Monthly Site Traffic: Login Required

- Monthly Page Views: 2,702,344
- Unique Monthly Sessions: 584,340
- Letter from the Editor Views: 611,740
- Active Members*: 155,133

Demographics (updated 11/10/18)

AuntMinnie.com is the preferred online destination for radiologists and diagnostic imaging professionals everywhere.

Membership by Region

- United States: 49%
- Europe: 19%
- Middle East: 6%
- India: 4%
- Rest of World: 21%

Membership by Profession

- Radiologists: 28%
- Imaging vendors and distributors: 6%
- Medical physicists, engineers, and other: 15%
- Radiologic technologists and sonographers: 16%
- Radiology administrators and associated professionals: 14%
- Residents, students, and educators: 19%
- Unknown: 11%

Active Member Email List Subscribers

- Sponsored Email List: 94,108
- Letter from the Editor Banner Ad: 96,610
- PopQuiz: 37,446
Media Performance Metrics
AuntMinnie’s engaged audience delivers consistently strong ad and email performance.

Average Email Broadcasts
• Open rate: 30%
• Click rate: 3%

Average Banner Ads Click Rate
• Half page ad: 0.45%
• Inline ad: 0.17%
• Super leaderboard ad: 0.11%
2019 Editorial Calendar

AuntMinnie.com offers a variety of targeted sponsorship opportunities throughout the year. See our Editorial Calendar below for the opportunity that is the best fit for your advertising and marketing campaign.

**JANUARY**
Arab Health 2019 | January 28-31, 2019 | Dubai, United Arab Emirates
Arab Health in Dubai is the largest medical conference in the world, and we will highlight coverage of presentations from its Total Radiology Conference in our AuntMinnie Middle East special section.

**FEBRUARY**
HIMSS 2019 | February 11-15, 2019 | Orlando, FL
The rapidly growing Healthcare Information and Management Systems Society (HIMSS) meeting has become a mandatory stop for all healthcare IT and imaging informatics professionals. Radiology-related subjects presented at HIMSS typically include enterprise imaging, vendor-neutral archiving, and data interoperability and exchange.

**MARCH**
ECR 2019 | February 27 - March 3, 2019 | Vienna, Austria
The European Congress of Radiology (ECR) is medical imaging’s premier pan-European conference, but its influence extends far beyond the continent, drawing attendees from all over the world. AuntMinnie.com and its sister site AuntMinnieEurope.com will have a full editorial crew on site in Vienna, filing daily updates for our RADCast @ ECR special section.

**APRIL**
AIUM 2019 | April 6-10, 2019 | Orlando, FL
Ultrasound is always in focus at the American Institute of Ultrasound in Medicine (AIUM) annual meeting, making this conference a great opportunity to target sonography professionals. AuntMinnie.com coverage from past AIUM meetings has highlighted advances in point-of-care ultrasound, ultrasound contrast, automated breast ultrasound, and deep learning.

**MAY**
ARRS 2019 | May 5-10, 2019 | Honolulu, HI
The American Roentgen Ray Society (ARRS) visits the island paradise of Hawaii in the 2019 edition of this venerable conference.

As always, content at ARRS covers the full range of imaging modalities, from CT to MRI to ultrasound, with subspecialty areas ranging from breast imaging to oncology to practice management topics – offering an excellent opportunity to reach the entire radiology community.

**ISMRM 2019 | May 11-16, 2019 | Montreal, Canada**
Help AuntMinnie.com readers take a deep dive into MRI with your sponsorship of our coverage of the International Society for Magnetic Resonance in Medicine (ISMRM) meeting. From gadolinium safety to cutting-edge applications such as MR-guided focused ultrasound and superpowerful 7-tesla magnets, there’s nothing like big iron to bring in the eyeballs.

**JUNE**
SNMMI 2019 | June 22-25, 2019 | Anaheim, CA
Molecular imaging is changing radiology by giving physicians a detailed look at the body’s functional processes -- and it gets even more powerful when combined with anatomical modalities in hybrid imaging. The Society for Nuclear Medicine and Molecular Imaging (SNMMI) highlights the latest news in this rapidly changing field, with research on PET/MRI, PET/CT, and related disciplines.

