

ahra

the association for medical
imaging management

2026 MEDIA GUIDE



Advertising Sales

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Success depends upon three common traits: product strength, organization reputation, and presentation focus. **AHRA** has the strength, reputation, and focus to help your company maximize its marketing power. The association's publications, popular meetings, and online programs offer various opportunities for communicating with imaging leaders.

Please Note: Advertising opportunities and pricing are subject to change

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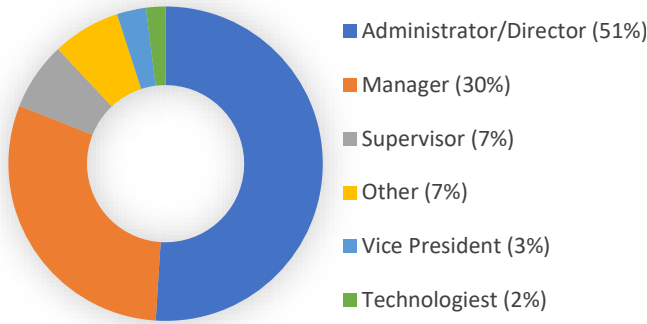
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ABOUT AHRA

AHRA: The Association for Medical Imaging Management is the professional organization representing over **5,000+** members at all levels of management at more than **2,600+** hospital imaging departments, freestanding imaging centers, and group practices. Collectively, **AHRA** members employ and supervise over **100,000** technologists, support personnel, and administrative/professional staff.

WORK ROLE



94%

of members are part of purchasing decision making teams; 76% make the final recommendation.

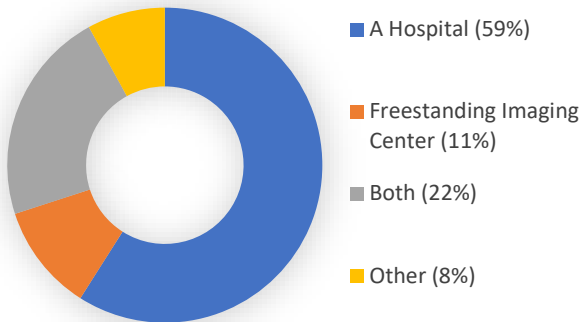
90%

of members agree **AHRA** facilitates the development of professional relationships among imaging professionals.

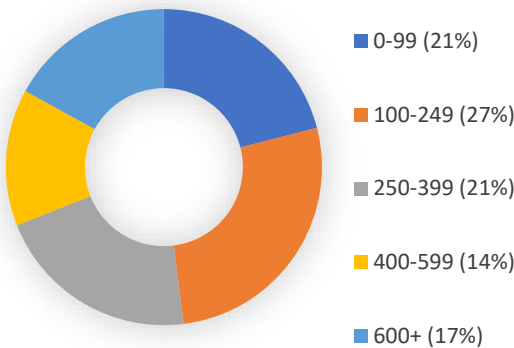
92%

of members agree that **AHRA** is the leader in creating, expanding, refining, and transferring the body of knowledge of imaging management to healthcare professionals.

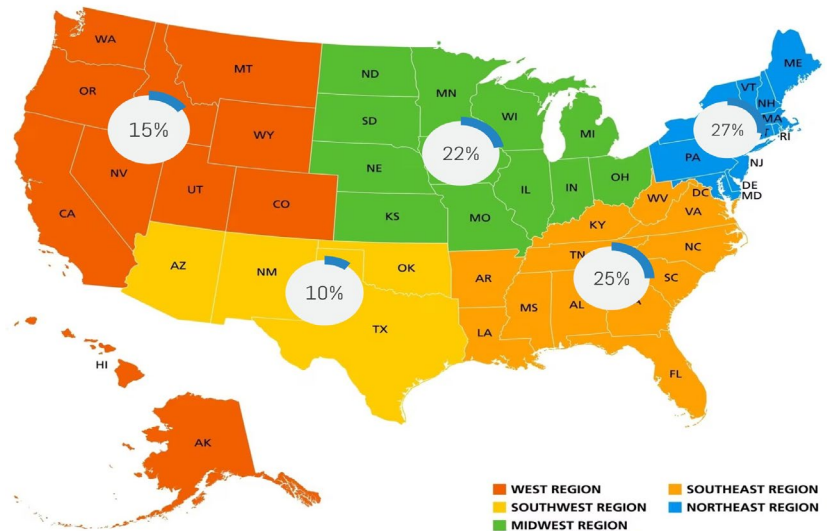
WORK SETTING



BED SIZE



GEOGRAPHIC LOCATION



LINK

We're excited to share that as of January 2026, *Radiology Management* content will be published exclusively on **LINK**, **AHRA's** enhanced online content hub. This transition offers advertisers expanded reach and greater online visibility, with more opportunities to connect with our engaged audience through a modern, digital platform.

