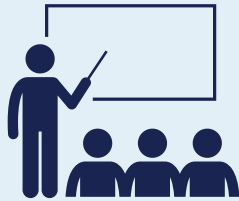




**ahra**

the association for medical  
imaging management

# 2025 MEDIA GUIDE



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 award winning 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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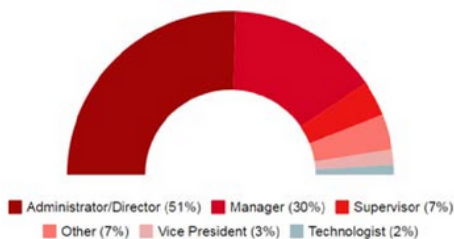
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# ABOUT AHRA

**AHRA** 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



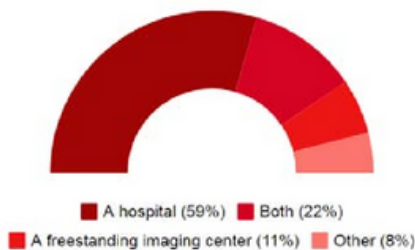
**94%**

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.

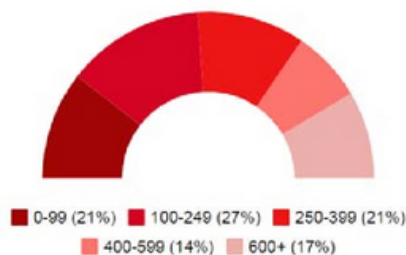
## WORK SETTING



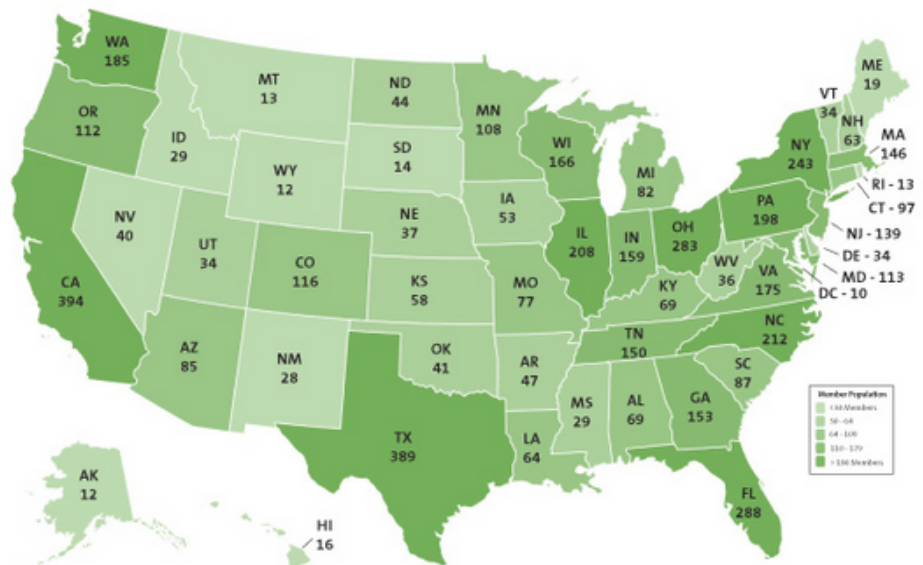
**92%**

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

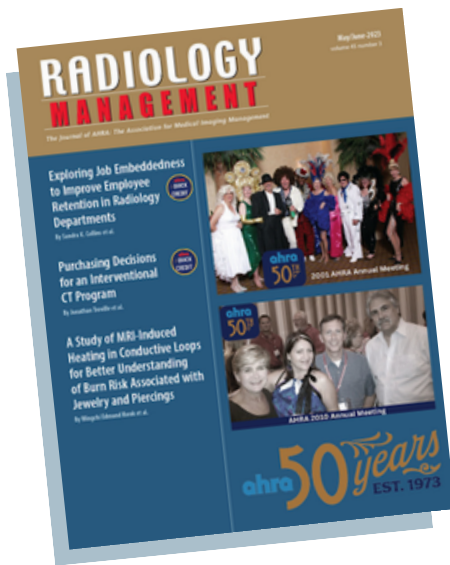
## BED SIZE



## GEOGRAPHIC LOCATION



# RADIOLOGY MANAGEMENT



AHRA's **Radiology Management** journal has been the top professional journal for leaders in medical imaging management for over 40 years. It provides peer-reviewed, evidence-based information and research, supplying the management and technology information needed to operate successful imaging facilities. Focusing on education, the journal regularly includes columns and feature articles on healthcare management, human resources, coding, technology, finance, asset management, operations, and more.

[www.ahra.org/radiologymanagement](http://www.ahra.org/radiologymanagement)

Circulation (2024): 3,000

Frequency: Bimonthly

Distribution date: fourth week of the first month of cover date

