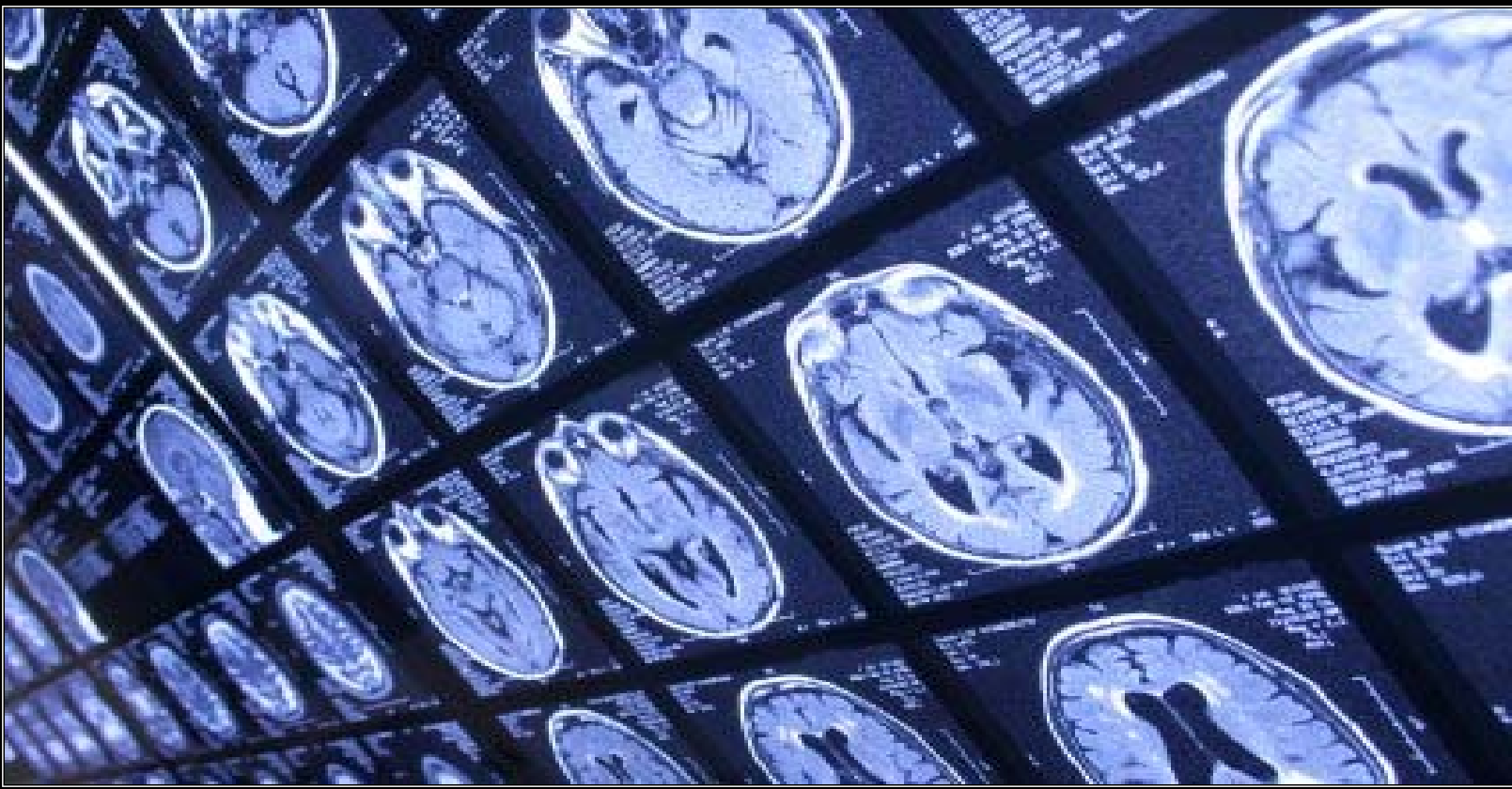




# Massachusetts Society of Radiologic Technologists

*"The organization that supports your profession"*

A proud affiliate of the **asrt**



## MSRT WEB MEDIA KIT & SPONSOR OPPORTUNITIES

*The society that supports radiologic sciences professionals across  
Massachusetts*



