Targeting Your Global Market

Reach Potential Buyers In:
- Quantitative Imaging
- Software
- Radiation Epidemiology
- Image-Guided Intervention
- Technology Assessment
- Nanoparticles
- Particle Accelerator Design
- Dosimetry
- Radiation Detection/Measurement
- Treatment Planning
- Patient Safety
- Thermal Therapy
- Proton/Heavy ION Therapy
- Isotope Therapy
- Image Analysis/Segmentation/Fusion
- Computer-Aided Detection Diagnosis
- Computed Tomography
- Mammography
- Digital Radiography and Fluoroscopy
- Multi-Platform Imaging
- Optical Imaging
- Brachytherapy
- Radiosurgery
- Radiation Protection
- Radiobiology
- Ultrasound
- Nuclear Imaging
- SPECT/PET Imaging
- MR Imaging
- Functional Imaging
- Molecular Imaging
- Biomedical Engineering

The Official International Scientific Journal of the American Association of Physicists in Medicine

online.medphys.org
aip.org/pubs/advertising
Medical physicists and associated medical professionals know they can rely on *Medical Physics*. The Journal provides timely and important peer-reviewed content that helps its readers gain a deeper understanding of the new developments and innovative solutions driving the profession forward and ultimately improving patient care and safety and medical outcomes.

**JOURNAL PROFILE**

The primary scientific journal of the American Association of Physicists in Medicine (AAPM), as well as an official science journal of the Canadian Organization of Medical Physics, the Canadian College of Physicists in Medicine, and the International Organization for Medical Physics (IOMP), *Medical Physics* draws a strong North American and international readership.

Focusing on radiation therapy and diagnostic imaging, *Medical Physics* publishes groundbreaking research, reviews, short technical reports, book reviews, and abstracts from the AAPM Annual Meeting. Plus, regular features like Point/Counterpoint discussions of controversial issues and Vision 20/20 papers deliver devoted readers each and every issue.

**READERSHIP PROFILE**

Medical physicists are associated with hospitals, clinics, universities, and research centers. They are active in and essential to disciplines such as:

- Diagnostic Radiology
- Therapeutic Radiology
- Nuclear Medicine
- Imaging Technology
- Ultrasound
- Radiobiology & Immunology
- Cardiology
- Oncology
- Radiation Protection
- Computer Applications in Medicine & Biology

All members of AAPM receive the Journal as part of their membership benefits.

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**Rate Card #30 – Effective January 1, 2016**

**Advertising Options**

Readers pay close attention to the advertisements within the Journal – both online and in print. The majority of readers have responsibility for technology purchases and all have a keen interest in new products and technologies. If your marketing goal is to reach the medical physicist professional, *Medical Physics* offers you a powerful and cost efficient communications vehicle.

**ONLINE JOURNAL ADVERTISING**

online.medphys.org

With as many as 40,000 unique visitors each month, achieve maximum exposure with banner advertising on the *Medical Physics* homepage and highly trafficked subpages. New content is published online daily.

**In 2014:**

- Nearly 2 million page views
- More than half a million full-text downloads

**2016 Rates**

**30,000 Impressions Per Quarter**

<table>
<thead>
<tr>
<th>Placement in rotation with other advertising possible</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>1 Quarter</th>
<th>2 Quarters</th>
<th>3 Quarters</th>
<th>4 Quarters</th>
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<tbody>
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<td>$2,280</td>
<td>$2,175</td>
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<tr>
<td>Banner CPM (Illustration)</td>
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<td>$76</td>
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<tr>
<td>Direct Link/Quarter</td>
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<tr>
<td>Info Link/Quarter</td>
<td>$1,140</td>
<td>$1,085</td>
<td>$1,035</td>
<td>$980</td>
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Banner Advertising Specifications

- 120 x 240 pixels
- Accepted files: GIF, JPG, HTML (Flash files acceptable)
- Maximum size: 40 KB

Direct Links/Info Links

Users can link directly to your company website or to a page hosted on *Medical Physics* featuring your message by clicking your company name in the Current Sponsors list. Info Links are **boldfaced** and **underscored**.
PRINT DISPLAY ADVERTISING

Place your messaging in *Medical Physics* in print, where readers turn every month and rely on it for leading-edge information.