**Radiology Management** will become DIGITAL ONLY starting with the May/June 2025 issue.

## RATES | BLACK AND WHITE

SIZE	1X	3X	6X	12X
Full Page	\$2,005.00	\$1,900.00	\$1,805.00	\$1,605.00
2/3 Page	\$1,605.00	\$1,525.00	\$1,445.00	\$1,280.00
1/2 Page Vertical/Horizontal	\$1,200.00	\$1,145.00	\$1,080.00	\$960.00
1/3 Page	\$1,000.00	\$950.00	\$900.00	\$800.00
1/4 Page	\$800.00	\$760.00	\$720.00	\$640.00
1/8 Page	\$305.00	\$275.00	\$250.00	\$250.00
4-color process add \$1,150.00				

## COVERS AND SPECIAL POSITIONS

Cover 2: add 30%  
 Cover 3: add 15%  
 Cover 4: add 50%  
 Opposite TOC: add 15%

Earned Rates: The total number of insertions determines frequency rates.

Agency Discount: 15% Agency assumes responsibility for payment of all advertising ordered

## CASE STUDIES/ADVERTORIALS

\$2,000 per page

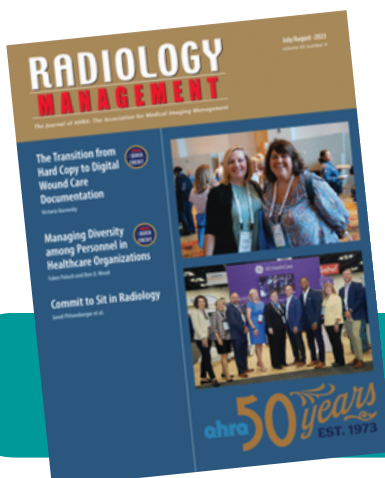
# RADIOLOGY MANAGEMENT

Publication Month	Ad Space Closing	Ad Materials Due	Print/Digital
January/February	12/1/2024	12/9/2024	Print/Digital
March/April	1/22/2025	1/29/2025	Print/Digital
May/June	3/25/2025	4/1/2025	Digital
July/August	5/26/2025	6/2/2025	Digital
September/October	7/23/2025	7/30/2025	Digital
November/December	9/19/2025	9/26/2025	Digital

Please Note: **Radiology Management** will transition to all digital with the May/June 2025 issue.

## MECHANICAL SPECIFICATIONS

Page Size	Width	Depth
Full Page	8-3/8"	10-7/8"
2-page spread	16-3/4"	10-7/8"
2/3 page	4-9/16"	10"
1/2 page island	4-9/16"	7-1/2"
1/2 page vertical	3-3/8"	10"
1/2 page horizontal	7"	4-7/8"
1/3 page vertical	2-1/4"	10"
1/3 page horizontal	4"	4-7/8"
1/4 page	3-3/8"	4-7/8"
1/6 page	2-1/4"	4-7/8"
1/8 page	3-1/2"	2-1/8"