**SIIM 2019 | June 26-28, 2019 | Denver, CO**
No conference focuses as exclusively on the exciting field of radiology IT as the Society for Imaging Informatics in Medicine (SIIM). Topics to be presented at SIIM 2019 are sure to include artificial intelligence, deep learning, and machine learning, as well as traditional radiology informatics topics such as PACS, enterprise image distribution and viewing, and cybersecurity.

**JULY**
AHRA 2019 | July 21-24, 2019 | Denver, CO
No other meeting has its finger on the pulse of economics and business management in radiology like the annual conference of the AHRA, the association for medical imaging management. This is a great opportunity to get your message in front of radiology administrators and practice managers reading our top-notch conference coverage on hot-button issues such as reimbursement, value-based care, prior authorization, and more.

**SalaryScan 2019**
With the academic year over, our readers’ thoughts turn to bread-and-butter issues like how to get a job and whether they’re getting paid what they are worth. Our annual SalaryScan survey takes place in July and helps our members figure it all out by aggregating salary information into an easy-to-use, interactive database that lists salaries by profession and region.

**AUGUST**
**SEPTEMBER**
ASTRO 2019 | September 15-19, 2019 | Chicago, IL
At AuntMinnie.com, we’re not just about diagnostic radiology. We also offer coverage of the annual meeting of the American Society for Radiation Oncology (ASTRO), which gives your message exposure before this community of dedicated radiation therapy professionals.

**ISCT 2019 | September 19-21, 2019 | San Diego, CA**
If radiology had a workhorse modality, it would be CT. And there’s no better place to get your message in front of imaging professionals dedicated to this discipline than by sponsoring our coverage of the International Society of Computed Tomography (ISCT) annual meeting. Hot topics are sure to include radiation dose, lung cancer screening, and contrast safety, as well as advanced visualization techniques such as cinematic rendering.

**C-MIMI 2019 | September 22-23, 2019 | Austin, TX**
Artificial intelligence, machine learning, and deep learning are red hot in radiology, and SIIM’s Conference on Machine Intelligence in Medical Imaging (C-MIMI) is the place to be to learn more about these evolving technologies.

**DECEMBER**
AHA 2019 | November 16-18, 2019 | Philadelphia, PA
Medical imaging is claiming a higher profile in cardiac care, and nowhere is there a better forum for learning about advances in cardiac imaging than the annual meeting of the American Heart Association (AHA).

RSNA 2019 | December 1-6, 2019 | Chicago, IL
Often called the Super Bowl of radiology, the annual meeting of the Radiological Society of North America (RSNA) is the one sponsorship opportunity you can’t afford to miss. AuntMinnie.com will have a full editorial staff on hand at McCormick Place, covering the sessions that will set the tone for radiology in the year to come. Don’t miss out by booking now!
## 2019 Sponsorships

Pricing effective: June 1, 2018

### Cornerstone Front Page Inline Ads
- Inline ads 1, 2, or 3. Ads appear on the homepage.
- 450 W x 100 H
- $6,250/month

### Run-of-Site Banner Ads
- Super leaderboard
  - 970 W x 90 H
  - $3,900/month
- Half page
  - 300 W x 600 H
  - $5,300/month

### Sponsored eBroadcasts
- eBroadcasts (limit 4 per week)
  - $15,000
- RSNA
  - $18,000
- Road to RSNA newsletters
  - $6,500 - $13,600*

### Letter from the Editor Banner Ads
- Leaderboard or inline ad
  - $3,500/week

### Vendor Connect
- Courtesy
  - Free
- Connected
  - $1,595/year

### PopQuiz Banner Ad
- Inline ads + ads around cases
  - 450 W x 100 H
  - $1,500/week

### On-site Videos
- 3- to 5-minute video (large conference)
  - $15,000
- 3- to 5-minute video (small conference/seminar)
  - $7,500

