Diagnostic Imaging informs and engages radiologists and other medical imaging professionals, as well as healthcare executives with the latest news, industry trends, and commentary with a focus on practice management in medical imaging.

We serve the radiology/imaging community by providing high quality content authored by relevant thought leaders through:

- DiagnosticImaging.com
- Diagnostic Imaging Radiology Network
- Diagnostic Imaging Executive

Our Radiology Network

**Trusted for over 30 years** - Trusted for over 30 years - includes RadRounds.com, Radiopaedia.org, HealthImagingHub.com, and other industry sites and now generates **over 6 MILLION page views each month.**

Last revised: 11/20/2017
Online Opportunities

» www.DiagnosticImaging.com

BANNER ADS

Your run-of–site (ROS) ad gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines; additional viewability requirements may incur premiums.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard; Big Box; Skyscraper; Wide Skyscraper</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$90/CPM (net)</td>
</tr>
<tr>
<td>Double Rec</td>
<td>300x600</td>
<td>$120 CPM (net)</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>$150/CPM (net)</td>
</tr>
</tbody>
</table>

Mobile Ad Units
Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300x50, 320x50, 300x250</td>
<td>$135/CPM (net)</td>
</tr>
</tbody>
</table>

WELCOME ADS

High impact ad unit that appears prior to entering the web site, appearing no more than once per session

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$135/CPM (net)</td>
</tr>
</tbody>
</table>

Floating Footer
High impact ad unit that remains “pinned” to the bottom of the page until the user hits the X button

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial/ Welcome Ad</td>
<td>640x480</td>
<td>$250/CPM (net)</td>
</tr>
</tbody>
</table>

WALLPAPER ADS

High impact ad unit that acts as “bookends” on either side of the page, and remains within view of the user throughout their time on the site.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$170 CPM (net)</td>
</tr>
</tbody>
</table>

Last revised: 11/20/2017
e-News Options

**e-NEWSLETTERS**

*e-Newsletters* provide additional opportunities to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals’ in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Distribution*</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DI</td>
<td>3x weekly</td>
<td>35,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>DI Exec</td>
<td>weekly</td>
<td>47,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*Publisher’s own data.

**Static Ad Specification**

Max File Size: 40K
Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client
No Flash/Rich Media accepted for e-News

**In-Column Text Ad Specification**

Header = 60 characters, body text = 210 characters.
Maximum character allowances including spaces

**ADVERTORIAL e-BLASTS**

Send your custom message directly to the in-boxes of our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

<table>
<thead>
<tr>
<th>Pricing</th>
<th>List Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000 per Diagnostic imaging send</td>
<td>35,000</td>
</tr>
<tr>
<td>$5,000 per Diagnostic Imaging Exec Send</td>
<td>47,000</td>
</tr>
<tr>
<td>$8,500 per combo DI/DI Exec Send</td>
<td></td>
</tr>
</tbody>
</table>
Our audience is your audience take advantage of our engaged social media audience with our social post packages.

For any of the below packages, you submit your posts and we’ll distribute them across our channels – it’s that easy. And, a full metrics report breaking down reach, impressions and engagement will be delivered to you one week after the final posting.

**Starter Social Package**
- Up to 8 Tweets and 2 Facebook posts per month (10 posts total)
  - Combination is flexible, but no more than 6 Facebook posts per month
- Metrics reporting
  Net Cost: $3,750

**Pro Social Package**
- Up to 12 Tweets and 6 Facebook posts per month (18 posts total)
  - Combination is flexible, but no more than 8 Facebook posts per month
- Metrics reporting
  Net Cost: $6,300

**Corporate Social Package**
- Up to 18 Tweets and 8 Facebook posts per month (26 posts total)
  - Combination is flexible, but no more than 6 Facebook posts per month
- Metrics reporting
  Net Cost: $8,450

**Show Coverage Social Package (6 days)**
- 6 Days of Coverage
  - 2 Tweets per day
  - 1 Facebook post per day
  - 18 posts total during the Show
- Metrics reporting
  Net Cost: $10,000

**Social Sharing Package (3 month commitment)**
- Up to 8 Tweets and 5 Facebook posts per month (13 posts total)
- Metrics reporting
  Net Cost: $3,300 per month

