



## 2012 Sponsorships

### ■ Cornerstone Front Page Inline Ads

|             |                     |   |
|-------------|---------------------|---|
| Inline Ad 1 | Sold out until 2013 | Please see your Sales Representative for future opportunities |
| Inline Ad 2 |                     |   |
| Inline Ad 3 |                     |   |

### ■ Run-of-Site Banner Ads

|              |                 |               |
|--------------|-----------------|---------------|
| Position 9   | 728(w) x 90(h)  | \$4,700/month |
| Position 10A | 180(w) x 150(h) | \$3,700/month |
| Position 10B | 180(w) x 150(h) | \$3,500/month |
| Position 9B  | 728(w) x 90(h)  | \$2,000/month |

### ■ Sponsored eBroadcasts (2x a week)

|      |  |          |
|------|--|----------|
| 2012 |  | \$14,000 |
| RSNA |  | \$16,500 |

### ■ Letter from the Editor Banner Ad

|            |                |               |
|------------|----------------|---------------|
| Position 9 | 728(w) x 90(h) | \$3,150/issue |
|------------|----------------|---------------|

### ■ Case of the Day

|                                 |  |                |
|---------------------------------|--|----------------|
| Front Page and All Ad Positions |  | \$13,000/month |
|---------------------------------|--|----------------|

### ■ PopQuiz Banner Ad

|            |                |              |
|------------|----------------|--------------|
| Position 9 | 728(w) x 90(h) | \$1,250/each |
|------------|----------------|--------------|

### ■ Digital Communities

|                        |                |
|------------------------|----------------|
| Advanced Visualization | \$11,925/month |
| Business and Industry  | \$11,925/month |
| Cardiac Imaging        | \$11,925/month |
| CT                     | \$11,925/month |
| Digital X-Ray          | \$11,925/month |
| Healthcare IT          | \$11,925/month |
| Imaging Center         | \$11,925/month |
| Molecular Imaging      | \$11,925/month |
| MRI                    | \$11,925/month |
| Musculoskeletal        | \$11,925/month |
| PACS                   | \$12,925/month |
| Radiation Oncology     | \$10,425/month |
| Residents              | \$ 7,425/month |
| Ultrasound             | \$11,925/month |
| Virtual Colonoscopy    | \$11,925/month |
| Women's Imaging        | \$11,925/month |

### ■ RADCast Sponsorship - Daily Show Coverage

|  |  |
|--|--|
| RSNA - SIIM - HIMSS - ECR - SNM                  |  |
| Please see your Sales Representative for pricing |  |

The screenshot shows the AuntMinnie.com website interface with several advertisement spots. At the top, there's a navigation bar with links like 'HOME', 'BUYER'S GUIDE', 'CAREER CENTER', etc. Below that, there are several 'Position 9 (P09)' and 'Position 10A (P10A)' ads. The 'Position 9 (P09)' ads are for 'Radiology News' and 'New Available' content. The 'Position 10A (P10A)' ad is for 'Case of the Day' featuring a Philips advertisement. At the bottom, there's a 'Position 9B (P09B)' ad. The website footer contains copyright information for 2011 AuntMinnie.com.

### ■ Road to RSNA Newsletters

Please see your Sales Representative for pricing

### ■ Buyer's Guide (1 - 10 Products)

|              |              |
|--------------|--------------|
| Courtesy     | Free         |
| Basic        | \$695/year   |
| Professional | \$2,995/year |

### ■ Buyer's Guide Newsletter

|                    |              |
|--------------------|--------------|
| Positions 9 and 9B | \$1,500/each |
| Inline Ad          | \$2,500/each |
| Position 7         | \$2,500/each |

### ■ Job and Equipment Classifieds

|                     |               |
|---------------------|---------------|
| Section Sponsorship | \$5,000/month |
|---------------------|---------------|

### ■ Vendor Webinar

|         |               |
|---------|---------------|
| Webinar | \$15,000/each |
|---------|---------------|

### ■ Special Report

|                        |  |
|------------------------|--|
| Special Report Feature | Please see your Sales Representative for pricing |
|------------------------|--|

### ■ Virtual Conference

|                    |  |
|--------------------|--|
| Virtual Conference | Please see your Sales Representative for pricing |
|--------------------|--|