

MAXIMIZE YOUR MESSAGE TO RADIOLOGY BUYING TEAMS

Imaging Technology News (ITN) has a singular focus — delivering industry trends and technology information to the professionals who make purchasing decisions.

With that concentrated focus, energy and integrity comes accolades. Each year, the ITN team continues to earn prestigious industry awards for its outstanding reporting and coverage.

Launch your marketing message using ITN's award-winning team and trusted channels to reach your full potential of coverage leading up to, during and post-trade shows. Our fully integrated marketing plan includes a metrics-based marketing report to help keep tabs on your show marketing efforts.

ITN delivers high-quality content, comprehensive industry coverage, creating a trusted source upon which our engaged audience have come to rely.

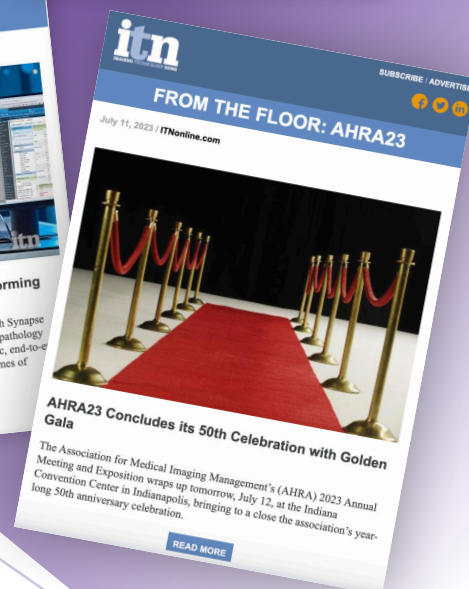
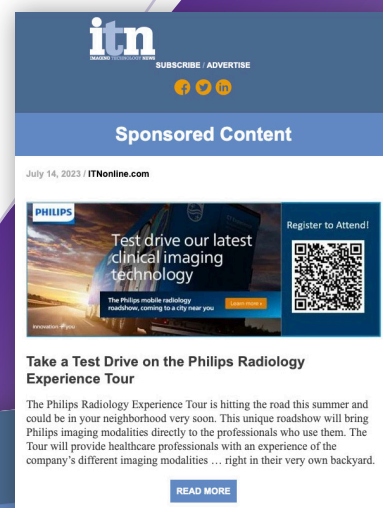
Reach your targeted marketing audience with ITN's unique audience blend:

- Diagnostic Radiologists/Chief Radiologists/Interventional Radiologists
- Radiology Administrators/Directors/Managers
- Nuclear Medicine
- Radiation Oncologists
- Medical Physicists
- Chiefs/Directors of Oncology
- Administrators/CEO/CFO/COO/CTO/President/Materials Management/Purchasing Chiefs/Directors/Hospital Administrators
- CIO/HIS/MIS Directors/Managers

“ITN is critical in helping me research new equipment and products.”

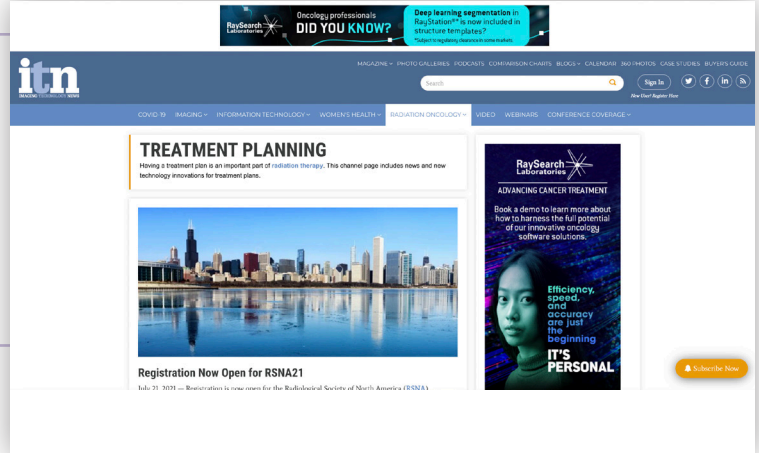
PUT OUR CREW TO WORK FOR YOU!

See complete specifications and rates on the back.



TRADE SHOW MARKETING PACKAGES

are available on a first-come, first-served basis, with a limit of 10 per trade show. To reserve your package, please contact your ITN representative.



TRADE SHOW PACKAGE DETAILS AND SPECIFICATIONS

New this year, Imaging Technology News has put together a multi-channel marketing package to make your products stand out before, during and after a conference. Includes trade shows such as ASTRO, RSNA and HIMSS.

PRINT

Overview:

- 48% of recipients prefer reading ITN in print, making it a key part of your ad spend to this audience.
- Recipients, on average, spend 41.9 minutes reading an issue.
- Due to pass-along readership, there are 3.4 readers per copy of the printed magazine.

Reach:

- Print issue is mailed to ITN's 30,000 qualified recipients.
- Digital issue/flipbook is emailed to ITN's 24,000 digital subscribers.

DIGITAL

Overview:

- 73% of readers have taken one or more actions, such as researching or buying products and services after seeing advertisements and/or articles in the publication.

Reach:

- 1.5 million+ page views on *itnonline.com*
- 71,000 monthly average impressions for banner ads
- 34,000+ combined readers of digital and print editions.

“ITN is great for keeping up with current trends and advances.”

SPONSORSHIP PACKAGE INCLUDES:

One full-page ad in a print issue of ITN (\$7,940 value)

Talking Trends Video with teaser (\$12,000 value)

- Teaser filmed remotely pre-show
- One-on-one interviews of your leading company representatives and KOLs for primary video
- ITN editor provided as moderator.
- Script/Q&A written by ITN editors ahead of time and screened by your compliance team.
- Client-approved Talking Trends video posted on *itnonline.com*.
- MP4 File provided for your use.

Teaser video pushed out on ITN's social channels (\$1,500 value)

ITN Top 5 Newsletter with Teaser Video included (\$3,000 value)

4 banner ads positioned adjacent to the video on *itnonline.com* for one month (\$2,500 value)

E-alert announcing video sent to ITN's 24,000 digital subscribers (\$7,000 value)

From the Floor e-newsletter sent to ITN's 24,000 digital subscribers during the trade show (\$7,000 value)

Channel Sponsorship (\$2,500 value)

- Sponsorship of an ITN channel, such as ITN's Radiation Oncology Channel, for one month
- Includes 4 banner ads which are positioned on that channel.

Enhanced Buyers Guide (\$2,500 value)

- 4 banner ads which run adjacent to your "Buyers' Guide" page on *itnonline.com* for one month.

Trade show package rate: \$25,000 (a \$45,930 value)

**EXPAND YOUR
TRADE SHOW
REACH TODAY!**



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