Thank you for partnering with **AHRA**. We look forward to helping you maximize your impact in this new format!

LINK WEBSITE BANNER ADS

[View the LINK website!](#)

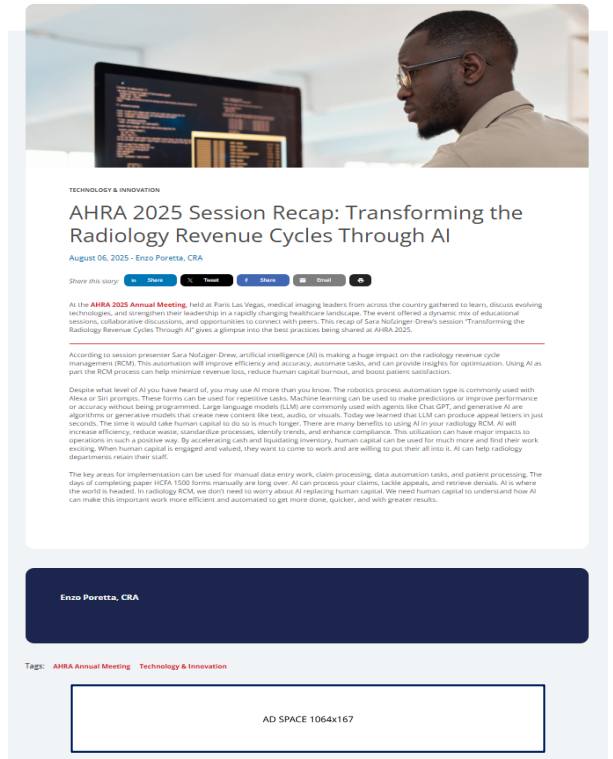
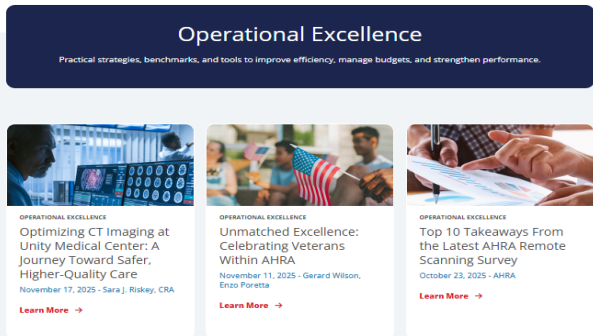
Updated weekly, the **LINK** website is open to **AHRA** members and non-members for increased reach; over 4,500 average pageviews monthly and over 3,500 average visitors monthly.

LINK WEBSITE HOMEPAGE

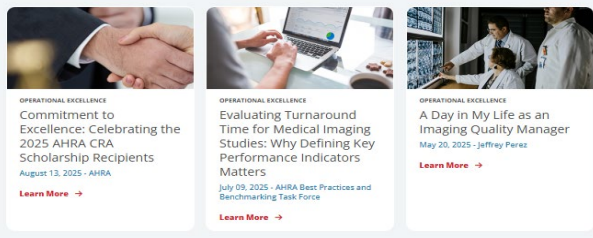
- Specs: 1064 x 167 (jpg or png) and URL
- 1 per month
- Includes placement on all 7 [category pages](#)
- **Cost: \$2,500.00 per month**

LINK WEBSITE RUN OF SITE (FOOTER)

- Specs: 1064 x 167 (jpg or png) and URL
- 1 per month
- **Cost: \$1,500.00 per month**



AD SPACE 1064x167



AD SPACE 1064x167

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LINK NEWSLETTER ADS

Sent to an average of 16,400 recipients, up to twice monthly, with a 15% average open rate and a 1.5% average click rate, the **LINK Newsletter** deploys the second and fourth Friday of each month.

For maximum exposure compliment your **LINK Newsletter** ad with a **LINK** website ad.