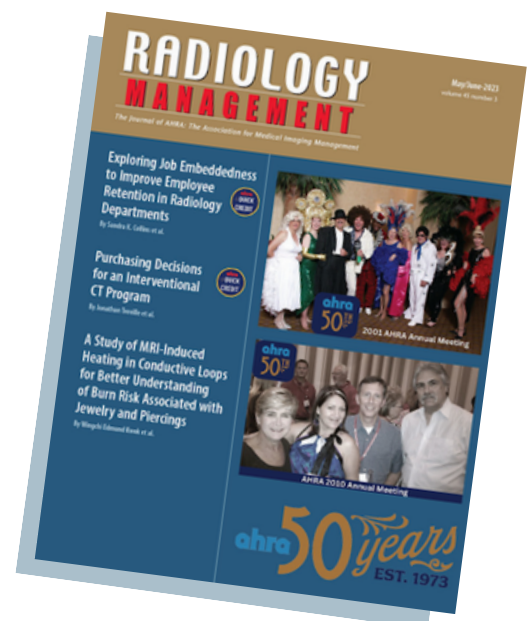


Please contact us to discuss discounted custom package opportunities.

# RADIOLOGY MANAGEMENT

## SUBMISSION OF ADS

- Acceptance of advertising: Subject to approval by editor.
- Placement of advertising: Interspersed with editorial.
- Indicate journal, volume, and issue with ad material.
- High-resolution digital media required (minimum 300 ppi)
- Required format: PDF, EPS, TIFF, or JPG. No application files accepted.
- All fonts and graphics must be embedded.
- Publisher will not create or alter any advertising for client.
- 4-color solids should not exceed SWOP density of 280%.
- RGB is preferred, but CMYK is acceptable.
- Electronic transfer (preferred method of submission): Please contact editor prior to sending file via ftp or email.
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- No proofs will be sent to advertiser during layout.
- Cancellations: Notice of cancellation received after the closing date will result in 100% of fee due. If materials are not received by deadline, the publisher has the right to cancel the insertion.
- Disposition: Material will be held for one year from last insertion and then destroyed unless instructed otherwise.



To learn more about Radiology Management, please visit:  
[www.ahra.org/RadiologyManagement](http://www.ahra.org/RadiologyManagement)

# AHRA CONVENTION DAILY

Capture the attention of leaders in medical imaging with an ad in **Convention Daily**, a daily DIGITAL newsletter from AHRA, including additional exposure of your company on-site and in eBlasts. Reported over 4 days, stay on top of latest happenings and exciting news at AHRA 2025 taking place August 3-6, 2025 in Las Vegas.



- Space deadline: Thursday, July 3
- Ad materials due: Friday, July 18
- Specs: 8.5 x 11 inches; high res, 300 dpi; JPEG, PNG, or PDF files
- Note: Ads must meet deadlines and specifications listed above. AHRA reserves the right to publish without ads if not met within a 3-day grace period of deadlines.

## DISTRIBUTION

Emailed daily on August 3-6 to approximately 14,000 recipients (AHRA's full distribution list). **AHRA** 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.

## YOUR COMPANY RECEIVES:

- Full page 4 color ad in Convention Daily
- Logo in the **Convention Daily** eBlasts
- Logo in the **Convention Daily** section of the mobile app

## COMPANY TO PROVIDE

- Full page 4 color ad with URL
- High resolution version of company logo (vector file preferred with transparent background)
- Contact Kelly Miller at [kmiller@mrvica.com](mailto:kmiller@mrvica.com) to check availability.