MSRT Office ● P.O. Box 2821, 56 Depot Street #2821, Duxbury MA 02331-2821  
Phone: 781-422-3962 ● Email: [info@msrt-ma.org](mailto:info@msrt-ma.org) ● [www.msrt-ma.org](http://www.msrt-ma.org)



## OUR MISSION

The Massachusetts Society of Radiologic Technologists (MSRT) is a not for profit organization dedicated to the professional growth and development in the Radiologic Sciences. The Society is committed to the advancement of radiologic technology by promoting high ethical standards, improving the quality of patient care, maintaining the standards of education, and providing quality continuing professional development opportunities for all medical imaging and therapy professionals.

The MSRT is committed to equal opportunity and nondiscrimination in all programs and activities and complies with all State and Federal Non-Discriminatory Guidelines. This includes but is not limited to opportunities or benefits on the basis of age, sex, color, race, creed, national origin, religious persuasion, marital status, sexual orientation, gender identity, military status, political belief or disability.

## PURPOSE

The purpose of the Massachusetts Society of Radiologic Technologists shall be to advance the science of radiologic technology ensuring that all citizens receive quality medical imaging and radiation therapy care by qualified and competent Radiologic Technologists.

The MSRT represents more than 7000 medical imaging and radiation therapy professionals who see thousands of patients each day. Our membership includes;

- Staff technologists, interacting daily with patients
- Decision makers, including administrators, managers, supervisors and chief technologists
- Student members who are the future of our profession

Every specialty is represented – radiography, mammography, computed tomography, radiation therapy, magnetic resonance, nuclear medicine and more.

Connect with the largest association in the state specifically for radiologic sciences professionals. We can help you reach your most important customers.



## Sponsorship Opportunities

The MSRT offers educational opportunities throughout the membership year. We offer ½ day seminars where technologists can accrue 4 continuing education credits as well as an annual conference, our showcase event. We will be celebrating our 86<sup>th</sup> Annual Conference in 2017 where we will offer up to 14 continuing education credits for technologists, a three day jeopardy style competition in which students compete, a themed dance as well as a cocktail hour & a student t-shirt contest.

<b>½ Day Seminars</b>	
Speaker Sponsor	\$100 per 50 minute session
Seminar Refreshment Sponsor	\$300
Door Prizes	Provide items/gift certificates of your choice
<b>Annual Conference</b>	
Annual Conference Exhibit Space:	\$750
Morning or Afternoon Break	\$750
Cocktail Hour	\$1000
Continental Breakfast	\$1500
Tote Bag Sponsor	\$2000
Business Session Luncheon	\$2500
Speaker Sponsor	\$100 per 50 minute session
Dance	\$500
Door Prizes	Provide items/gift certificates of your choice

Sponsors are welcome to provide marketing materials that will be distributed to attendees. All materials must be received in the MSRT office no later than 1 week prior to the scheduled event.



## 1/2 Day Seminar Sponsorship

- \* *Speaker* (\$100 per 50 minute lecture): Sponsors will receive recognition on our web as well as an announcement of their support during the speaker introduction.
- \* *Continental Breakfast* (\$300): Sponsors will receive recognition on all advertising material, a link to their website on the seminar page of our website and recognition on the seminar registration landing page. In addition, we will run your ad on the projection screen during breaks & will distribute company materials to attendees if requested.
- \* *Door Prize*: Sponsor recognition will be made at the time the door prize is raffled.

