



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! *effective 04/2023*

## Advertising Media Options

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**AEIRS Spectrum** – *Association Newsletter* – your ad appears in an online version

**Radiologic Science & Education** – *Association peer-reviewed Journal* - your ad appears in the print and online version through the November 2023 issue. Beginning with the March 2024 issue, the Journal will be published in electronic format only.

**AEIRS Website** – *online job board*

## AEIRS Spectrum and Journal Advertising Rates

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The rates listed below are per issue. Prices automatically includes insertion in the printed and online version of the 2023 *Radiologic Science & Education* Journal issues and online version of the *Spectrum* Newsletter!

Full Page	\$600
Half Page	\$450
Quarter Page	\$300
Eighth Page	\$150

## Mechanical Specifications for Printed Ads

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Color ads should be formatted as high-resolution (300dpi) JPG, TIFF or PDF files and submitted electronically. Ads will be in color in the *Spectrum* Newsletter online. They will print in color in *Radiologic Science & Education* Journal and appear in color online. Please include live links in your ad so online readers can easily click on links.

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"

## Banner Advertising on [www.aeirs.org](http://www.aeirs.org)

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The dynamic website has information about educational meetings and webinars, current events in Radiologic Sciences and Imaging, opportunities for research, scholarships, and employment opportunities throughout the country.

You can choose from a wide range of banner ads to reach target communities of Educators. Online ads must be submitted electronically. Max banner ad file size: 50k. File format: png, jpg, gif, or animated gif and may include a link to the organization's webpage. Animated gifs are allowed and must not exceed 15MB. Endless loops are not allowed.

### Front Page Rates

468 x 60 pixels	1 month \$150	3 months \$275	6 months \$400	9 months \$525	12 months \$750
180 x 600 pixels	1 month \$150	3 months \$275	6 months \$400	9 months \$525	12 months \$750

### Location 1: Annual Meeting Page

468 x 60 pixels	1 month \$125	3 months \$250	6 months \$375	9 months \$475	12 months \$600
180 x 600 pixels	1 month \$125	3 months \$250	6 months \$375	9 months \$475	12 months \$600

### Location 2: Any Page other than Home and Annual Meeting

468 x 60 pixels	1 month \$100	3 months \$225	6 months \$350	9 months \$450	12 months \$575
180 x 600 pixels	1 month \$100	3 months \$225	6 months \$350	9 months \$450	12 months \$575

## AEIRS Online Job Board Advertising Rates

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Employment opportunities will be posted on the job board for 3 months. Ads are posted within 1-2 business days. 20% discount to AEIRS members. 50% is discount given on website ad if identical ad is also placed at full price in the *Spectrum* Newsletter or *Radiologic Science & Education* Journal. 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 <https://www.aeirs.org/job-board> for currently posted jobs.

Full Page	\$600	maximum word count = 600 *additional @ \$1/word
Half Page	\$400	maximum word count = 400 *additional @ \$1/word
Quarter Page	\$200	maximum word count = 200 *additional @ \$1/word
Eighth Page	\$100	maximum word count = 100 *additional @ \$1/word

## Email/Mail Lists

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Reach our members by email or mail. Email and mail lists are available for purchase in electronic format for \$50.00 to members and \$150.00 to non-members. AEIRS reserves the right to sell our mailing and email lists for research that contributes to knowledge regarding the profession. The lists are not sold for recruitment or advertising purposes.

## Deadlines and More Information

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**Spring *Radiologic Science and Education* Journal** • Submission deadline January 1 • Publication date March 1

**Spring *Spectrum* Newsletter** • Submission deadline March 15 • Publication date May 1

**Fall *Radiologic Science and Education* Journal** • Submission deadline July 1 • Publication date September 1

**Fall *Spectrum* Newsletter** • Submission deadline September 15 • Publication date November 1

All ads should be sent electronically to [operations@aeirs.org](mailto:operations@aeirs.org). Invoices will be sent via email once the ad is in print or posted on the AEIRS website. Please provide your billing address for the invoice. Payments can be made by check, credit card, or PayPal. If paying by credit card, your statement will identify the payee as WIX (not AEIRS).

**Your business is always appreciated!**