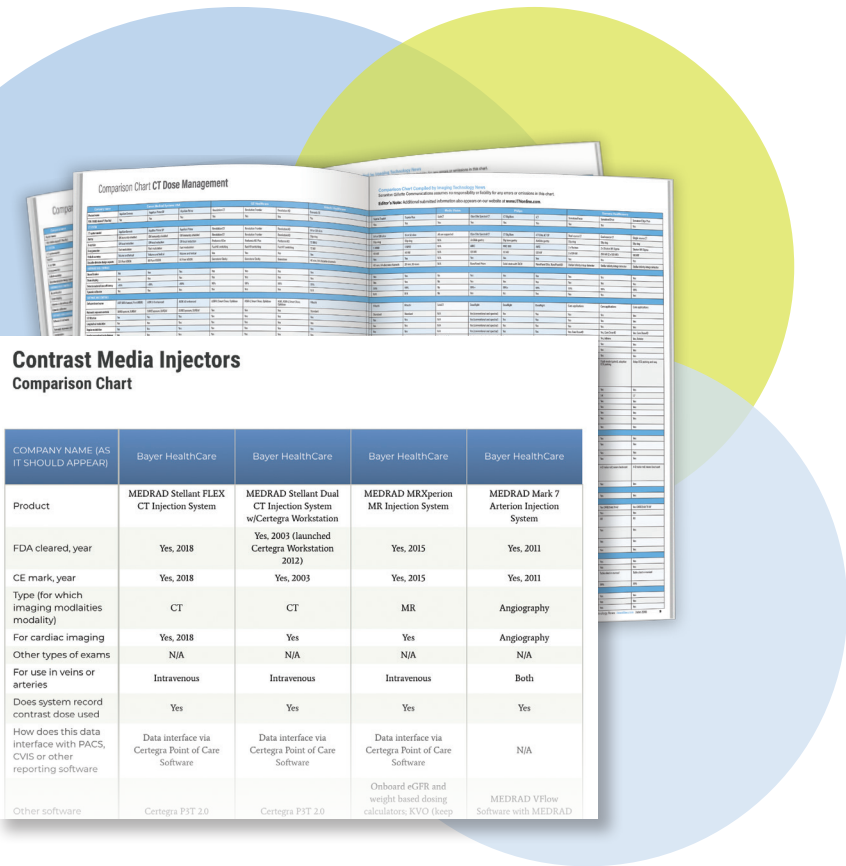
1x	2x	3x
\$5,000	\$9,500	\$13,500

THE MOST INFLUENTIAL RESEARCH TOOL THE INDUSTRY USES TO SPECIFY, RECOMMEND AND APPROVE PURCHASES.

ITN is the only publication in the market to offer comparative data in a useful, poster-sized print chart format, plus a customizable online version. These fold-out charts, which are tipped into *ITN*, are easy to remove and save for year-round reference.

The comparison charts pull together research comparing manufacturers' products and clinical applications — and deliver it to radiologists and radiation oncology professionals to assist in their purchasing decisions. The online version allows users to customize their product comparisons.

Sponsorship includes both the print and the web versions as well as promotion of the chart via an eBlast and a campaign report sharing metrics/leads.



Contrast Media Injectors Comparison Chart

COMPANY NAME (AS IT SHOULD APPEAR)	Bayer HealthCare	Bayer HealthCare	Bayer HealthCare	Bayer HealthCare
Product	MEDRAD Solinst FLEX CT Injection System	MEDRAD Solinst Dual CT Injection System w/Certegra Workstation	MEDRAD MRXperion MR Injection System	MEDRAD Mark 7 Arterial Injection Systems
FDA cleared, year	Yes, 2018	Yes, 2003 (launched Certegra Workstation 2012)	Yes, 2015	Yes, 2011
CE mark, year	Yes, 2018	Yes, 2003	Yes, 2015	Yes, 2011
Type (for which imaging modalities modality)	CT	CT	MR	Angiography
For cardiac imaging	Yes, 2018	Yes	Yes	Angiography
Other types of exams	N/A	N/A	N/A	N/A
For use in veins or arteries	Intravenous	Intravenous	Intravenous	Both
Does system record contrast dose used	Yes	Yes	Yes	Yes
How does this data interface with PACS, CVIS or other reporting software	Data interface via Certegra Point of Care Software	Data interface via Certegra Point of Care Software	Data interface via Certegra Point of Care Software	N/A
Other software	Certegra P3T 2.0	Certegra P3T 2.0	Onboard eGFR and weight based dosing calculator; KVO (loop)	MEDRAD VFlow Software with MEDRAD