LINK NEWSLETTER TOP PLACEMENT

- Specs: 560 x 100 (gif or jpg) and URL
- 2 per month
- **Cost: \$1,500.00 per placement**

LINK NEWSLETTER NATIVE AD (MID-NEWSLETTER)

- Specs: 100 x 100 (JPG) and 25-word blurb
- 2 per month
- **Cost: \$1,000.00 per placement**

LINK ahra the association for medical imaging management

Keep a pulse on medical imaging management best practices, tips, AHRA member stories, and more with LINK.

Top Placement 560 x 100

Check Out the Latest LINK News

LEADERSHIP & WORKFORCE MANAGEMENT
Hiring a Veteran Isn't Just a Resume Decision
 November 11, 2025 - Nicole Dhanraj, CRA, FAHRA

When it comes to hiring veterans, there's more to the process than reviewing a resume. As a hiring manager, you're meeting a human in transition. How can medical imaging professionals understand and support the people behind the uniform?

Read More

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Check Out the Latest LINK News

OPERATIONAL EXCELLENCE
Optimizing CT Imaging at Unity Medical Center: A Journey Toward Safer, Higher-Quality Care
 November 17, 2025 - Sara J. Risky, CRA

Learn how Unity Medical Center used the Putting Patients First Grant to bring ProAqCT into their radiology department, cutting radiation doses, improving image quality, and empowering staff, all while advancing patient-centered care.

Read More

Your Headline Here
 Share more about your brand, products, and services in the LINK newsletter in this native ad space. Image: 135x8752

Learn more

Banner and newsletter ads: Artwork and clickable link due the 25th of the month prior to run date. If not received by then, ad will be run from date of submission until the last day of the month.

LINK SPONSORED CONTENT

Showcase your company’s thought leadership and expertise with prominent placement on the **LINK** content hub. Your article will appear on the website homepage for at least two weeks before transitioning to the article archive as new content is added. Sponsored content will be promoted via social media, with your author/company tagged, and shared in the monthly **LINK Newsletter**.

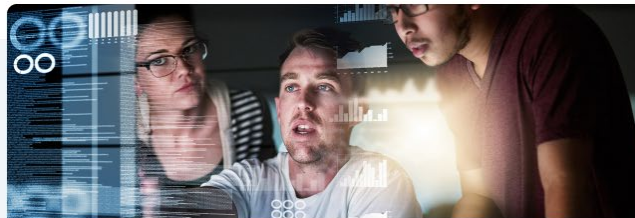
- Content must be received at least 4 weeks before publication.
- Word Count: Up to 1,200
- Additional Requirements: Article summary (2-3 sentences), company logo, short company bio; author information and headshot (optional); embedded video (optional)
- 1 per month
- **Cost: \$3,000.00**



Connecting medical imaging leaders to the latest industry news, best practices, and AHRA happenings.



Leadership & Workforce Management | Operational Excellence | Technology & Innovation | Patient Care | Regulatory & Compliance | Career Journey | Podcast | About



TECHNOLOGY & INNOVATION

The Pathway to Connectivity: The Operational Benefits of a Connected System

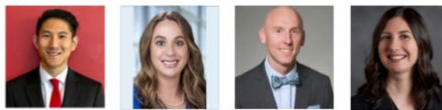
November 19, 2025 - Bayer in Radiology

Share this story: [Twitter](#) [LinkedIn](#) [Facebook](#) [Email](#) [Print](#)

Sponsored Content by Bayer in Radiology

In a rapidly evolving healthcare landscape, radiology departments face both significant opportunities and complex challenges with the integration of advanced technology. A recent expert panel at the AHRA 2025 Annual Meeting, featuring leaders from Bayer Radiology and UT Southwestern (UTSW), explored the transformative roles of connected contrast media injectors, workflow software, and operational artificial intelligence (AI) in the radiology suite.

Panelists included Jason Le, Bayer Radiology global medical affairs lead, software as a medical device (SaMD) and injector software; Jessica Starkey, CT technical supervisor at UTSW; Jason Johnson, Bayer Radiology senior manager of informatics training; and Shawna Jones, Bayer Radiology associate marketing director. (Pictured below, left to right.)



Key Discussion Insights

Connected Injectors: Beyond Standalone Products

Connected injectors represent a major leap from traditional standalone injectors. As explained by Shawna Jones, these modern devices integrate seamlessly with hospital networks and imaging systems, serving not just as injection tools but as strategic assets in data-driven healthcare.