View sample: <https://digital.ahra.org/conventiondailymonday>



# AHRA BANNER ADVERTISEMENTS

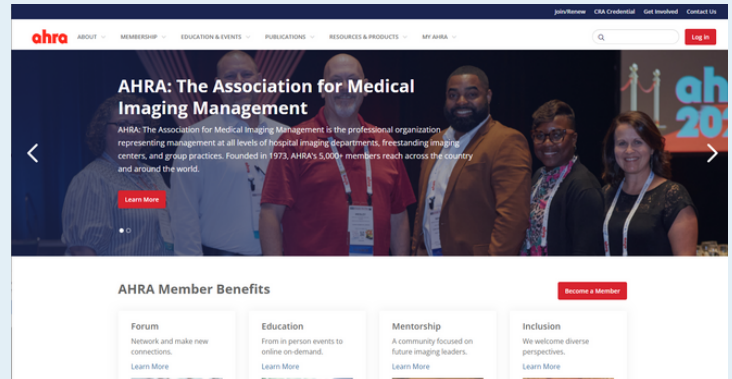
Maximize your reach . On average, AHRA websites receive 26,000 visits and 96,000 impressions per month.

## AHRA HOMEPAGE [WWW.AHRA.ORG](http://WWW.AHRA.ORG)

The first stop for anyone 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.

728 x 90 (desktop) and 320 x 50 (mobile) and a medium rectangle ad space: 300 x 250; all gif/jpg 20K

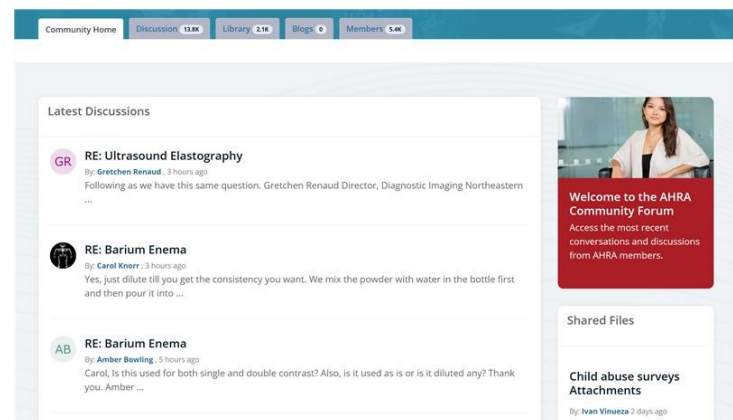
\$950 per month / 12 months  
\$1,085 per month / 6 months  
\$1,225 per month / 3 months



## 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. 350 x 100 gif/jpg 20K

\$950 per month / 12 months  
\$1,085 per month / 6 months  
\$1,225 per month / 3 months



Terms: All rates are net. Posting will take place within five working days of the ad being received. Advertisers have up until one week prior to materials deadline to cancel without penalty (either 100% of the first monthly fee or 100% of one time placement). Advertisers holding the ad spot will be given the first option to keep it, but the decision to renew is required no later than 14 days prior to end of existing contract. Replacements will be selected on a first come, first served basis. Digital advertising specifications may change throughout the year. If the specifications change we will contact you directly.

# AHRA BANNER ADVERTISEMENTS

## LINK HOMEPAGE

[LINK.AHRA.ORG](http://LINK.AHRA.ORG)

AHRA's blog, **LINK**, is a highly ranked member benefit. With articles publishing several times per week, traffic remains consistent year round. Maximum of 7 advertisers per month.

290 x 100 gif/jpg 20K

\$470 per month / 12 months

\$540 per month / 6 months

\$610 per month / 3 months

## PREMIUM RATES APPLY JUNE THROUGH AUGUST

Traffic peaks to a yearly high as the Annual Meeting approaches and during the meeting itself. 10% discount for 3 month reservation, 5% discount for 2 month reservation.

