

Event/Conference Coverage

Conference Reporter:

Diagnostic Imaging reporters cover the industry's most critical meetings

Sponsor coverage from ECR, SIIM, AHRA, RSNA and/or other meetings.

Semi-exclusive and exclusive sponsorships offer premium visibility on content with significant appeal within the radiology community.

Your sponsorship will include banners and sponsored content links on:

- E-mail updates for pre-show and daily conference coverage
- A dedicated conference page will also be hosted on Diagnostic Imaging for 3 months following the conference

\$10,000 - Pos 1: 728x90 banner + 2 vendor-supplied content links and on-site 3-minute video of supplied speaker

\$10,000 - Pos 2: 300x250 banner + 2 vendor supplied content links and on-site 3-minute video of supplied speaker

\$8,000 - Pos 3: 160x600 banner + 2 vendor supplied content links and on-site 3-minute video of supplied speaker

Exclusive Sponsorship: \$25,000 net



RELEVANCE

exclusive medical imaging news and features - updated daily

REACH

50,000 qualified radiology professionals worldwide, generating over 225,000 page views a month

RESULTS

exposure that influences your customers, builds brand awareness, and increases sales

TOTAL Conference Sponsorship Package

Align your company with Diagnostic Imaging to provide objective, topic-specific news and developments leading up to, and during major industry events. This comprehensive package gives you full exposure during key shows to our large audience that includes:



- **Banners:** Rotated on Diagnostic Imaging network for 2 months (60,000 total impressions)
- **eNewsletters:** Banner placement in 4 of Diagnostic Imaging's weekly eNewsletters
- **Advertorial Blast:** Sponsor's content blasted to our database of 35,000
- **Lead Generation Package (150 leads):** Gated asset posting on Diagnostic Imaging

TOTAL: \$15,000 net (a 35% savings)

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New for 2012!

Conference Coverage Video:

The Diagnostic Imaging editorial team will record and produce a 3-4 minute, professional quality video from important industry shows, based on vendor-supplied speaker.



- Video to be featured on dedicated conference coverage page on Diagnostic Imaging.
- Video can be used for any other marketing purposes with full licensing rights.

Total: \$3,500 net

RELEVANCE

exclusive medical imaging news and features - updated daily

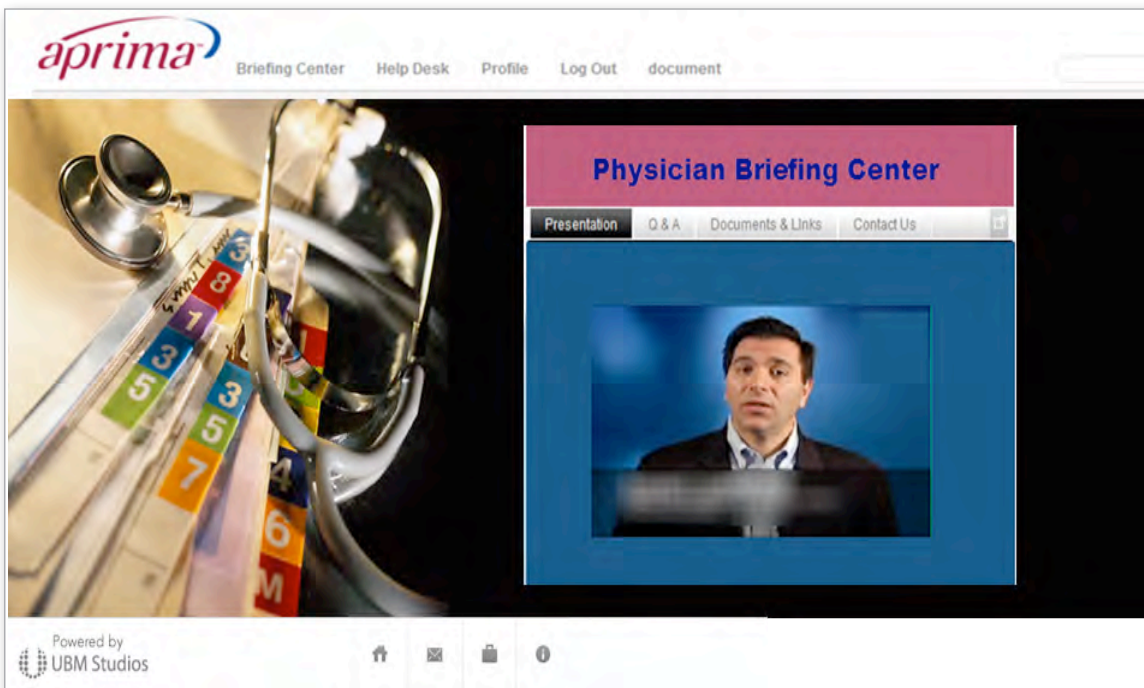
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Custom Virtual Events



Briefing Center

- Customized virtual event platform to fit your needs and brand
- Great for: product announcements, press centers, town halls, corporate updates
- Includes 1 live day with 6-month archive, 1 audio webcast and supporting assets. Additional content & features available.

Pricing starts at \$15,000 net

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