



ACR[®]
AMERICAN COLLEGE OF
RADIOLOGY

QUALITY IS OUR IMAGE

American College of Radiology
2022-23 Media Kit
for Website and e-Newsletters

ARP
ASSOCIATION
REVENUE PARTNERS

Advertising With ACR

Websites and e-Newsletter

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

The Audience

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

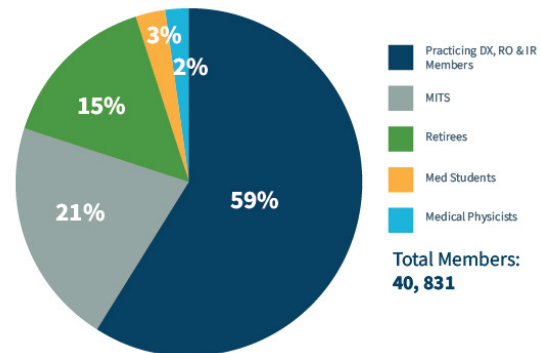
Advertising policy for websites and e-newsletters

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 eNewsletters. 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.
- 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 eNewsletters 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.

ACR BY THE NUMBERS

2020 Membership



The ACR makes every effort to provide informative, balanced, responsible and thorough information. Our expert medical leadership reviews all content with a goal of ensuring the best standards of patient care.

The College maintains complete editorial independence and separation from advertisers and sponsors on its websites and e-newsletters. None of the content is screened, altered, or edited by sponsors at any time.

ACR Digital Advertising

Reach Over 38K Members Averaging Over 1.6 Million Visitors Annually!

The banner allows 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.

Available Sizes and Pricing

Banners

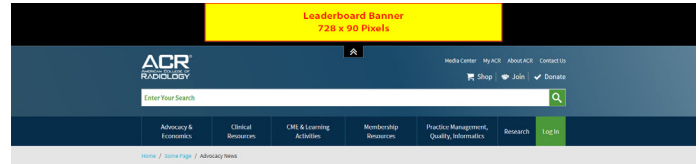
Leaderboard 728 x 90 Pixels (1 of 10)

Box Banner 180 x 150 Pixels (1 of 8)

1 Year

\$17,500

\$5,000



Advocacy News

This Week in Advocacy News

Medical Reimbursement - Sustainable Growth Rate

Sed amet nisl. Vel cum portitor in ultrices. A aliquet tempus hac rhoncus massa diamibus dolor, ut Trisident! Sagittis etiam ut id phasellus. Ut id nisi, lacinia, in nec, aboriet pulsed. Fames ut, augue, ac odio et rhoncus, diam magna, odio phasellus. Nam gravit! Fut ut adipiscing ac? Aliquet massa egetas nisl, fames lectus Est sit, lectus auctor aliquet dia integer etiam enim!

[Read More >](#)

ACR's Pam Kassing Receives 2014 RBMA President's Award

Sed amet nisl. Vel cum portitor in ultrices. A aliquet tempus hac rhoncus massa diamibus dolor, ut Trisident! Sagittis etiam ut id phasellus. Ut id nisi, lacinia, in nec, aboriet pulsed. Fames ut, augue, ac odio et rhoncus, diam magna, odio phasellus. Nam gravit! Fut ut adipiscing ac? Aliquet massa egetas nisl, fames lectus Est sit, lectus auctor aliquet dia integer etiam enim!

[Read More >](#)

[See More](#)

Archive

Filter

Additional Resources

[CPJ Pediatric Radiology Module 2016](#)

[CPJ Body MRI Special Edition Module 2016](#)

[CPJ Musculoskeletal Radiology Module 2016](#)

[Patient Perspectives of Radiology Imaging Centers](#)

Callout Box Number One



Place your callout box on the leader of course you do. Put your name and email to good use with the Callout Box in Point program, which gives you the opportunity each week to work through a sub-specialty case.

[Visit Page](#)

Callout Box Number Two



Place your callout box on the leader of course you do. Put your name and email to good use with the Callout Box in Point program, which gives you the opportunity each week to work through a sub-specialty case.

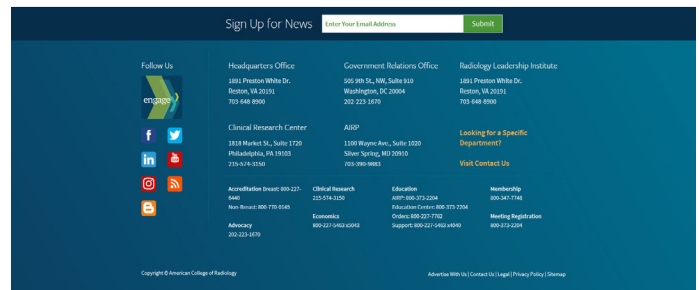
[Visit Page](#)

Box Banner
180 x 150
Pixels

Box Banner
180 x 150
Pixels

Box Banner
180 x 150
Pixels

Box Banner
180 x 150
Pixels



ACR Digital Advertising

Advocacy in Action (e-Newsletter)

The Advocacy in Action is the e-newsletter sent to over 20,000 members weekly on Fridays. 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. All positions are available on a first-come, first-served basis.

Banners	3 Months (12 issues)	1 Year (47 issues)
Top Banner 650 x 75 pixels	\$5,000	\$17,000
Bottom Banner 600 x 75	\$3,500	\$11,900

Business Showcase	3 Months (12 issues)	1 Year (47 issues)
Business Showcase 200 x 150 pixels w/ up to 50 words of text.	\$3,750	\$12,750

Note: **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

ACR Member Update

The Member Update newsletter is sent weekly to 19,000 active ACR members. Open rate: 28% Unique click rate: 6%

Banners	3 Months (12 issues)	1 Year (47 issues)
450 x 120 Pixels	\$5,000	\$14,600

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

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, but 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 January 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.