290 x 100 gif/jpg 20k

\$950 / June

\$1,085 / July

\$1,225 / August



## AHRA ONLINE INSTITUTE

[ONLINEINSTITUTE.AHRA.ORG](http://ONLINEINSTITUTE.AHRA.ORG)

**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.

235 x 100 gif/jpg 20K

\$590 per month / 12 months

\$675 per month / 6 months

\$760 per month / 3 months



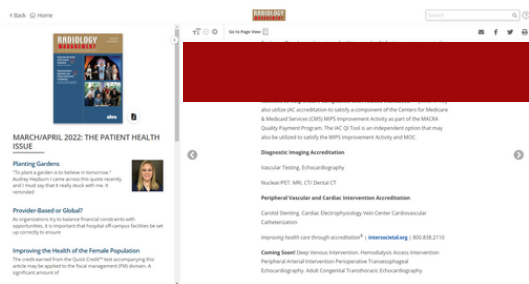
Terms: All rates are net. Posting will take place within five working days of the ad being received. Advertisers have up until one week prior to materials deadline to cancel without penalty (either 100% of the first monthly fee or 100% of one time placement). Advertisers holding the ad spot will be given the first option to keep it, but the decision to renew is required no later than 14 days prior to end of existing contract. Replacements will be selected on a first come, first served basis. Digital advertising specifications may change throughout the year. If the specifications change we will contact you directly.

# RADIOLOGY MANAGEMENT - DIGITAL EDITION



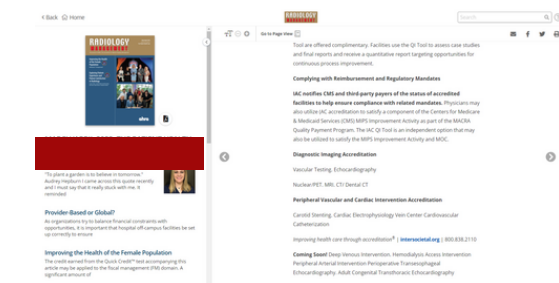
**Radiology Management** will become DIGITAL ONLY starting with the May/June 2025 issue. A major advantage of digital edition advertising is the ability to promote and track usage of click-throughs (all ads containing an e-mail address and/or a URL are clickable).

View sample: [radiologymanagement-digital.com](http://radiologymanagement-digital.com)



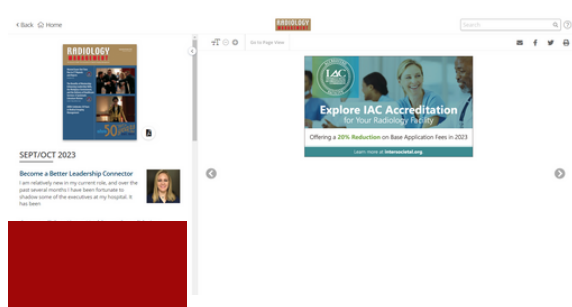
## TOP LEADERBOARD

Only one ad opportunity per month. The ad is placed at the top of the screen ("leaderboard"). Ads remain visible with each page turn.



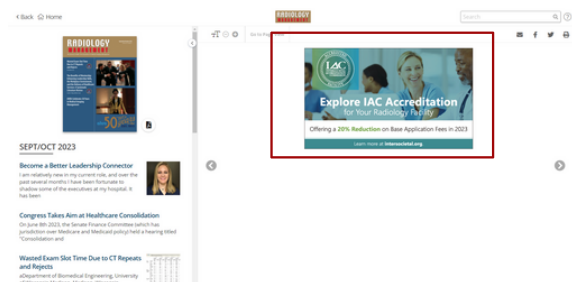
## TOC INTERLEAVED

An ad that appears after the 2nd article of the table of contents placed in a specific issue.



## TOC RECTANGLE

An ad that appears at the bottom of the table of contents placed in a specific issue.

