

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

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



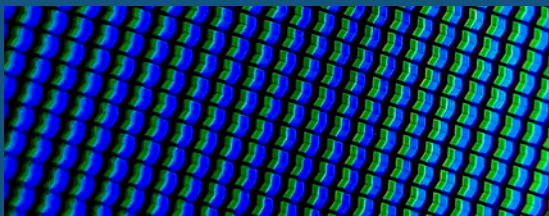
OSRT offers information, education, & guidance for our members and visitors.

- 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

- Banner ads must be submitted electronically via OSRT's [Ad Contract](#).
- Maximum ad file size: 50k
- 1000x662 or 550x331px
- 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.
- Ad graphic must be received 5 business days prior to contractual posting date.
- Renewals must be made a 30 days before contract expiration. Ad graphic 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

- All advertising is subject to editorial approval by OSRT.
- All advertising is prepaid.

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.

Copy Regulations

- OSRT reserves the right to refuse copy at its discretion. The right shall not be deemed to have been waived by acceptance or actual use of any advertising.
- OSRT recommends the word “technologist” be used in ads instead of “tech” or “technician”.
- The Ohio Society of Radiologic Technologists is a professional society of the State of Ohio, and the American Society of Radiologic Technologists is a national professional society. Ad copy will be revised to correct any discrepancy.

Conditions

- OSRT reserves the right to reject or discontinue any advertising.
- Web Ad contracts range from monthly up to a year. A 12-month time frame, starts from the time of the first ad placement. 12-month periods do not over-lap.
- OSRT’s liability for any error will not exceed the cost of the advertisement in question.
- OSRT accepts no liability if for any reason it becomes necessary to omit an advertisement.
- Ad placement is based on first-come basis.

Terms

- Complete OSRT’s Web Ad Contract and upload the ad graphic using OSRT’s online [Ad Contract](#).
- Pay by Credit Card, PayPal, or by mail.
- Payment must be received before posting the ad.
- A notice will be emailed confirming acceptance and the scheduled month(s) for the Web ad’s posting.

Contact OSRT by Email or USPS

Executive Secretary
Ohio Society of Radiologic Technologists
325 Lake Vista Drive
Zanesville, OH 43701
osrt@osrt.org
Phone: 440.382.5607

Check out all the ways to advertise or sponsor:

[Advertise or Sponsor](#)