**FACEBOOK LIVE! DI STREAMING VIDEO**
- Live segment from the trade show floor and available on-demand
- Perfect for product updates, announcements, interviews or demonstrations
- Guaranteed promotion to drive audience
- 2x postings on DI Facebook page
- 2x postings within DI E-newsletter
- Enduring content asset that can be used in other marketing efforts

**Introductory Pricing:** $3,000

**MOST POPULAR**

Leverage Social Media at the RSNA Meeting 2017
- Live segment from the trade show floor and available on-demand
- Perfect for product updates, announcements, interviews or demonstrations
- Guaranteed promotion to drive audience
- 2x postings on DI Facebook page
- 2x postings within DI E-newsletter
- Enduring content asset that can be used in other marketing efforts

**Introductory Pricing:** $3,500
Content Marketing Opportunities
» www.DiagnosticImaging.com

Whether your goal is lead generation or brand awareness, Diagnostic Imaging offers a variety of turn-key content marketing programs to meet your needs.

**TOPIC CENTERS**
A comprehensive resource on a single topic, drawing on content from Diagnostic Imaging.

Programs have 3-month minimum and includes audience development tactics to drive traffic.

- Exclusive (entire banner roadblock and 6 content links) - $7,500 Net/month
- Multi-sponsored (banner and content links)
- Position #1 (780x90 and 3 content links) - $5,000 Net/month
- Position #2 (300x250 and 2 content links) - $3,000 Net/month
- Position #3 (160x600 and 1 content link) - $2,000 Net/month

**SUPPLIED ASSET LEAD GENERATION**
Leverage your pre-existing materials with a dedicated landing page on the Diagnostic Imaging site.

No-risk programs are performance-priced based on downloads of vendor-supplied content.

- Materials could include presentation decks, white papers, case studies, video programming, and podcasts.
- Traffic drivers will appear on DiagnosticImaging.com and where appropriate, on relevant sites across UBM Medica. Dedicated emails will drive additional traffic to the landing page.
- Pricing starts at $75 per lead ($3,000 minimum program)

**CONTENT CREATION**
Help practices navigate their most critical practice management concerns with custom-created content.

Programs start at 6-months, with 150 leads guaranteed.

- Custom eBook or whitepaper created by UBM Medica on a topic of your choice.
- This enduring resource will be promoted throughout the UBM Medica HCP audience and will be gated after the first viewed page of content for lead generation.
- Pricing starts at $15,000 Net

*Diagnostic Imaging offers a variety of additional customized digital solutions to fit any objective and budget. Contact your account representative to explore options and pricing.*

Ideas that Deliver Results
# Content Marketing Opportunities

» [www.DiagnosticImaging.com](http://www.DiagnosticImaging.com)

## EVENT MARKETING

Align your company with Diagnostic Imaging to provide objective, topic-specific news and developments leading up to, and during major industry events in 2018.

<table>
<thead>
<tr>
<th>TOTAL CONFERENCE PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BANNERS</strong></td>
</tr>
<tr>
<td><strong>E-NEWSLETTERS</strong></td>
</tr>
<tr>
<td><strong>E-BLAST</strong></td>
</tr>
<tr>
<td><strong>SOCIAL MEDIA POSTS</strong></td>
</tr>
</tbody>
</table>

All 4 Options: $10,000 net (valued at $21,600)

Banners/E-newsletters only: $5,000 net (valued at $11,400)

## CONFERENCE REPORTER

Sponsor coverage from HIMSS or MGMA with package that includes:

- Banners and sponsored content links within show coverage area for 3 months
- Banners on daily E-Newsletters during show to our most engaged subscribers
- Dedicated 1x E-Blast to opt-in subscribers

$8,500 Net (multi-sponsored, limited to 4 sponsors)
Partner Perspectives – NATIVE ADVERTISING

JOIN THE CONVERSATIONS AND SHARE YOUR POINT OF VIEW

Partner Perspectives is a native advertising program that gives you the opportunity to inject thought leadership and insight within the context of our trusted, editorial communities through contributed content. Engage imaging decision makers with articles and content pieces by your subject experts while igniting discussions with the practice management community through full commenting and social sharing tools.