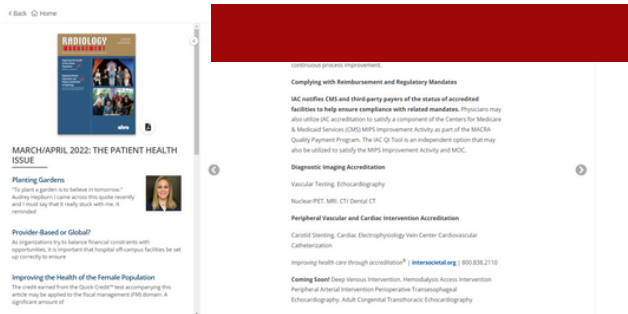


## BLOW-IN ADS (POP-UP)

A pop up ad, it appears over a single page within the issue. It has a close button, but will automatically reappear every time the page it appears on is re-opened.

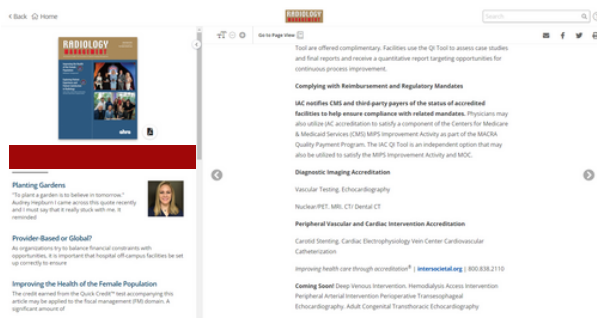
# RADIOLOGY MANAGEMENT - DIGITAL EDITION

## DIGITAL EDITION ENHANCED MEDIA SPECIFICATIONS



### TOC RECTANGLE

- Static ad
- Image size: 300 x 250 pixels
- Image type: JPG, GIF, animated GIF
- Link to advertiser

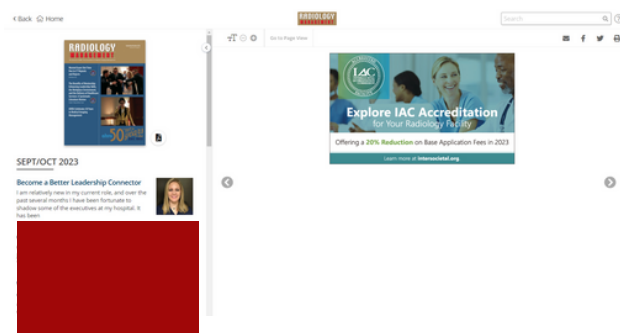


### BLOW-IN ADS (POP-UP)

- Static ad
- Image size: 500 x 300 pixels
- Image type: JPG, GIF, animated GIF
- Link to advertiser

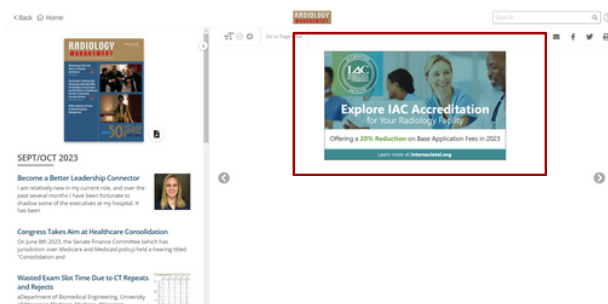
### TOP LEADERBOARD

- Static ad
- Image size: 728 x 90 pixels
- Image type: JPG, GIF, animated GIF
- Link to advertiser



### TOC INTERLEAVED

- Static ad
- Image size: 300 x 50 pixels
- Image type: JPG, GIF, animated GIF
- Link to advertiser



## AHRA WHITE PAPERS (\$3,500 PER) - 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** home page at [www.ahra.org/whitepapers](http://www.ahra.org/whitepapers)
- A blurb on the AHRA home page under AHRA News for 1 week at [www.ahra.org](http://www.ahra.org)
- One **LINK** eBlast banner ad, 560x100 pixels as jpg, gif
- A mention in 1 weekly **Inside AHRA Newsletter**

### SPECIFICATIONS

- White paper as a compressed PDF file below 5 MB
- 350x500 pixels (jpg, 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

### RULES

- The white paper advertiser will not share the lead generation information to 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

# AHRA NATIVE AD EXCERPTS

Share an excerpt of your company's latest product, news, or announcements with AHRA's audience of imaging leaders in healthcare. Our members are actively seeking the latest information on proven products and services to improve their patient care and operations. Our native ad excerpts provide immediate exposure about your product or service linking to your product or service for additional information.