- **Automated Data Capture:** Connected injectors automatically log injection, patient, and protocol data, reducing manual error and improving traceability.
- **Protocol Optimization:** Settings can be adjusted dynamically based on patient or scan needs, supporting consistency and quality.
- **Analytics and Reporting:** The devices facilitate robust quality assurance, performance analysis, and regulatory compliance.
- **Remote Diagnostics:** With remote technical support capabilities, connected injectors enable proactive maintenance to optimize uptime, seamless software integration and remote cybersecurity patching.

Jessica Starkey shared her real-world experience and highlighted operational motivators for adopting such systems, including reducing repeat scans, optimizing dose, and standardizing protocols. She noted that the ability to track and analyze events like contrast extravasations and waste has driven quality improvement projects and enhanced efficiency.

AI Solutions in Radiology: Enhancing Operational Efficiency and Workflow

Jason Johnson detailed the rapidly expanding scope of AI in radiology, emphasizing its impact on both workflow efficiency and clinical outcomes.

- **Intelligent Worklist Distribution:** AI can balance radiologist workloads in real time based on expertise and urgency.
- **Automated Image Triage:** AI flags urgent findings for immediate review, streamlining critical decision-making.
- **AI-Powered Measurements and Reporting:** Automation of segmentation, measurements, and structured reporting saves time and increases consistency.
- **Follow-Up Detection:** AI tracks follow-up recommendations, improving patient adherence and outcomes.

Selecting the right AI tools requires aligning them with clinical goals, validating performance, ensuring regulatory compliance, and prioritizing ease of integration and use.

For advertising opportunities and to discuss discounted custom package opportunities contact: Kelly Miller • M. J. Mrvica Associates • KMiller@Mrvica.com • P: 856-768-9360

AHRA ANNUAL MEETING DAILY

Capture the attention of leaders in medical imaging with an ad in the **Annual Meeting Daily**, a daily DIGITAL newsletter from **AHRA**, including additional exposure of your company on-site and in eBlasts. Distributed daily over 4 days, stay on top of latest happenings and exciting news at the **AHRA 2026 Annual Meeting** taking place July 12-15 in Orlando.

Annual Meeting Daily will be sent from July 12 through July 15 to approximately 33,000 recipients (attendees and non-attendees). The average email open rate is 30% with an average email click rate of 4%.

ISSUE SPONSOR

Issue sponsor ads will appear in the top spot of each daily newsletter with your company's logo and blurb. Blurbs will appear across all organic articles published for the day (~4-5 total/day). Your company will also be tagged in social media posts announcing each daily newsletter issue, as well as being called out in push notifications announcing each issue. Your logo and sponsored copy will be published at top of the issue's landing page on **LINK** (see example below).

- Specs: 560 x 100 (jpg or png), Company logo and 50-word blurb
- Quantity: 4 (1x per issue)
- Cost: **\$5,000.00 per unit**

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DAILY EMAIL BANNER ADS

DAILY EMAIL TOP PLACEMENT

- Specs: 560 x 100 (jpg or png)
- **Cost: \$1,500.00 per issue**
- Only available if issue sponsor is not claimed.

DAILY EMAIL MID PLACEMENT

- Specs: 560 x 100 (jpg or png)
- **Cost: \$1,000.00**

EXHIBITOR VIDEOS


Showcase your company's products through a video featured in the daily emails.

- Specs: Link to a video on your website, headline, and 25-35 word description.
- **Cost: \$1,000.00 per video**


ANNUAL MEETING SPONSORED CONTENT

Showcase your company’s thought leadership and expertise by publishing an article on [LINK](#). Your article will be featured in that day’s email issue of **Annual Meeting Daily** and shared via **AHRA**’s social media channels. Content will remain on **LINK** after the event and will be easily accessible.

- Specs: Word Count up to 1,200
- Additional requirements: Company logo and short blurb; author bio and headshot (optional); embedded video (optional)
- **Cost: \$3,000.00 per issue**

LINK 

Keep a pulse on medical imaging management best practices, tips, AHRA member stories, and more with LINK.

Quietly powerful, remarkably agile
The all-new **FPR Go IQ** is built for speed, efficiency, and safety to navigate busy environments and tight spaces with ease.
FUJIFILM **RSNA Booth #3300** 

LINK Special Edition: Annual Meeting

LEADERSHIP & WORKFORCE MANAGEMENT
Hiring a Veteran Isn't Just a Resume Decision
November 11, 2025 - Nicole Dhanraj, CRA, FAHRA

When it comes to hiring veterans, there's more to the process than reviewing a resume. As a hiring manager, you're meeting a human in transition. How can medical imaging professionals understand and support the people behind the uniform?

