



American College
of Radiology™

Media Kit



Advertising With ACR

Websites and E-Newsletters

Reach more than **40,000** radiologists by advertising with ACR!

The Audience

The American College of Radiology® (ACR®) is at the forefront of the radiology evolution, representing 74% of all board-certified U.S. radiologists. Its core functional areas of advocacy, economics, education, quality and safety, research and member services are improving, promoting and protecting the practice of radiology.

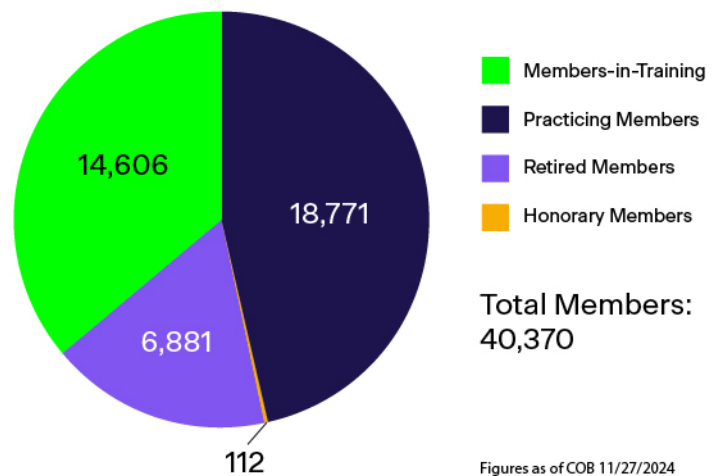
Advertising policy for websites and e-newsletters

The College seeks funding from various sources in order to be able to provide continually updated, high-quality information and programs. This includes advertisements and corporate sponsorships. While we maintain a wall between our content and our sponsors, we see sponsors and advertisers as valuable sources of both support and information. The College has engaged Association Revenue Partners (ARP), acting as the third-party vendor soliciting advertising on behalf of ACR websites and e-newsletters. The following rules guide our advertising policy:

- ACR has sole discretion in determining the types of advertising that will be accepted and displayed on our websites and e-newsletters. We retain the right to reject advertising that is contrary to our mission and will not accept advertising in any form for any products or services known to be harmful to health (such as tobacco products) or in conflict with ACR standards.