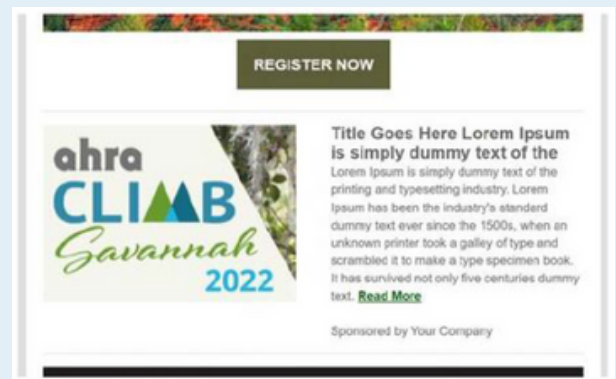
## AHRA DIGEST NATIVE AD EXCERPT - \$1,000 PER INSERTION

### Benefits:

- A native ad excerpt in the weekly **Inside AHRA Newsletter** that's exclusive placement (1 insertion per week)
  - Logo or graphic
  - Title and description about your message
  - Sponsored by your company
- Distributed in the **Inside AHRA Newsletter** to approximately 14,000 subscribers

### Specifications:

- Logo or graphic: 265x185 (jpg/png/gif)
- Title: 55 characters max
- Brief Description: 300 characters max
- URL



## AHRA LINK NATIVE AD EXCERPT - \$1,500 PER POST

### Benefits:

- A native ad excerpt in **LINK**, a timely newsletter blog connecting medical imaging leaders to the latest industry news, best practices, and **AHRA** happenings. (1 insertion per post)
  - Logo or graphic
  - Title and description about your message
  - Sponsored by your company
- **LINK** averages 5,000 page views per month with an eBlast notification of each new post to approximately 14,000 subscribers

### Specifications:

- Logo or graphic: 290x200 (jpg/png/gif)
- Title: 55 characters max
- Brief Description: 300 characters max
- URL



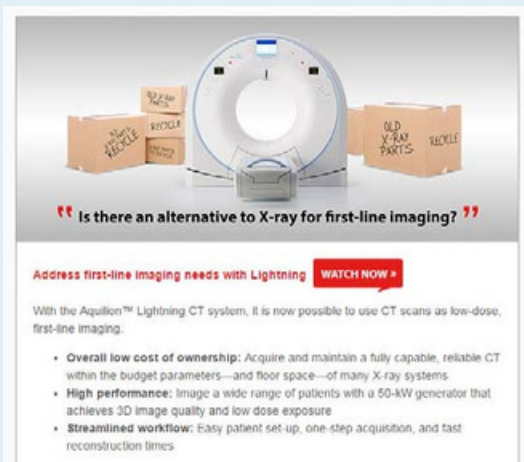
# AHRA EMAIL ADVERTISING



## RADIOLOGY MANAGEMENT EMAIL BANNER

Distributed bi-monthly, this email announces the new edition of **Radiology Management** that is published online. It is sent to a circulation of 5,000+ **AHRA** members with an average open rate of 16%. Content features the table of contents with a link to the digital edition. Placement includes the acknowledgment, "Sponsored by:" above the banner ad. Only 6 insertions available.