## Annual Conference Sponsorship

### Exhibit Space

The Commercial Exhibit space rate includes a 6' table with draping and 110 volt electrical supply. All other supplies must be provided by the exhibitor. Exhibitors will receive recognition in our conference brochure (provided it is submitted by the deadline for submission), on our Exhibitors Poster at the conference and on our webpage. Exhibitor fee includes conference registration with breakfast/lunch for one (1) representative. If you have additional representatives, there will be an additional charge of \$50 each to cover the cost of food. Full Conference Registration Fees will apply to those who will be attending lectures for CE credit.

### Sponsorship

- \* *Platinum Sponsorship*: For your donation of \$1,000 or more, you will receive acknowledgement in our program, on our web site, on the contributor's poster, and a one month website ad.
- \* *Gold Sponsorship*: For your \$750 donation, you will receive acknowledgement in our program, on our web site, on the contributor's poster, and will receive recognition as the sponsor of either the Keynote Speaker or a Break.
- \* *Silver Sponsorship*: For your \$500 donation, you will receive acknowledgement in our program, on our web site, on the contributor's poster and be recognized as a sponsor of a lecture.
- \* *Totes*: For your \$2,000 donation, your company logo will be placed on one side of the tote bag & the MSRT logo will be on the other.
- \* *General Contributors* will receive acknowledgement on our web site and on the contributor's poster.
- \* *Door Prizes* will receive recognition at the conference at the time their door prize is raffled.



# Sponsor/Exhibitor Registration Form

Company Name:

Address (City, State, Zip code):

Primary Contact:

Email Address:

Phone#:

Website:

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Sponsorship Type:

For Seminars:

For Annual Conference:

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## For Annual Conference Exhibitors

## Number of Tables:

The Exhibitor fee includes conference registration with breakfast/lunch for one (1) representative. If you have additional representatives, there will be an additional charge of \$50 each to cover the cost of food. Full Conference Registration Fees will apply to those who will be attending lectures for CE credit.

**Representative Name:**

**Additional Representative Name(s):**

Fee:

Fee:

Fee:

Completed forms must be mailed to the MSRT Office 14 days prior to the event. For the Annual Conference, exhibitors/sponsors must submit a completed form 21 days prior to the event to ensure recognition in the conference brochure and conference posters.

All Exhibitors/Sponsors will be recognized on our website along with a copy of their company logo linked to their website. Support will also be recognized in our newsletter, "The Exposure".

Total Enclosed:



## Banner Advertising

The MSRT web site offers an arsenal of information including educational events & updates to members and visitors:

- Keep up to date on present legislation and press releases that affects imaging professional careers
- Stay informed about upcoming CE events
- Apply for scholarships
- Connect with fellow medical imaging professionals
- View employment opportunities



By placing a banner ad, you can connect to thousands of potential customers

**Learn more** about MSRT advertising opportunities and how you can reach the audience you want, by contacting the MSRT office at (781) 422-3962 [info@msrt-ma.org](mailto:info@msrt-ma.org).

Banner Ad Rates					
Dimensions	1 month	3 months	6 months	9 months	12 months
Banner (474 x 264) PNG format	\$150	\$250	\$375	\$500	\$600

## MSRT Partners Page



**MSRT  
 PARTNER  
 PAGE**

The MSRT Partners Page is designed for companies to grant discounts to MSRT members. A link to your company website along with your logo will be placed on the page at no charge with a brief description of the member discount. Companies will submit a code to the MSRT office which will be uploaded to member’s dashboard so it is accessible after login to Members Only.



## Jobline Advertising

Website ads will be posted in 30 day increments.

- 30 Day Posting \$150
- 60 Day Posting \$250

In addition to your Jobline ad, an email blast will be sent to our membership notifying them of the posting.

For an annual fee of \$975, the MSRT will post a logo linked to your careers website.