[Read More](#)

Your sponsored content will be featured in a daily issue of the Annual Meeting newsletter the same day it's scheduled to publish.

*Content must be received at least 4 weeks before publication. **AHRA** staff will review for style and clarity and share any suggested edits with the author one week prior to publication.*

INSIDE AHRA

INSIDE AHRA NEWSLETTER ADS

Inside AHRA is sent to approximately 22,500 subscribers every week with an open rate of 20%. Content highlights the latest **AHRA** articles, news, and upcoming events.

INSIDE AHRA NEWSLETTER TOP PLACEMENT

- Specs: 560 x 100 (gif/jpg 15k)
- URL
- **Cost: \$350.00 per insertion**

INSIDE AHRA NEWSLETTER NATIVE AD

- Logo or graphic: 265 x 185 (jpg/png/gif)
- Title: 55 characters max
- Brief Description: 300 characters max
- URL
- **Cost: \$1,000.00 per insertion**



Banner Ad 560 x 100

Education and Events



Reignite the Reason You Show Up With Module Two

- **Module Two: Finding Your "Why" - Connecting People to Purpose**
- **Monday, February 23 | 1:00 PM - 2:00 PM ET**
- **Free for AHRA Members | Nonmembers pay \$25/session or \$129 for the full 12-session series**

Module two of [Hardwiring Hospitality Into Healthcare](#) dives into the heart of purpose, helping you **reconnect** with what drew you to medicine in the first place. [Register today](#) and join us for a leadership tune-up that blends heart, humanity, and renewed focus.

Sponsored by GE HealthCare and the AHRA Education Foundation (EF). Pending CE approval.

[Register for Module Two](#)

Module One: Now Available On-Demand

Module one of [Hardwiring Hospitality Into Healthcare](#), [Unleashing the Power of Connections](#), is now available on-demand and offers 1.0 Category A continuing education credits.

[Access](#)



Ken Has the Tech Tips — You Bring the Ambition


WATCH: Ken Fazzino, FAHRA (retired), serves up a sneak peek of his **Introduction to Imaging Informatics** session, showing how the right tech and tools can turn everyday imaging chaos into streamlined brilliance.



Step into your next leadership chapter with [CLIMB Online 2026](#), where expert sessions, fresh insights, and CE credits are all just a click away!

★ Plus, if you're an AHRA member, you're in for a steal — CLIMB access is just **\$199**. Nonmembers can grab the **CLIMB + AHRA Membership Bundle** for **\$299**, which includes full membership through December 2026.

[Register Today](#)



Your Headline Here

Share more about your brand, products, and services in the LINK newsletter in this native ad space. Image: 135x8752

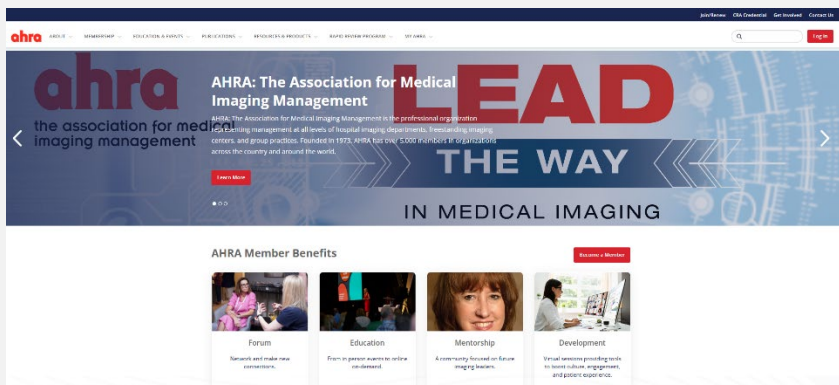
[Register Now](#)

AHRA BANNER ADVERTISEMENTS

AHRA HOMEPAGE

[View the AHRA Homepage!](#)

The first stop for any one visiting **AHRA** online. The homepage features content updated on a daily and weekly basis to keep visitors coming back. Association news, industry news, and links to social networking sites create interest and user engagement. Maximum of 5 advertisers per month.