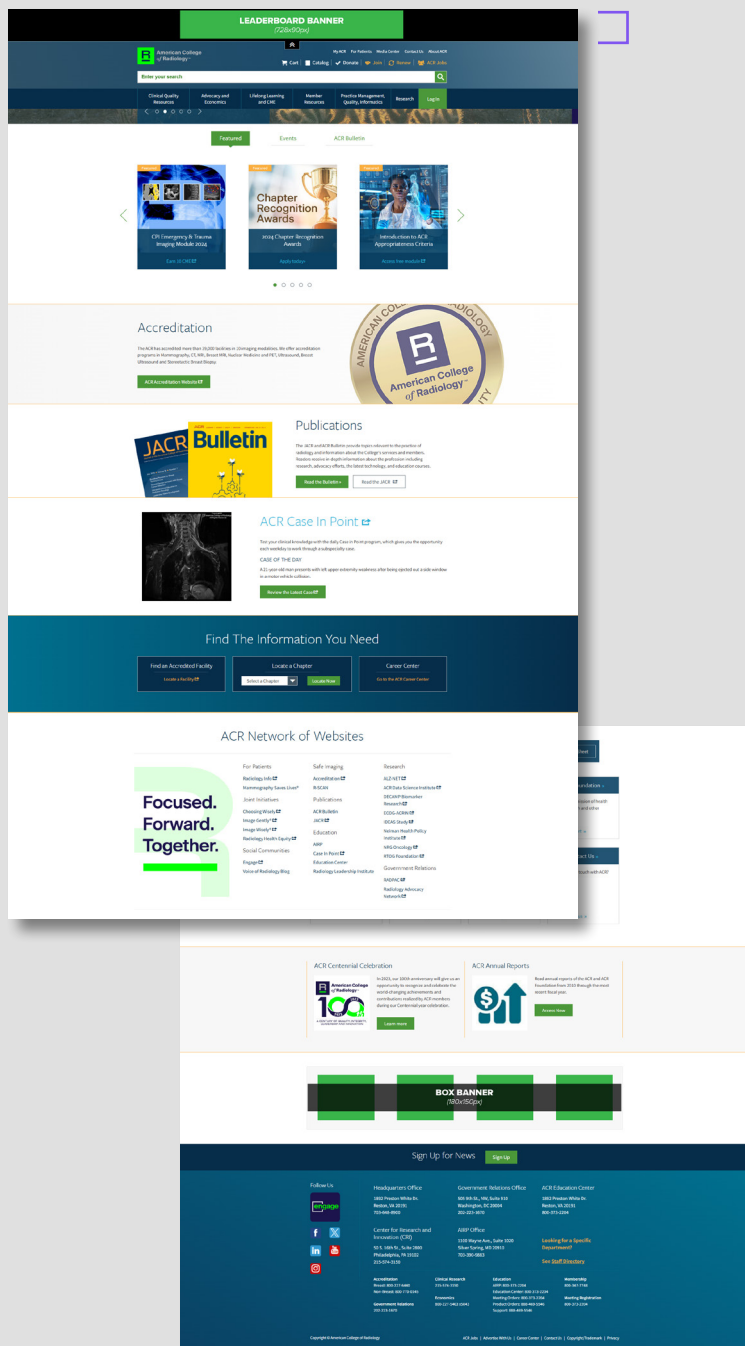
ACR BY THE NUMBERS

2024 Membership



- All advertising on the websites and e-newsletters will be clearly identified as advertising and is kept separate from editorial content.
- The appearance of any advertising on ACR websites, publications and e-newsletters is neither an endorsement of nor a guarantee for the product, service or company (or the claims made in such advertising) by ACR. ACR disclaims any liability for any act or omission taken in reliance on any advertising on its websites.

Founded in 1923, the American College of Radiology is at the forefront of radiology evolution, representing more than 41,000 diagnostic and interventional radiologists, radiation oncologists, nuclear medicine physicians and medical physicists. Website banners allow for your company's message to be displayed prominently on the ACR homepage and internal pages (run of site) for the leaderboard and on internal pages for the box banner. The ACR website averages over 5.5 million page views per year, with 1.5 million users. **All positions are available on a first-come, first-served basis.**



Pricing

LEADERBOARD BANNER

Image: 728x90px
 Placement: Run of Site
 Positions: Exclusive to 10 Companies
\$17,500/Year

INTERIOR BOX BANNER

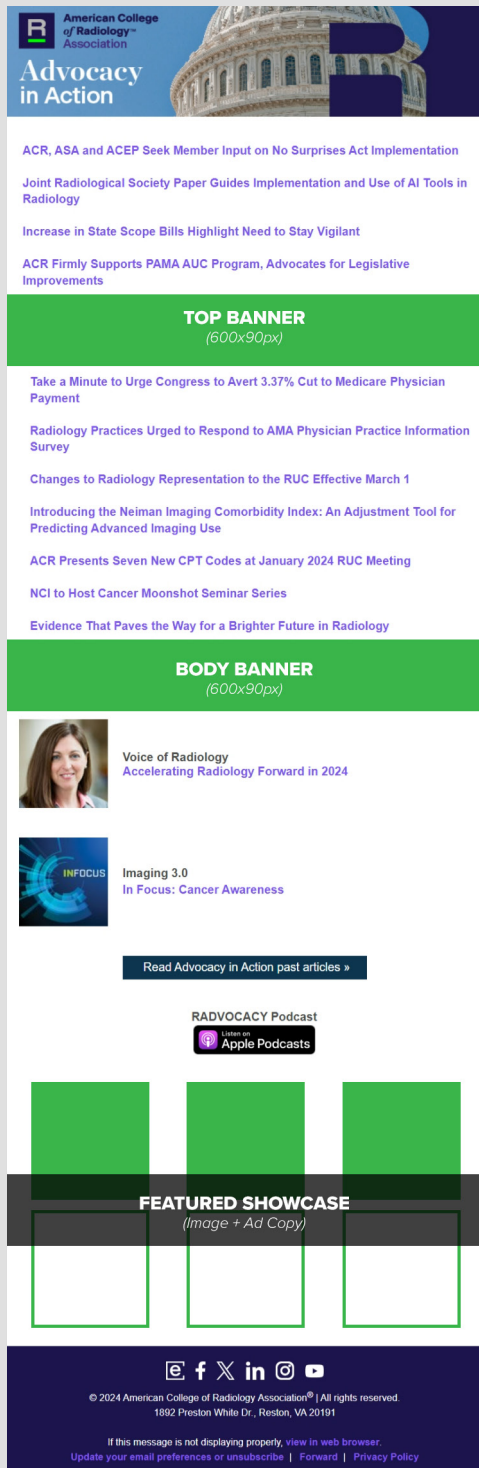
Image: 180x150px
 Placement: Run of Site, No Homepage
 Positions: Exclusive to 8 Companies
\$5,000/Year

All positions are available on a first-come, first-serve basis.