### Special Edition Newsletters
- Each newsletter
  - $12,000

### Online Communities

<table>
<thead>
<tr>
<th>Advanced Visualization</th>
<th>$12,500/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial Intelligence</td>
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<tr>
<td>Imaging Informatics</td>
<td>$13,500/month</td>
</tr>
<tr>
<td>Imaging Leaders</td>
<td>$12,500/month</td>
</tr>
<tr>
<td>Molecular Imaging</td>
<td>$12,500/month</td>
</tr>
<tr>
<td>MRI</td>
<td>$12,500/month</td>
</tr>
<tr>
<td>Radiation Oncology</td>
<td>$7,000/month</td>
</tr>
<tr>
<td>Ultrasound</td>
<td>$12,500/month</td>
</tr>
<tr>
<td>Women’s Imaging</td>
<td>$12,500/month</td>
</tr>
</tbody>
</table>

### RADCast Trade Show Coverage

<table>
<thead>
<tr>
<th>RSNA</th>
<th>$33,000/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECR</td>
<td>$30,000/year</td>
</tr>
<tr>
<td>SIIM</td>
<td>$15,000/year</td>
</tr>
<tr>
<td>SNMMI</td>
<td>$15,000/year</td>
</tr>
<tr>
<td>AARS</td>
<td>$15,000/year</td>
</tr>
<tr>
<td>AHRA</td>
<td>$15,000/year</td>
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<tr>
<td>ISCT</td>
<td>$15,000/year</td>
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<tr>
<td>C-MIMI</td>
<td>$15,000/year</td>
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<tr>
<td>ASTRO</td>
<td>$15,000/year</td>
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<tr>
<td>AHA</td>
<td>$15,000/year</td>
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<tr>
<td>HIMSS</td>
<td>$15,000/year</td>
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</tbody>
</table>

AuntMinnie.com
Run-of-Site Banner Ads
AuntMinnie’s Run-of-Site (ROS) banner ads appear in all sections of the site not exclusively sponsored.

Super Leaderboard Banner Ad Specs
- Initial Dimensions: 970 x 90 pixels
- Expanded Ad Dimensions: 970 x 415 pixels
- Max. Initial Load File Size: 200kb
- Expanded Load File Size: Additional 300kb
- File Format: GIF, JPG, or PNG
- Animation: 15 seconds maximum. Please refer to our Animation and Rich Media Specifications.

Half Page Banner Ad Specs
- Initial Dimensions: 300 x 600 pixels
- Expanded Ad Dimensions: 600 x 600 pixels
- Max. Initial Load File Size: 200kb
- Expanded Load File Size: Additional 300kb
- File Format: GIF, JPG, or PNG
- Animation: 15 seconds maximum. Please refer to our Animation and Rich Media Specifications.

For more information, visit bannerspec.auntminnie.com
Sponsored eBroadcasts

Place your marketing message directly in the AuntMinnie reader’s email inboxes.

Sponsor Benefits

• Powerful outreach to a large list of imaging professionals
• Share your message with members in your own words
• Enhanced online reporting updated daily to track your results
• Detailed analysis possible via Excel download of email stats
• Easily share results with other team members
• NOTE: Due to high demand, please call your sales representative for available dates

Please see the demographics sheet on page 2 for updated member numbers.

For more information, visit bannerspec.auntminnie.com
Vendor Connect

Share updates, press releases, articles, and images – all linked to editorial mentions of your company.

Get Connected

Vendor Connect allows your readers to learn about your products and services by linking AuntMinnie editorial mentions of your company to a profile page in the Connect area. From your Connected profile page, you can share updates, press releases, articles, pictures, and more.

Further increase your visibility with readers by adding industry search tags to your company profile.

Sponsor Benefits

- Maximize your press coverage
- Share everything
- Increase visibility
- Priced for everyone
## Vendor Connect Features

Compare free Courtesy and Connected plans.