Web clients also save 10% on *The Exposure* newsletter advertising

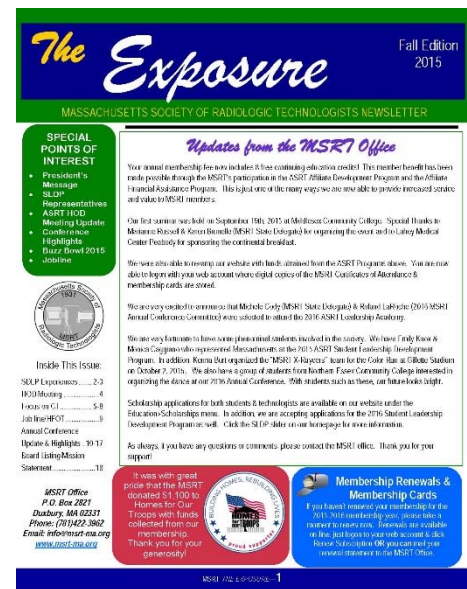


## Newsletter Advertising

The MSRT newsletter *The Exposure* is sent to members via Constant Contact. The newsletter is sent out three times a year in addition to email blasts as needed to acknowledge and inform users of upcoming events that effect the imaging profession.

**Advertising Price List per issue:** All sizes are based on an 8.5 x 11 full page. Shape is determined by the advertiser.

- ¼ Page Ad \$100
- ½ Page Ad \$200
- Full Page Ad \$350



MSRT Website Statistics	
Hits per year	12,728
Hits per month	1060
Page views per year	31,103
Visitors per month	1,060
Page view per month	2,592



# MSRT Web & Digital Specifications

## Banner Ad Specifications

- Online ads must be submitted electronically via e-mail to [info@msrt-ma.org](mailto:info@msrt-ma.org)
- Max banner ad file size is 474 x 264, PNG format.
- File format: png, jpg, gif or animated gif can include a link to the specific web page you would like interested individuals to be directed to when they click on your company's image.
- Special multimedia banner requests will be evaluated individually by the MSRT.
- Art must be received 5 business days prior to contractual posting date.
- Ads are sold on a first come-first served basis based upon availability.
- Renewals must be made a minimum of 7 days prior to contract expiration.

If renewal is not made by this deadline, the space is made available to the first signed insertion order.

## Ad Format/Creative Types

- Ads must not resemble MSRT editorial content (exact or close replication). Ads must not include references to the MSRT unless part of a previously arranged co-promotion.

*To learn more about MSRT web site and digital specifications, please call the MSRT at 781.422.3962 or email [info@msrt-ma.org](mailto:info@msrt-ma.org)*





# MSRT Advertising Terms & Conditions

## Ad Regulations

- All advertising is subject to publisher approval.
- Banner ads must be paid in full prior to posting.
- Jobline ad payments are due upon receipt of invoice.
- Advertising will not be accepted from accounts 30 days past due. Future ads from clients who have allowed their accounts to lapse past 90 days must be 100% prepaid.

## Refunds

In the event of an MSRT website outage, a prorated credit will be determined and applied to the advertisers account.

## Copy Regulations

- The MSRT reserves the right to refuse copy at its discretion.
- MSRT recommends that the word "technologist" be used within the body copy of ads and not "tech" or "technician".
- MSRT (Massachusetts Society of Radiologic Technologists) is a professional society located in the State of Massachusetts, and an affiliate of the American Society of Radiologic Technologists, a national professional society. Body copy will be revised if necessary to correct any discrepancy.

## Conditions

- Ad placement supplied for every advertisement must include the name of the publication, name of advertiser, date to be displayed, size of the advertisement, identification of the advertisement (proof of ad to be furnished, if possible), plus any special instructions for color, layout, bleed, etc.
- The publisher reserves the right to reject or discontinue any advertising. The right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year is considered a 12 month time frame which starts from the time of the first ad placement.
- Cancellation of space order forfeits the right to position protection.
- The publisher's liability for an error will not exceed the cost of the advertisement in question.
- The publisher accepts no liability if for any reason, it becomes necessary to omit an advertisement.
- When body copy revisions covered by an uncanceled placement order is not received by closing date, copy run in the previous issue will be placed.
- The MSRT does not guarantee assurance of ad position. Ads are placed as space is available.