



Ohio Society of Radiologic Technology



Web Advertising Media Kit

Accessing medical imaging and radiation therapy professionals across Ohio

- The best business innovation in the digital era for millennials
- Business strategy to compete with competitors for beginners



The best business innovation in the digital era for millennials

Gen-Z and millennials are predisposed to digital. Advertise with brand relevance. OSRT provides a platform to reach them! Read on for options!



Business strategy to compete with competitors

There are 15000+ medical imaging and radiation therapy professionals in Ohio and others in the surrounding state area. Promote your products and services to our targeted audience, drive traffic & build brand awareness.



Banner Advertising on osrt.org

Advertisement 1: CINCINNATI ONLINE. A flexible education designed for working Rad Techs. Bachelor of Radiation Science Technology. GET STARTED.

Advertisement 2: Made You Look. Advertise with us!

Advertisement 3: Many Ultrasound Products. Supertech. Phone: 800-654-1054. Products include: Infant Hip, Breast FAN Ultrasound Exam Platform, SPACEFAN 23 Week Fetal Ultrasound, N-360 Multipurpose Ultrasound Platform, Neonatal Heads, Hydrophobic.

Click Here for Web Site: www.supertechx-ray.com

Place your banner ad & connect to thousands of potential customers!



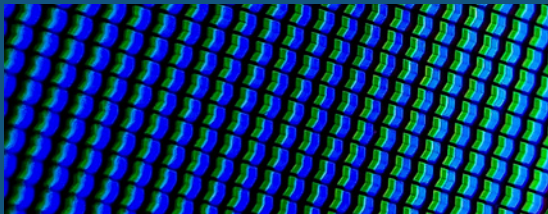
OSRT offers information, education, & guidance for our members and visitors.

- RTs keep up to date on news that impacts their careers.
- In-person and virtual CE events are available for members & non-members.
- Members are able to apply for grants, scholarships, and awards.
- Network with fellow medical imaging professionals.
- View job opportunities offered in Ohio

BANNER AD RATES


Dimension Requirements:

- 1000 x 662 pixels or equivalent proportions
- No less than 500 x 331 pixels




Ad Post Time	Price
1 Month	\$100
3 Months	\$250
6 Months	\$375
9 Months	\$500
12 Months	600

Learn more about advertising opportunities, contact the OSRT Executive Secretary or call 440-382-5607. For more Web advertising specifications see next page.

 440-382-5607

 osrt@osrt.org

 325 Lake Vista Dr. Zanesville, OH 43701



OSRT Web and Digital Specifications

Banner Ad Specs

- Online ads must be submitted electronically to osrt@osrt.org
- Maximum ad file size: 50k
- File format: png, jpg, gif, or animated gif, and can include a link to the specific Web page you would like interested individuals directed when clicking on your company's link.
- Animated GIF ads are allowed. Animation is restricted to a maximum of 30 seconds (at a 15-20 FPS rate). Endless loops are not allowed. Ads can loop a maximum of three times.
- Special multimedia banner requests will be evaluated individually by the OSRT.
- Art must be received 5 business days prior to contractual posting date.
- Ads are sold first-come, first-served basis, with present advertisers offered the first right of refusal.
- Renewals must be made a minimum of 30 days before contract expiration. Advertising will not be posted until paid in full.
- Ads must not resemble OSRT editorial content (exact or close replication). Ads must not include references to OSRT unless part of a previously arranged co-promotion.



Ad Format/Creative Types

No misleading creative tactics. This includes ads fabricating computer warning dialog boxes that lead the viewer to believe their computer, our server, or the system is experiencing technical difficulties or that they need to click on a box (ad) to remove the message from their screen.

OSRT Advertising Terms & Conditions

Ad Regulations

- Advertising on the Web or in any OSRT publication is combined to determine frequency rates.
- All advertising is subject to editorial approval by OSRT.
- All advertising is prepaid. All monies are due net 30 days.

Cancellations

- Cancellations can be accepted, only if made before 5pm ET the day before the Ad posts. Credit is given when it is the fault of OSRT and results in the viewer not being able to contact the advertiser.
- Cancellation of space order forfeits the right to position protection.

Copy Regulations

- OSRT reserves the right to refuse copy at its discretion.
- OSRT recommends that the word “technologist” be used within the body copy or ads instead of “tech” or “technician”.
- OSRT (Ohio Society of Radiologic Technologists) is a professional society of the State of Ohio, and the ASRT (American Society of Radiologic Technologists) is a national professional society. Body copy will be revised if necessary to correct any discrepancy.

Conditions

- Ad placement supplied must include the name of the publication, name of advertiser, date to be displayed, size of the ad, identification of the advertisement (proof of ad to be furnished, if possible), plus any special instructions for color, layout, bleed, etc.
- The publisher reserves the right to reject or discontinue any advertising. The right shall not be deemed to have been waived by acceptance or actual use of any advertising.
- A contract year, a 12-month time frame, starts from the time of the first ad placement. 12-month periods do not over-lap (i.e., space counted in one contract period to determine the rate for that period cannot be counted again to determine the rate for a previous or future contractual periods).
- The publisher’s liability for any error will not exceed the cost of the advertisement in question.
- The publisher accepts no liability if for any reason it becomes necessary to omit an advertisement.
- When body copy revisions covered by an uncanceled placement order is not received by closing date, copy run in the previous issue will be placed.
- Requests for specified positions at regular rates are given consideration. However, no assurance is made unless the priority position premium is provided within the client’s agreement.

Check out all the ways to advertise or sponsor & complete an application:

[Advertise or Sponsor](#)