Need Help With Ad Design?
 OUR GRAPHIC SERVICES ARE INCLUDED.

Advocacy in Action Newsletter

Advocacy in Action is the newsletter sent to over 20,000 members every Saturday. This newsletter reaches the top radiologists and business decision makers within the industry. The banner allows for your company message to be displayed prominently within the news.



Pricing

TOP BANNER

Image: 600x90px

Accepted Formats: JPG or PNG

\$5,000/Qtr OR \$17,500/Year

BODY BANNER

Image: 600x90px

Accepted Formats: JPG or PNG

\$4,000/Qtr OR \$14,000/Year

FEATURED SHOWCASE

Image: 150x150px

Accepted Formats: JPG or PNG

Ad Copy: 50 Words of Text

Positions: Exclusive to 3 Companies

\$3,700/Qtr OR \$12,750/Year

Advocacy in Action does not publish during the following times:

- The month of August and first week of September.
- The Friday after Thanksgiving.
- The week before and after Christmas.

All positions are available on a first-come, first-serve basis.

Member Update Newsletter

The Member Update newsletter is sent weekly to 19,000 active ACR members. The publication provides its readers association news and updates pertaining directly to its members.

Open rate: 28% | Unique click rate: 6%

The screenshot shows the top portion of the Member Update newsletter. At the top left is the American College of Radiology logo. Below it is a banner with the text 'MEMBER Update' and a photo of a smiling woman. The tagline 'Focused. Forward. Together.' is visible. The main content area is divided into sections: 'RESEARCH AND INNOVATION' with a sub-header 'ACR Awarded Grant to Support Early Detection of Lung Cancer' and a brief description; 'WE ARE ACR' with a sub-header 'Become a Fellow of the ACR' and a photo of graduates; 'CLAIM YOUR SEAT' with a sub-header 'Coronary CT Angiography' and a brief description; and 'OPPORTUNITIES FOR GROWTH' with a sub-header 'Act Now'. Below this are three columns of promotional content: 'Register for ACR 2024 Annual Meeting', 'Chapter Grant Applications Due Feb. 16', and 'Improving Health Outcomes for All'. At the bottom of the newsletter is a green 'BODY BANNER' and a footer with social media icons and contact information.

Pricing

BODY BANNER

Image: 600x90px

Accepted Formats: JPG or PNG

\$5,500/Qtr OR \$17,500/Year

Note: Member Update does not publish in the week between Christmas and New Year's

All positions are available on a first-come, first-serve basis.

Radiology Landscape Newsletter

The Radiology Landscape newsletter is sent monthly to over 24,000 active ACR radiologist members. This publication provides its readers a comprehensive look at the radiological industry.

ACR Radiology Landscape

The Leaky Pathway Toward Promotion and Leadership in Radiology
Mid-career radiologists may find themselves hitting a wall when institutions fail to recognize untapped talent and waning job satisfaction, with underrepresented groups feeling the biggest impact. [Read the ACR Bulletin](#)

Share [f](#) [X](#) [in](#)

The VOICE of RADIOLOGY BLOG

Road to Radiology: Medical Student Story
Annelise M. Silva, EdM, contributed this piece on her experience as a scholar with the ACR Pipeline Initiative for the Enrichment of Radiology. [Read her story](#)

ACR Bulletin: News of the Month February 2024

Bulletin

Studying Global Health in Nicaragua
ACR® Goldberg-Reeder Grant awardee makes an international impact for radiology.

A Win for State Breast Health Legislation
Women access care when they need it through state advocacy in Washington state.

