

# 2018 Advertising Rates



RADIOLOGICAL SERVICE TRAINING INSTITUTE

| Four Color       | 1x     | 2x     | 4x     |
|------------------|--------|--------|--------|
| <b>FULL PAGE</b> | \$2300 | \$2000 | \$1600 |
| <b>1/2 PAGE</b>  | \$1380 | \$1200 | \$960  |
| <b>1/4 PAGE</b>  | \$720  | \$625  | \$500  |
| <b>1/8 PAGE</b>  | \$370  | \$320  | \$300  |

## Color

RSTI's FocalSpot Quarterly Newsletter runs in full color. There is no additional charge for 4-color ads.

## Specifications

**Accepted Formats:** High-resolution PDFs, InDesign, Illustrator, FreeHand and Photoshop. Support files (images & fonts) are required when sending InDesign or Illustrator files.

**Digital images accepted formats:** jpeg, tiff, eps, psd.

All ads must have a minimum resolution of 300 DPI.

Please make sure your file is a HI-Resolution PDF.

A proof must be submitted with ALL ads.

Artwork reproduces best when submitted in the exact size required.

## File Formats

We can accept digital files through CD-ROM, e-mail and FTP upload. Digital files can be emailed to [dcover@rsti-training.com](mailto:dcover@rsti-training.com). For FTP upload or Dropbox setup information please call or email for instructions.

## Mailing address for artwork:

**RSTI**  
30745 Solon Road  
Solon, OH 44139  
Attn: Dale Cover  
1.833.229.7784

## Ad Sizes

| FULL PAGE              | 1/2 PAGE              | 1/2 PAGE                  |
|------------------------|-----------------------|---------------------------|
| 8" X 10"<br>(NO BLEED) | (H) 8" X 5"           | (V)<br>3 7/8"<br>X<br>10" |
| 1/4 PAGE               | 1/4 PAGE              | 1/8 PAGE                  |
| (H) 8" X 2"            | (V) 4"<br>X<br>5 1/4" | 2" X 3"                   |

## Advertising Deadlines

| MONTH | AD CLOSING | ASSETS DUE |
|-------|------------|------------|
| APR   | MAR 2      | MAR 9      |
| JUL   | JUN 1      | JUN 8      |
| OCT   | AUG 31     | SEPT 7     |
| JAN   | NOV 9      | NOV 16     |

## Inserts

We can include your 8 1/2" x 11" pre-printed inserts. Please call for more information. Inserts cannot be bound in. Post cards or inserts in sizes other than 8 1/2" x 11" will not be accepted.

FOR INFORMATION: CALL DALE COVER TOLL-FREE AT 833.229.7784 OR E-MAIL [DCOVER@RSTI-TRAINING.COM](mailto:dcover@rsti-training.com)