



Reach Radiologic Science program directors, classroom faculty members, and clinical instructors through their own professional society, the Association of Educators in Imaging and Radiologic Sciences!

revision 1/2012

Advertising Media

AEIRS Spectrum - association newsletter - print and online versions!
Radiologic Science and Education - association journal - print and online versions!
AEIRS Website - electronic classified section

AEIRS Spectrum and Journal Advertising Rates

Newsletter and Journal: Per issue rate. Prices automatically include insertion in the printed and online version! See mechanical specifications below.

Full Page	\$550
Half Page	\$400
Quarter Page	\$250
Eighth Page	\$150

Mechanical Specifications for printed ads

*Black & white or color ads - Screen: 133-line screen. Digital files (.tif or .jpg) or camera-ready prints are acceptable. Negatives should be right reading, emulsion side down. * AEIRS editors and printers reserve the right to trim ads to fit available print space.*

Size*	Full Page	7" x 9 3/4"
	Half Page	3 3/8" x 9 3/4" or 7" x 4 7/8"
	Quarter Page	3 3/8" x 4 7/8"
	Eighth Page	1 5/8" x 2 3/8"

AEIRS Website Advertising Rates

Website: Ads will be posted for 3 months Website updates occur on the 5th and 20th of the month and ads must be received prior to the 1st and 15th of the month to meet these deadlines. 20% discount to AEIRS members. 50% is discount given on website ad if identical ad is also placed at full price in the Spectrum. Only one discount can be given at time of submission. Website advertisements should include text only. Send ad as an email attachment. A logo is acceptable and must be sent as a separate JPEG file. View http://www.aeirs.org/res_job_board.html for currently posted ads.

Full Page	\$500	maximum word count = 500 *additional @ \$1/word
Half Page	\$350	maximum word count = 350
Quarter Page	\$200	maximum word count = 200
Eighth Page	\$100	maximum word count = 100

Mail Labels

Reach our members by direct mail.

Labels are available for purchase in either printed or electronic formats for \$50.00 to members and \$150.00 to non-members. AEIRS reserves the right to sell our mailing list for mailings that contribute to knowledge regarding the profession. The list is not sold for recruitment or advertising purposes.

Deadlines and More Information

Spectrum submission deadlines spring: February 15th, summer: July 15th, fall: October 15th

Journal submission deadlines spring: April 1st, fall: October 1st.

All ads can be sent electronically to office@aeirs.org. *Invoices will be mailed once the ad is in print or posted. Please provide your billing address. Your business is always appreciated!*

Mail address: PO Box 90204, Albuquerque NM 87199-0204

Telephone/Fax: 505-823-4740

Email: office@aeirs.org Website: www.aeirs.org