<table>
<thead>
<tr>
<th>Features:</th>
<th>Free Courtesy</th>
<th>Connected $1,595/year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Connect</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link article coverage of your company to your Connect profile page</td>
<td>✆</td>
<td>✆</td>
</tr>
<tr>
<td><strong>Company Contact Information</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td>✆</td>
<td>✆</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>✆</td>
<td>✆</td>
</tr>
<tr>
<td>Website</td>
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<td>✆</td>
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<tr>
<td>Logo</td>
<td></td>
<td>✆</td>
</tr>
<tr>
<td><strong>Tagging and Search Terms</strong></td>
<td></td>
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</tr>
<tr>
<td>Self-tagging of industry related terms relevant to your products/services</td>
<td>✆</td>
<td>✆</td>
</tr>
<tr>
<td><strong>Share and Post Documents</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adobe Acrobat (PDF)</td>
<td></td>
<td>✆</td>
</tr>
<tr>
<td>Microsoft Office (Word, Excel, PowerPoint)</td>
<td>✆</td>
<td>✆</td>
</tr>
<tr>
<td>Images (GIF, JPG, PING)</td>
<td></td>
<td>✆</td>
</tr>
<tr>
<td>Web links to your site</td>
<td></td>
<td>✆</td>
</tr>
<tr>
<td><strong>Unique Sharable URL</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share your Vendor connect page anywhere</td>
<td></td>
<td>✆</td>
</tr>
</tbody>
</table>
Letter from the Editor
An email summary of the latest industry news that is delivered to our member’s inboxes six times a week.

Sponsor Benefits
Mailed each day to opt-in members, AuntMinnie’s Letter from the Editor (LFTE) delivers a summary of the latest news directly into our members’ inboxes six times a week. It is one of the most powerful tools that AuntMinnie.com offers its clients for reaching their target audiences.

Your sponsorship of the LFTE includes your banner ads on all six LFTE mailings during the week you choose.

Please see the demographics sheet on page 2 for updated member numbers.

Your choice of banner ad placement
This sponsorship includes the choice of a:

- Leaderboard banner ad
- Mobile-friendly inline ad
PopQuiz Banner Ad
An email version of AuntMinnie’s popular Case of the Day mailed to opt-in members three times a week.

Case of the Day sent to the inbox
The PopQuiz is an email version of the Case of the Day. Cases are emailed to AuntMinnie members who have specifically opted in to receive them 3x a week. When you sponsor the PopQuiz, your banner ads go in all 3 mailings during the week you choose.

Please see the demographics sheet on page 2 for updated member numbers.

Your ad featured on each page of the case
When users click to take the case, they will see your inline ad on each page of the case giving you multiple page views and more exposure.

This popular, fun, and interactive way of learning is just another great resource that AuntMinnie.com offers its members.
Online Communities

Exclusive branding and outreach targeted to a modality specific community and audience.

## Sponsor Benefits

<table>
<thead>
<tr>
<th>Exclusive use of 4 email broadcasts to community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsor Benefits</strong></td>
</tr>
<tr>
<td><strong>Exclusive</strong></td>
</tr>
<tr>
<td>Banner ads surrounding targeted content based on modality or interest</td>
</tr>
<tr>
<td>Sponsor's ads appear in the Editorial Community Insider email</td>
</tr>
<tr>
<td>Community ads delivered to mobile audience</td>
</tr>
<tr>
<td>Choice of different ad layouts to suit your marketing needs</td>
</tr>
<tr>
<td>Sponsor supplied email broadcast sent to Community Insider list</td>
</tr>
<tr>
<td>Ability to use Flash and expanding ads in the community</td>
</tr>
<tr>
<td>24-hour access to community ad stats</td>
</tr>
</tbody>
</table>

**NOTE**: Not all sponsor benefits are available for commitments of less than 1 year. See your sales representative for more details.
What is a Cornerstone Sponsorship?
The cornerstone sponsorship is a powerful branding opportunity that puts your banner ad in between the daily news on the AuntMinnie homepage.

How does it work?
The cornerstone sponsorship is built around monthly rotation on the homepage. In week one, the sponsor’s ad exclusively appears in position 1 (FPIL 1). The ad moves to position 2 (FPIL 2) during the second week and then to position 3 (FPIL 3) in the third week.