ANNUAL FULL COMPARISON CHART SPONSORSHIP INCLUDES:

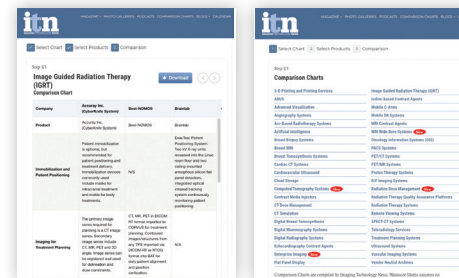
PRINT

- A 2-page spread on the back of the pull-out chart
- 1 full page print, or a two-sided cover tip on the outside of the issue
- 1 case study in print (must be published in 2024)
- 500 printed copies

DIGITAL

- 1 eAlert to *ITN*'s 25,000 digital subscribers announcing the chart is live
 - 4 banner ads on your sponsored comparison chart page for 12 months
 - 1 case study eAlert deployed digitally to *ITN*'s list of 25,000+ online readers
 - 2 custom eBlasts, scheduled based on availability within 2024
 - 1 social media push (Facebook, Twitter, LinkedIn) announcing chart
 - Sponsorship of 1 *ITN* chart email sent monthly to promote trending charts
- All components of your full chart sponsorship must be completed within one-year.

\$30,000



ANNUAL DIGITAL COMPARISON CHART SPONSORSHIP INCLUDES:

- 1 Chart Promo eAlert sponsorship
- 1 eAlert to *ITN*'s 25,000 digital subscribers announcing the chart is live
- 4 banner ads on your sponsored comparison chart page for 12 months
- 1 social media push (Facebook, Twitter, LinkedIn) announcing chart
- Sponsorship of 1 *ITN* Chart email deployed to *ITN*'s eNews readers to promote trending charts.

\$20,000

MONTHLY CHART SPONSORSHIP INCLUDES:

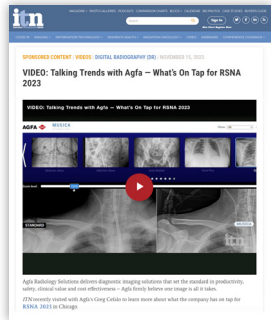
- 1 eAlert to *ITN*'s 25,000 digital subscribers announcing the chart is live
- 4 banner ads on your sponsored comparison chart for 1 month
- 1 social media post announcing chart

\$5,000 BASED ON AVAILABILITY

Launch your marketing message using *ITN's* award-winning team and trusted channels to reach your full potential of coverage leading up to, during and post trade shows. Our fully integrated marketing plan includes a metrics-based marketing report to help keep tabs on your show marketing efforts.

PRINT/DIGITAL TRADE SHOW PACKAGE:

One full-page ad in a print issue of *ITN*



Talking Trends Video

- One-on-one interviews of your leading company representatives and KOLs for primary video.
- *ITN* editor provided as moderator.
- Script/Q&A written by *ITN* editors ahead of time and screened by your compliance team.
- Client-approved Talking Trends video posted on *itnonline.com*.
- MP4 File provided for your use.

ITN Top 5 Newsletter with promotion and links to video

4 banner ads positioned adjacent to the video on *itnonline.com* for one month

eAlert announcing video sent to *ITN's* 25,000+ digital subscribers

From the Floor eNewsletter sent to *ITN's* 25,000+ digital subscribers during the trade show

Channel Sponsorship

- Sponsorship of an *ITN* channel, such as *ITN's* Radiation Oncology Channel, for one month
- Includes 4 banner ads which are positioned on that channel.

Enhanced Buyer's Guide

- 4 banner ads which run adjacent to your "Buyer's Guide" page on *itnonline.com* for one month.