**Circulation: 4,486 (includes all AAPM members)**

**2016 Rates – Published 12x Per Year**

Cost Per Insertion

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,010</td>
<td>$1,880</td>
<td>$1,795</td>
<td>$1,715</td>
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<tr>
<td>Half Page</td>
<td>$1,510</td>
<td>$1,325</td>
<td>$1,250</td>
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**Color Charges**

- Fee for color non-commissionable
- No charge for bleed
- 15% agency discount for qualified agencies
- Frequency rates are earned during a 12-month period

**Premium Positions – 35% Additional**

- Inside Front Cover
- Inside Back Cover
- Back Cover
- Table of Contents
- Masthead
- Opposite Front Cover
- Opposite First Page of Text

**Inserts – 10% Additional**

Charged at B&W rate (plus insert charge) if furnished ready for binding.

For additional information and specs, contact Debbie Bott at 800-247-2242 or 516-576-2430; dbott@aip.org

**AAPM Annual Meeting Bonus Distribution – At No Charge**

Your ad in the June issue of *Medical Physics* is automatically placed in the onsite program and distributed to EVERY meeting participant – at no additional charge. Your AAPM booth number can be added to your ad for free. Even if you’re not exhibiting, you can reach more than 2,500 scientific conference attendees!

**Additional Bonus Distribution**

- **September Issue:** American Society for Radiation Oncology (ASTRO) 58th Annual Meeting, Boston, September 25-28, 2016
- **November Issue:** Radiological Society of North American (RSNA) Annual Conference, Chicago, November 27-December 2, 2016

**Specifications**

<table>
<thead>
<tr>
<th>Offset</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Live Area)</td>
<td>7&quot;</td>
<td>9-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
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</tr>
<tr>
<td>Trim Size</td>
<td>8-1/4&quot;</td>
<td>11&quot;</td>
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<tr>
<td>Bleed Size</td>
<td>8-1/2&quot;</td>
<td>11-1/4&quot;</td>
</tr>
</tbody>
</table>

**Ad Materials**

Properly sized, high resolution (300 dpi) PDF files, CMYK mode with all fonts embedded are required. Please contact Chris DiPasca, Production Manager, at 516-576-2434 or cdipasca@aip.org

**Booking and Materials Deadlines**

Space orders by 1st of preceding month

Materials by 10th of preceding month

Cancellations not accepted after closing date.

**ARTICLE DOWNLOAD COVER SHEET ADVERTISING – EXCLUSIVE TO MEDICAL PHYSICS**

Deliver your marketing message with an exclusive advertisement on a cover page added to each article downloaded from *Medical Physics* – with a clickable link and measurable click-throughs.

- **High Visibility** – *Medical Physics* averages 7,500 article downloads per week
- **Exclusive Placement** – Your ad is the only one placed on the cover page
- **Supersized Ad** – This spot is 10 times larger than most online positions
- **Excellent click-through rates** – With measurable results

**Specifications**

- 1640 x 440 pixels
- Accepted file: JPG
- Maximum size: 200 KB
- Non-animated ads only

**2016 Rate**

$2,490 per week

Limited availability - Act now to schedule your week!

Advertising Options, continued on next page
MEASURABLE RESULTS

We take the guess work out of your online advertising program by providing you with periodic tracking reports of impressions and click-through rates of your banner ads.

CLASSIFIED ADVERTISING

Placing recruitment advertising on the Medical Physics website or in the print journal brings your career opportunities to the attention of highly qualified job candidates. Take advantage of the same formats and attractive rates as display advertising.

ADVERTISING POLICY

Medical Physics online and in print accepts advertisements for products and services of interest to medical physicists. AAPM reserves the right to reject, for any or all media, an advertisement it feels is inappropriate for that medium.

2016 Rates

<table>
<thead>
<tr>
<th>Released Monthly</th>
<th>Number of Months</th>
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<tbody>
<tr>
<td>Top Sponsor/Month</td>
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</tr>
<tr>
<td>Middle Sponsor/Month</td>
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<tr>
<td>Bottom Sponsor/Month</td>
<td>$1,400</td>
<td></td>
</tr>
</tbody>
</table>

Ask about rates for multiple months

Specifications

Banner: 500 x 250 pixels
Non-animated ads only
Accepted files: GIF, JPG, HTML
Maximum size: 40 KB

AAPM ANNUAL MEETING ONLINE ADVERTISING

aapm.org/meetings/2016AM

AAPM Banner Advertising works for you all year long! — Deliver your message before, during and after the AAPM Annual Meeting

Meeting registrants as well as medical physicists not planning to attend the meeting visit the conference site for updated meeting information, paper submission, registration, program scheduling, and abstracts information. Your banner ad on the AAPM Meeting pages delivers qualified prospects to your exhibit booth and your website - with measurable results.

Banner Advertising Specifications

468 x 60 pixels
Accepted files: GIF, JPG, HTML
(Flash files acceptable)
Maximum size: 40 KB

2016 Rate

Full Year AAPM Meeting Online Rate: $4,690