AMA Still Needs Help With Survey on Indirect Expenses **ACR Revises Member Process for Updating Standards**

Chair Guest Column: A World of Possibilities in Radiology **ACR Learning Network Series: Collaborating on Quality**

ACR Bulletin Podcast: The Joyful Triad of Healthcare Success With Ian Weissman, DO, FACR **Dispatches: News From the ACR**

[Read All February Articles](#)

New Episode: RLI Taking the Lead Podcast
Join host Geoffrey Rubin MD, MBA, FACR, for his Feb. 22 interview with transformational leader Vivian S. Lee, MD, PhD, MBA, named one of the 100 Most Influential People by Modern Healthcare in 2022 for the third consecutive year. [Listen on Feb. 22](#)

TOP FEATURED SHOWCASE
(Image + Ad Copy)

ACR Selected for ARPA-H Customer Experience Hub
The ACR is now a member of the Advanced Research Projects Agency for Health (ARPA-H) [Customer Experience Hub](#), designed to ensure that healthcare advancements are patient-centric and deliver improved outcomes for all Americans. [Learn more](#)

Advance Healthcare Equity in Radiology
Pledge to put patient safety, health and welfare first and advance health equity in imaging by reducing disparities and improving health outcomes for all populations, including those who have been marginalized. [Take the pledge](#)

BOTTOM FEATURED SHOWCASE
(Image + Ad Copy)

Radiology-TEACHES Self-Directed Learning Micro-Modules
Mini modules from the Radiology-TEACHES® program offer a preview for medical education curriculums on appropriate imaging and clinical decision support. [See more](#)

Pricing

TOP FEATURED SHOWCASE
Image: 180x150px
Accepted Formats: JPG or PNG
Ad Copy: 50 Words of Text
\$5,500/Qtr OR \$11,500/Year

BOTTOM FEATURED SHOWCASE
Image: 180x150px
Accepted Formats: JPG or PNG
Ad Copy: 50 Words of Text
\$2,750/QTR OR \$10,500/Year

INTERIOR BOX BANNER
Image: 600x90px
Accepted Formats: JPG or PNG
\$2,500/QTR OR \$9,500/Year

** All positions are available on a first-come, first-serve basis.**

medical education curriculums on appropriate imaging and clinical decision support. [See more](#)

ACR RESEARCH PAPERS

ACR Lung-RADS v2022
Access current evidence and expert consensus supporting Lung-RADS® v2022, which provides clarity for identifying findings that may represent lung cancer and appropriate management guidance to reduce lung cancer mortality. [Read the JACR®](#)

HPI Studies on Financial Impact of Surprise Billing
One Neiman Health Policy Institute (HPI) study finds that radiologists already worked almost exclusively in network before the No Surprises Act (NSA), and another study reports that clinicians who dispute insurer payments will typically pay fees that exceed recovered payments.

C-RADS 2023 Update
The CT Colonography Reporting and Data System (C-RADS® v2022) v2023 now includes a new subcategory for mass-like diverticular strictures and combines two extracolonic categories to simplify the classification. [Access the paper](#)

BOTTOM BANNER
(600x90px)

[e](#) [f](#) [X](#) [in](#) [v](#)

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Quality and Safety Newsletter

The quarterly ACR Quality & Safety newsletter is sent to just under 30,000 subscribers each quarter, reaching members and non-members, providing updates on ACR activities and issues related to quality and safety in radiology.

The screenshot shows the December 2023 issue of the Quality and Safety Newsletter. The header includes the American College of Radiology logo and the tagline "Focused. Forward. Together.™". The main article is "Announcing Bone-RADS", which describes the Bone Reporting and Data System (Bone-RADS™) for managing osteolytic bone lesions. Below this are sections for "Top News" featuring the 2024 Virtual Meetings, QCDR Quality Measures, and Highlights From QS+; "Accreditation" with Accreditation Changes; "Quality Improvement" with NRDR and the Diagnostic Imaging Care Learning Network; and "Image Wisely" with educational exhibits. A green "BODY BANNER" and "BOTTOM BANNER" are visible at the bottom of the newsletter content.