LEADERBOARD BANNER AD

- Specs: 728 x 90 gif/jpg (desktop) plus 320 x 50 gif/jpg (mobile)

MEDIUM RECTANGLE BANNER AD

- Specs: 300 x 250 gif/jpg

\$950.00 per month / 12 months

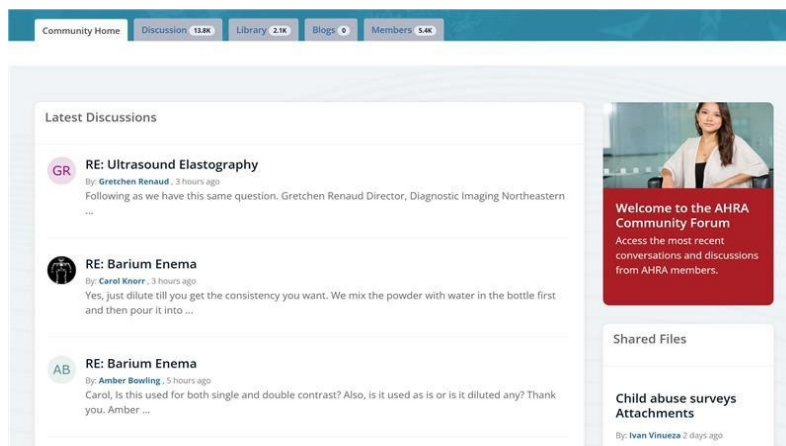
\$1,085.00 per month / 6 months

\$1,225.00 per month / 3 months

AHRA FORUM

[Visit the AHRA Forum!](#)

Exclusive to **AHRA** members, this popular online discussion community provides real time dialogue among 5,000+ imaging professionals. Searchable archive of over 100,000 messages, with an average of 15,000 impressions per month. Maximum of 3 advertiser per month.



BANNER AD

- Specs: 964 x 125 gif/jpg

HOMEPAGE RIGHT

- Specs: 160 x 1000 gif/jpg

\$950.00 per month / 12 months

\$1,085.00 per month / 6 months

\$1,225.00 per month / 3 months

AHRA ONLINE INSTITUTE

[View the AHRA Online Institute!](#)

AHRA's source for online education for members and imaging professionals. The Online Institute processes over 10,000 CE exams annually and contains over a hundred courses and webinars. Maximum of 5 advertisers per month.

BANNER AD

- Specs: 235 x 100 gif/jpg

\$590.00 per month / 12 months

\$675.00 per month / 6 months

\$760.00 per month / 3 months

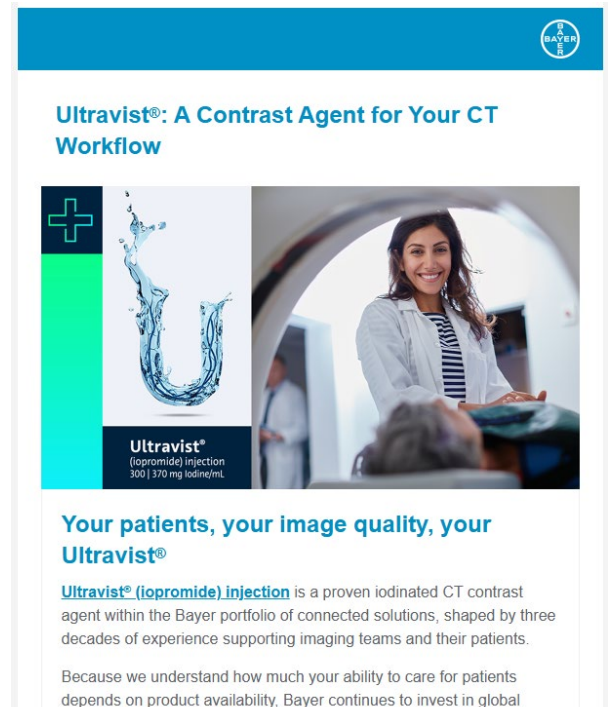


AHRA EMAIL ADVERTISING

INDUSTRY SPONSORED E-BLAST

Reach over 12,000 **AHRA** members and industry professionals via email. The sponsoring company supplies an HTML file and **AHRA** sends it out on the sponsor's behalf. Up to two sponsorships per month are available. **AHRA** does not distribute its email address list, so this is the only way to reach this audience via email. One email per week for the three weeks prior to the annual meeting and post annual meeting.