PARTNER PERSPECTIVES PROVIDES THE SAME USER EXPERIENCE AS AN EDITORIAL ARTICLE

» Your article and video blogs are featured on our homepage blog roll
» Your content is hosted on a dedicated landing page that also features your logo, company overview, and bloggers
» An integrated promotional program across our community site provides you with significant exposure to our audience

PROGRAM BENEFITS

» YOUR VOICE: Articles, press releases, blogs, videos, etc. are embedded within the context of a leading online community; number of posts based on program level
» HOMEPAGE PROMOTION: Your posts appear in Recent Content stream on home page of community. Your content will be featured among regularly posted content from our editorial team.
» DEDICATED PAGES WITH ROADBLOCK: Branded landing page with advertising roadblock (leaderboard, rectangle and Native Content Distribution units)
» OUR PLATFORM: Ongoing promotions; leverage our SEO-driven sites; eNewsletter promotions and Social Media (Twitter, LinkedIn, Etc) promotions (1x a week)
» ENGAGEMENT: Full commenting and social sharing tools

<table>
<thead>
<tr>
<th>Pricing – (program within 3-month period)</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 post</td>
<td>$3,500</td>
<td>$8,925</td>
<td>$15,750</td>
</tr>
<tr>
<td>3 posts (quarterly)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 posts (quarterly)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Need help developing content?
Our expert content marketing team can work with you to develop engaging content that resonates with your target audience for an incremental cost.
Custom Research Opportunities PULSE POLLS

**GATHER INSIGHT & UNDERSTAND BEHAVIOR**

» Gain statistically relevant, projectable insight about audience perceptions and behavior
» Are your marketing messages connecting?
  » Why do practitioners use a particular therapy or procedure?

If you need insights into the minds, attitudes and desires of your audiences – whether creating new products, validating your research, investigating market opportunities or other qualitative needs, we can provide custom research at an affordable price.

Let us deliver the insights you need from physicians and other healthcare professionals, when you need them.

**Basic program:**

$10,500 – Single Audience

$2,500 – Each Additional List/ Audience

» Online survey to gather data/knowledge

» Accommodates up to 10 client-supplied questions (9 closed-ended, 1 open-ended) and up to 5 demographic questions to gather information about the respondents (e.g., gender, practice type, location), UBM provided

» UBM to field the web based survey to a sufficient demographic sample to allow for subsequent calculation of the responses: goal of 100 minimum responses per audience group

» UBM to provide raw survey data of finding to client

Custom pricing and study details available for Pulse Poll surveys that exceeds the scope of the Basic program.
Online Opportunities

» www.DiagnosticImaging.com

WEBINARS

Engage your target audience, build brand awareness, and generate leads through one of the Diagnostic Imaging webinar programs:

**Live Webinar + Archive**
- Product Announcements
- Ask-the-Expert series
- Press centers
- Town halls
- Corporate updates

**On-Demand Webinar**
- Expert presentations
- Featured products
- Service line presentations

**Programs Include:**
- Lead capture
- Resources tab for additional sponsor-supplied assets
- Audience development / marketing

<table>
<thead>
<tr>
<th>Live + 3 months Archive</th>
<th>On-Demand 6 months</th>
<th>Lead Guarantee* (no cap)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplied</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$21,000</td>
<td>$15,000</td>
<td>150</td>
</tr>
</tbody>
</table>

* Include UBM Medica-supplied content by one of our experts for an additional fee.
## Online Opportunities

» [www.DiagnosticImaging.com](http://www.DiagnosticImaging.com) - Additional Specifications

### Digital Ad Specifications

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper / Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>Expanding Pushdown ad units &quot;push&quot; page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>100 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Between-the-Page (aka &quot;Interstitial&quot;)</td>
<td>Variable</td>
<td>Expansion not applicable for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>N/A Unless the ad covers the target page, then use range for overlays: 6,000,000+</td>
</tr>
</tbody>
</table>

### Abbreviations:
- px = pixel
- sec = seconds
- fps = frames per second

DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES: QUICK REFERENCE GUIDE (Continued on next page)

**Last revised:** 11/20/2017
### General Ad Requirements (Apply to all ads):

- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size).
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).

### General Notes:

1. **File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines [http://html5.iabtechlab.com/needauth?redir].

2. **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.

3. **Host-initiated subload:** Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.

4. **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

### HTML5 Note:

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” [http://www.iab.com/html5] to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.
WE KNOW HEALTHCARE. WE GET RESULTS.
We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

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