Pricing

BODY BANNER
Image: 600x90px
Accepted Formats: JPG or PNG
\$2,000/Qtr OR \$7,000/Year

BOTTOM BANNER
Image: 600x90px
Accepted Formats: JPG or PNG
\$1,500/QTR OR \$5,000/Year

** All positions are available on a first-come, first-serve basis.**

Patient- and Family-Centered Care

Lung Cancer Screening Day
More than 700 facilities signed up to participate in the second annual National Lung Cancer Screening Day on Nov. 11, 2023. We're working to build on and improve the event in 2024. Watch the Lung Cancer Screening (LCS) Resources page to learn more.
[Access LCS resources](#)

Improve LCS Performance
Participating in the ACR Lung Cancer Screening Registry helps demonstrate quality and improve performance of annual screening, including diagnostic follow-up rates, appropriate CT radiation dose and smoking cessation. [Materials guide you](#) through a performance improvement process.
[Get started](#)

BOTTOM BANNER
(600x90px)

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Terms and Conditions

These are the Terms and Conditions of Association Revenue Partners (ARP), acting as the third-party vendor soliciting advertising on behalf of the American College of Radiology (ACR) websites and e-newsletters: The term "Association" is used to define all Association Revenue Partner's publishing partners (including the ACR) for any and all media outlets represented.

1. All advertising (subject matter, form, wording, illustrations and typography) submitted is subject to the approval of Association Revenue Partners and Association. We reserve the right to refuse any advertising content that does not meet the ARP's and Association's standards of acceptance.
2. Association Revenue Partners reserves the right to refuse or discontinue using any advertisers (based on advertisements) or advertisements that could have a negative impact on any digital/print (including but not limited to websites, email newsletters, print publications, mobile applications and association advertising) readers as determined by ACR management.
3. The subject matter, form, wording, illustrations and typography of all advertising are subject to approval by ARP and the Association, unless otherwise authorized in advance, no change will be made without the consent of the Agency or Advertiser. Advertising content that attacks, criticizes or demeans any individual, race, religion, sex, age, national origin, veteran's status, institution, firm, business, profession, organization or affectional preference shall not be accepted.
4. All display advertisements submitted must plainly identify the name of the Advertiser.
5. Association Revenue Partners, as a company as of Jan. 1, 2014, does not allow any political, religious, alcohol, tobacco, firearms or sexually-related materials (a ban on sexually-related content should cover adult-related materials).
6. Type of heading, text, etc., shall not be the same or similar to that used by any Association partner news and editorial content that can be perceived as material provided by the publisher. Advertisements having the appearance of editorial material must have Advertisement printed above. ARP and the Association reserve the right to insert "Advertisement" above any copy.
7. Association Revenue Partners and our partner Associations shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. ARP and the Association shall not be liable for any other errors appearing in an advertisement unless ARP received corrected copy before the copy deadline, with corrections plainly noted thereon. In the event of an error in an advertisement for which ARP is liable as herein defined, its liability shall be limited to refunding such proportion of the entire cost of the advertisement as the space occupied by the error bears to the whole space occupied by such an advertisement.
8. The liability of ARP or the Association for failure to publish an advertisement for any reason in the issue specified shall be limited to publishing the advertisement in a subsequent issue (at the regular rate).
9. Terms of sale for ads: All payments are due upon securing placement unless otherwise specific in the agreement.
10. ARP may revoke the credit privileges of any Advertiser for failure to pay charges when due. ARP may declare all monies owed by an Advertiser immediately due and payable in full. ARP may also refuse or decline an Advertiser based on failure to pay charges when due on any past transactions between either ARP or the Association themselves (not limited to current advertising ventures).
11. If an account becomes delinquent, the Advertiser is responsible for paying collection costs, attorney's fees and any costs associated with placing the obligation with a collection agency or to an attorney for litigation.
12. A service charge of \$25 will be added to any check returned to ARP unpaid by the Advertiser's bank.
13. The Advertiser and/or Advertising Agency agrees to defend and indemnify ARP and the Association against any and all liability, losses or expenses arising from claim of defamation, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringement of copy rights and proprietary rights resulting from the publication of Advertiser's advertisement.
14. Advertisers and Agencies forwarding orders to ARP which contain incorrect rates and conditions are hereby advised that the advertising called for will be inserted and charged at the regular schedule of rates and conditions enforced at that time.
15. Any Advertiser or Advertiser's Agency that do not adequately provide creative content five (5) business days prior to the drop date for space purchased will still be responsible for payment whether the placement runs correctly or not. The Advertiser is expected to approve or decline any creative designed by ARP within 48 hours. If approval or decline is not received, ARP will proceed as if it has been approved and run the creative.
16. ARP reserves the right to change advertising rates and conditions on thirty (30) days' written notice by any reasonable business means. In such an event, the Advertiser may amend or cancel contracts or space reservations as of the date of the change.
17. Cancellation policy: All Ad placements are limited in nature, and all cancellation requests must be made in writing within three (3) days of purchase.