Perfect for testing
The cornerstone ad sponsorship allows you to provide multiple versions of the ad to test and improve performance. Your ads will also appear in other non-sponsored areas of AuntMinnie at no additional charge.
RADCast: Trade Show Coverage
Exclusively sponsored live editorial and social media coverage of key industry trade shows

Sponsor Benefits

- High pre-show and in-show visibility on the AuntMinnie homepage featuring the sponsor’s logo
- Live editorial coverage from the show floor, updated throughout each day including articles, videos, interviews posted to the site and shared via AuntMinnie’s social media channels
- Sponsor-supplied messaging & pre-produced videos shared with AuntMinnie social media accounts each day
- Sponsor-related editorial news shared with AuntMinnie social media accounts
- Exclusive sponsor banner ad placement in the RADCast section of AuntMinnie for one year
- Exclusively sponsored banner ads included in the Letter from the Editor emails sent out during the show to 96,000 AuntMinnie members 6 times to drive traffic
- Sponsor’s banner ad and slides promoting your products & services included in special post-show email round up sent after the show to 96,000 members
- Mobile-friendly ads and content for users on the go
- Stats available 24/7 to measure views to the sponsorship

Social Media Promotion

- RADCast editorial coverage is shared and promoted on AuntMinnie’s social media channels including:
**Sponsor Benefits**

- Topic focused eBroadcasts summarizing upcoming RSNA scientific presentations
- Exclusive ad sponsorship around this content provides top-of-mind recall leading up to RSNA

### Road to RSNA Newsletters

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Sponsorship</th>
</tr>
</thead>
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<tr>
<td>Advanced Visualization</td>
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<td>Women’s Imaging</td>
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</tbody>
</table>

Desktop version of the newsletter shown. Mobile version is condensed.
Special Edition Newsletters
Put your message in front of our audience prior to popular tradeshows

Sponsor Benefits

• Available for different (multiple) topics prior to tradeshows, with the flexibility to change timing/topics driven by sponsor interest.
• Sponsorship includes two editorial pieces with an advertorial piece between the two.
• Price is $12,000 per newsletter.

Newsletter Features

• Two articles from freelancer/editor
• One advertorial from client, labeled as "sponsor-supplied content" in between two articles
• One banner ad in the newsletter: Choose from an inline ad, super leaderboard, or half-page ad.
• One banner ad on the article page of Special Edition section of AuntMinnie: Choose from an inline ad, super leaderboard, or half-page ad.

Newsletter Promotion

• Each special edition newsletter will be shared on AuntMinnie.com’s social media channels:
AuntMinnie.com On-site Videos

Increase your visibility among our members with an on-site video sponsorship

Sponsor Benefits

• Sponsorship includes one on-site video filmed at a tradeshow or seminar and edited afterward.
• Client provides a script and we handle the filming and editing.
• Price is $15,000 for 3- to 5-minute video (large conference), $7,500 per small conference or seminar.

On-Site Video Features

• Sponsor logo will be included in the on-site video intro.

On-Site Video Promotion

• On-site videos will be shared on AuntMinnie.com’s social media channels:
Trade Show Print Publication
Exclusively sponsored print supplement mailed to a targeted list of radiologists at their home address.

Sponsor Benefits
• Associate your clients with the highest quality imaging news available in a 20 page print supplement
• Exclusively sponsored – your agency has exclusive rights for placing ads in this issue.
• Convenient, targeted placement – AuntMinnie will handle all of the printing and mailing logistics
• Mailed to verified names from the NPDB
• Delivered to the physician’s home to maximize readability
• Ideal complement to your other marketing efforts

Trade shows available
• RSNA
• ECR
• SIIM
• SNMMI
• AARS
• AHRA
• ISCT
• C-MIMI
• ASTRO
• AHA

20 page print supplement created prior to trade show event.
Market Research from BioInformatics

BioInformatics delivers key insights that can grow your business and enable critical business decisions.

**Market Insights**
- Brand Strategy
- VOC
- Market Share
- Customer Segmentation
- Message/Ad Testing
- Pricing Strategy

**Strategic Insights**
- Assessing New Markets
- M&A Due Diligence
- Concept Testing
- Competitive Intelligence
- Market Models

**Illustrative Value Provided**
- Go-To-Market Strategy
- Market Validation
- Customer Experience
- Brand Loyalty

**Published Reports and Industry Newsletter**
- Expert Interviews
- Focus Groups
- Online Surveys

- The Science Advisory Board
- Aunt Minnie
- Dr. Bicuspid

AuntMinnie.com