Print/digital trade show package rate: \$25,000 (a \$45,930 value)



TRADE SHOW DIGITAL PACKAGE:

TIER 1

- 1 Sponsored content article – *ITN* editors will help script a pre-meeting article or re-purpose your approved content presented at the conference and posted on *itnonline.com*
- 1 eAlert to promote your content via a post-conference summary to *ITN* readers
- 1 eBlast with your marketing message sent to *ITN's* eNews readers
- 4 Banner ads positioned around the sponsored content article on *itnonline.com*
- 2 Banner ads positioned within the sponsored content eBlast
- 1 Social media post on Facebook, LinkedIn and Twitter
- Campaign report sharing metrics of the sponsored content eBlast

\$10,000

TIER 2

- 1 custom eBlast (ideal for booth announcements)
- 1 Enhanced Buyer's Guide, 4 banner ads which run adjacent to your "Buyer's Guide" page on *itnonline.com* for one month.

\$5,000

Print Advertising Rates			
4-Color	1x	3x	6x
Page	\$7,930	\$7,870	\$7,745
2/3 Page	\$6,845	\$6,790	\$6,750
1/2 Page	\$5,185	\$4,555	\$4,520
1/3 Page	\$3,485	\$3,450	\$3,425
1/4 Page	\$3,425	\$2,920	\$2,905

Comparison Chart Advertising Rates	
Full chart (print and digital) annual	\$30,000
Digital chart, annual sponsorship	\$20,000
Digital chart, monthly sponsorship	\$5,000

Digital Advertising Rates			
	1x	3x	6x
Top 5 eNews	\$3,500	\$3,120	\$3,000
Custom eBlast	\$6,600	\$6,300	\$6,000
From the Floor (pre, during, or post)	\$5,495	\$5,250	\$5,000 each per day per blast
Sponsored Content eAlerts	\$7,498	\$7,280	\$7,000
Buyer's Guide Enhancement	\$1,000 per month		

Website Advertising Rates	
Double Boom Box	\$75 CPM
Leaderboard	\$60 CPM
Boom Box	\$50 CPM
Small Boom Box	\$20 CPM
Channel Sponsorship	\$3,000 per month
Interstitial ad on home page	\$4,000 per month
Interstitial ad on a channel	\$3,000 per month

Video Advertising Rates	
Talking Trends	\$12,000

Content Marketing Rates			
	1x	2x	3x
Blogs	\$5,000	\$9,500	\$13,500
Case Study	\$10,000		
eBook	\$25,000		
Social Media	\$1,000		
Sponsored Content Article	\$10,000		

Webinar Rates	
Webinars	\$20,000

ALL RATES ARE NET

Ad Art Upload Instructions

To upload ad art via Dropbox, WeTransfer or other file-sharing service, send to:

ITN.advertising@wainscotmedia.com

For ads scheduled to appear on the website or in digital products, send digital materials to:

wainscot-adops@dtinc.com

Mailing Instructions

Correspondence should be addressed to:

Advertising Services, ITN, One Maynard Drive, Suite 2104, Park Ridge, NJ 07656

Need solutions?

Talk to these industry-savvy solution providers:



Laura Dowden

Managing Director, Health Group
201.746.7800
Laura.Dowden@wainscotmedia.com



Barbara Baisley Murray

Account Executive
847.977.7571
Barbara.murray@wainscotmedia.com

Print Specifications

Publication Trim Size: 9" x 10.75" (width x height)

Space Unit	Non-Bleed	Bleed	Live Area	Trim
Two-Page Spread	17.375 x 10.125	18.25 x 11	17.375 x 10.125	18 x 10.75
Full-Page	8.375 x 10.125	9.25 x 11	8.375 x 10.125	9 x 10.75
2/3-Page Vertical	5.211 x 10.125	6.085 x 11	5.211 x 10.125	5.835 x 10.75
1/2-Page Vertical	3.625 x 10.125	4.5 x 11	3.625 x 10.125	4.25 x 10.75
1/2-Page Horizontal	8.375 x 4.5	9.25 x 5.375	8.375 x 4.5	9 x 5.125
1/3-Page Vertical	2.045 x 10.125	2.92 x 11	2.045 x 10.125	2.67 x 10.75
1/4-Page	3.938 x 4.8125	N/A	N/A	N/A
Two-Page Spread PO Chart	16.375 x 9.875	17.25 x 10.75	16.375 x 9.875	17 x 10.5
Full-Page PO Chart	7.875 x 9.875	8.75 x 10.75	7.875 x 9.875	8.5 x 10.5

ACCEPTED DIGITAL FORMATS

Press-optimized PDF using Acrobat Distiller's PDF/X-1a job options is the required format (300 dpi, CMYK color). PDFs prepared for use on the web are unacceptable. Any other type of file may require the use of an outside vendor and will result in additional charges. Unless SWOP ad proof is submitted, publisher will not accept responsibility for the integrity of the ad.