\$5,000.00 per email*



**Subject to AHRA approval & availability. Maximum of 4 insertions per advertiser. Advertiser supplies HTML file set at 600 pixels wide with preferred subject line. Include URL and graphics. Third party marketing/tracking software is not allowed in the email. The distribution list will go to individuals who have opted in to sponsored promotions and cannot be customized. If requested, advertiser will receive a test email prior to distribution.*

AHRA WHITE PAPERS - LEAD GENERATION



Share your success stories with **AHRA's** audience of imaging leaders in healthcare. Our members are actively seeking the latest information on proven products, services, and case studies to improve their patient care and operations. Put your White Paper in the hands of decision makers and top influencers.

BENEFITS

- White Paper (PDF) hosted online for three months
- Leads: Contact information (name, organization, title, email, and phone number) for all that download the White Paper
- White Papers are given wide exposure to the **AHRA** audience through online promotion and emails listed on the **AHRA White Paper** webpage at <https://www.ahra.org/resources-products/white-papers>
- A blurb on the **AHRA** homepage
- One **LINK** eBlast banner ad, 560 x 100 (jpg or gif)
- A mention in 1 weekly **Inside AHRA Newsletter**

SPECIFICATIONS

- White Paper as a compressed PDF file below 5 MB
- 350 x 500 (jpg or png), cover image thumbnail of the White Paper, 50 word copy summary of the White Paper
- A valid email address to receive the lead generation
- **Cost: \$3,500.00**

RULES

- The White Paper advertiser will not share the lead generation information with other parties.
- The White Paper advertiser will not solicit or market to leads that request not to be contacted.
- **AHRA** reserves the right to modify or remove the White Paper listing. The appropriate parties will be contacted.
- Materials are due 2 weeks before the 1st day of the 3-month listing.
- 5 White Papers per advertiser/per year

MEDICAL IMAGING MARKETPLACE

Connect with members of **AHRA** to showcase your company on the **AHRA** Medical Imaging Marketplace at marketplace.ahra.org.

LISTING OPTIONS

Basic listings are free of charge and include company name, address, and phone number.

ENHANCED LISTING

Enhanced listings are available for an additional \$599.00 fee and provide the following benefits:

- A dedicated page for your company complete with customizable content, social media, and YouTube video embedding.
- Complete company contact details including website, email, and individual contacts.
- Enhanced listings appear above basic listings within search and category results and include company logo.
- Ability to add multiple relevant categories.
- Direct support from our team of designers to help create your listing.

FEATURED LISTING

Featured listings are available for \$799.00 per year and provide the following benefits:

- All the benefits of an enhanced listing.
- Appear on rotating homepage "Featured" listings.
- Attach uploaded documents to company profile.

Additional banner ad options are available starting at \$999.00 per year. Packages are also available.



To discuss listing your company or updating your listing, contact:
 Nicola Tate • Association Media Group • ntate@associationmediagroup.com • 804-469-0324

AHRA EVENTS AND CONFERENCES



AHRA ANNUAL MEETING

JULY 12-15, 2026 / ORLANDO

Held in the middle of summer, this premier educational event for radiology administration attracts over 1,000 imaging leaders and 200 exhibitors. Over the span of four days, attendees have the opportunity to partake in educational sessions and symposiums, visit with vendors in the exhibit hall, and attend a variety of networking events.

[Learn more about the AHRA Annual Meeting!](#)



AHRA CLIMB

MARCH 19-20, 2026 / ONLINE

The Conference for Leadership in Imaging Management & Business (CLIMB) Online 2025 is AHRA's premier virtual conference dedicated to advancing leadership in medical imaging management and business. Designed for both aspiring and experienced leaders, this event delivers practical tools, actionable insights, and the opportunity to connect with industry experts and peers—all from the comfort of your home or office.

[Learn more about AHRA CLIMB Sponsorships!](#)



AHRA LOCAL AREA MEETINGS

Hosted by AHRA member volunteers, local area meetings are educational networking events held periodically around the country and online. Imaging leaders can attend these events free of charge to gain CE thanks to the generosity of sponsors.



AHRA WEBINARS

Held routinely, these live virtual seminars offer registrants best practices to help tackle the challenges of healthcare's rapidly changing landscape.

Contact Nicole Boland (Sales Manager) at nboland@ahra.com or 312-672-5828 to learn about sponsorship opportunities.