560 x 100 GIF/JPG 15k  
\$650 per insertion

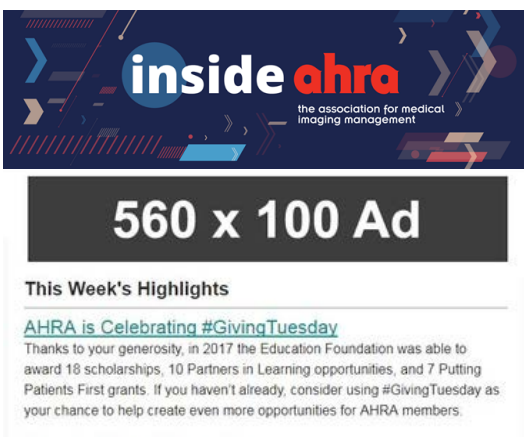


## INDUSTRY SPONSORED E-BLAST

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 addresses, 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 can not be customized. If requested, advertiser will receive a test email prior to distribution.*



## INSIDE AHRA Banner Ad

**Inside AHRA** is sent to over 12,000 **AHRA** members and industry professionals every week with an open rate of 20%. Content highlights the latest **AHRA** articles, news, and upcoming events. Placement includes the acknowledgment, "Sponsored by:" above the banner ad. Maximum of 8 insertions per advertiser, 1 advertiser per issue.

560 x 100 GIF/JPG 15k  
\$350 per insertion

# AHRA EMAIL ADVERTISING

## LINK EMAIL BANNER ADS

First published in print by AHRA in 1981, **LINK** is now an online blog that is updated multiple times a week, and sent to over 12,000 subscribers. Placement includes the acknowledgment, "Sponsored by:" above the banner ad. Distributed in the 1st and 2nd week of each month (24 insertions). Maximum of 6 insertions per advertiser.\* For maximum exposure compliment your **LINK** email ad with a banner ad in **LINK** (pg 9).

560 x 100 GIF/JPG 15k

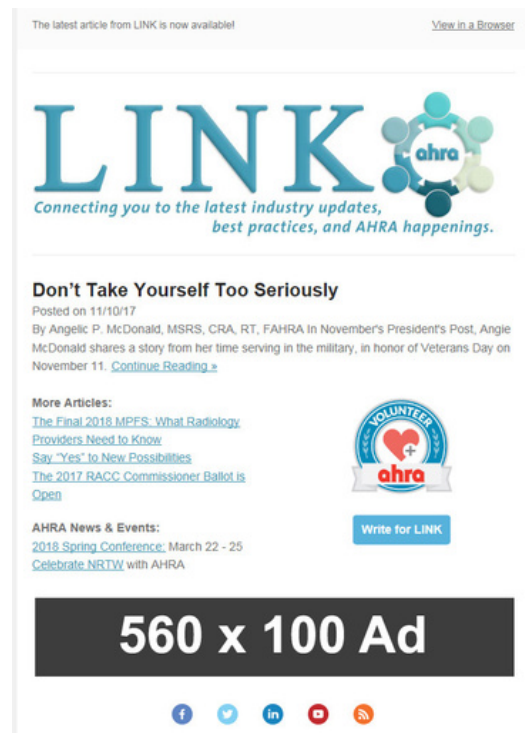
**\$400 per Insertion**

## PREMIUM RATES APPLY JUNE THROUGH AUGUST

Traffic peaks to a yearly high as the Annual Meeting approaches and during the meeting itself. 10% discount for 3 month reservation, 5% discount for 2 month reservation.

560 x 100 gif/jpg 20k

**\$800 per Insertion**



For advertising opportunities and to discuss discounted custom package opportunities contact:

**Kelly Miller**  
M. J. Mrvica Associates  
Kmill@Mrvica.com  
P: 856-768-9360

# AHRA EVENTS AND CONFERENCES



## AHRA ANNUAL MEETING

AUGUST 3-6, 2025 / LAS VEGAS

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. <https://www.ahraexhibits.org/annual-meeting/>



## AHRA CLIMB

MARCH 13-14, 2025 / 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. <https://www.ahraexhibits.org/climb-2025/sponsor/>



## 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@smithbucklin.com](mailto:NBoland@smithbucklin.com) or +1 (312) 673-5828 to learn about sponsorship opportunities.