MECHANICAL DATA

Printing: Web offset. Printing is wet, all colors going down simultaneously with one impression.

Binding: Saddle-stitched

Live Area: Keep all live matter (text, logos and non-bleed elements) 1/4" away from the trim on all four sides.

Mechanical Requirements: SWOP

AD ART UPLOAD INSTRUCTIONS

To upload ad art via Dropbox, WeTransfer or other file-sharing service, send to: Jacquelyn.Fischer@wainscotmedia.com

For ads scheduled to appear on the website or in digital products, send digital materials to: wainscot-adops@dctinc.com

MAILING INSTRUCTIONS

Correspondence should be addressed to: Advertising Services, ITN
One Maynard Drive
Suite 2104,
Park Ridge, NJ 07656

Digital Specifications

MECHANICAL DATA

Home page/run-of-site banner positions receive between 60,000 and 100,000 monthly impressions and are available on a cost-per-thousand (CPM) basis. (Width x Height)

- Double Boom Box (300 x 600 pixels)
- Leaderboard (728 x 90 pixels and 300 x 100 pixels)
- Boom Box (300 x 250 pixels)
- Small Boom Box (300 x 100 pixels)
- Interstitial (550x412 pixels or 300x250 pixels)
- Maximum file size: 40KB (rich media is 80KB)
- Accepted formats: GIF, JPG, HTML5 and 3rd party tags
- Animation loops: 3 max, 15 secs, 18 FPS
- Expandable ad units: contact publisher

ENEWSLETTERS

- Ad sizes: 300 x 250 and 300 x 100
- Static file format: JPG/JPEG and PNG
- Third-party tags
- Animation file format: GIF, maximum file size 40KB
- Animation loop: 3 MAX

Note: The following are not supported in the newsletters at this time: HTML5 animation ads; expandable, pushdown, scrollable rich media ads.

HTML (EBLAST, EALERT)

- Files must be provided as HTML code (PDFs or JPEGs are not acceptable)
- Keep HTML code as clean as possible
- Include plain text versions (for users without HTML support)
- Test your HTML code in multiple e-mail clients and platforms to ensure correct delivery
- Set width in each cell, not the table. Also err toward nesting in tables
- Characters (apostrophes, quotation marks, em/en dashes, etc.) should be coded properly

DO NOT

- Include complicated CSS
- Code using <div> tags (table layouts only, please)
- Submit MS Word documents saved as HTML files

ITN's award-winning editorial team delivers industry trends and technology information to the professionals who make purchasing decisions.



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melinda.taschetta-millane@wainscotmedia.com



Christine Book
Managing Editor
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Christine.Book@wainscotmedia.com

AWARDS OF EDITORIAL EXCELLENCE

- Jesse H. Neal Award Winner for
 - Best Technical Content
 - Best COVID-19 Coverage
 - Best Use of Social Media
- Azbee National Award/Honorable Mention for Cross-platform Package of the Year
- Azbee Regional Silver Award for Online Single Topic Coverage by a Team
- Azbee Regional Bronze Award for Print Regular Contributed Column
- Azbee Regional Bronze Award for Online Video News

Trusted Advisors

ADVISORY BOARD MEMBERS:

Robert L. Bard, M.D., PC, DABR, FASLMS
Medical Director, Cancer Diagnostic Imaging Center, NYC

Emily Marshall, Ph.D.
Assistant Professor of Radiology and Clinical Diagnostic Physicist, University of Chicago

Michael Valante, CTO
Digital Pathology, Dell Technologies

Jef Williams
Paragon Health IT

Let our team connect you to an engaged audience.



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Visit www.ITNOnline.com for expanded product information, specs and pricing.