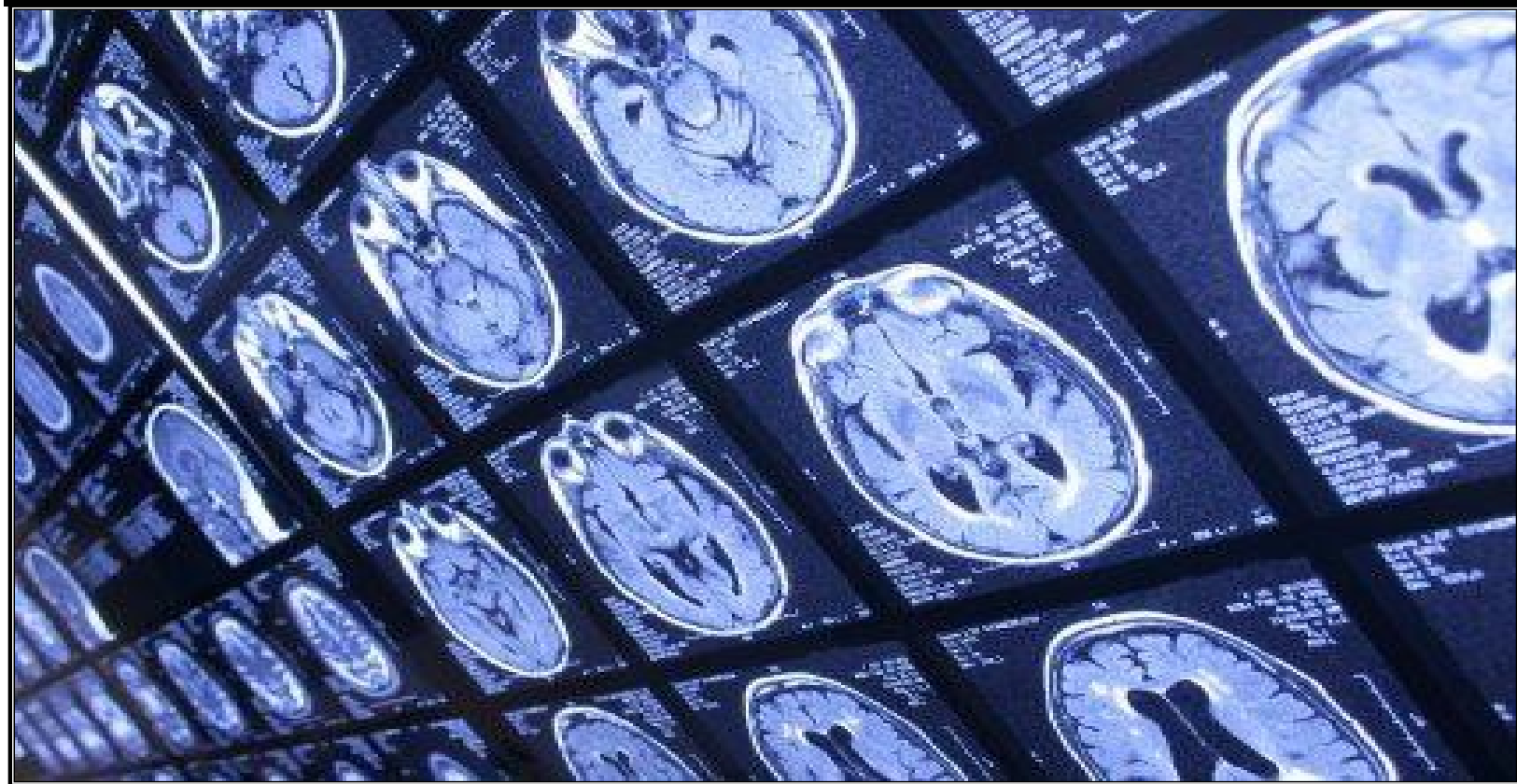




# Massachusetts Society of Radiologic Technologists

*"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 149, Quincy, MA 02170

Phone: (781) 422-3962 • Email: [info@msrt-ma.org](mailto:info@msrt-ma.org) • <https://member.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.



## Jobline/Calendar Advertising

Website ads or posting events to our calendar 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.



## 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 period 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.