

# RO MarketPlace

Your Radiation Oncology Supplier Marketplace

**2019 MEDIA KIT**



*Reach more than 10,000 radiation oncology professionals throughout the year.*

**Contact:**

# THE POWER OF ASTRO



ASTRO is the premier radiation oncology society in the world representing more than 10,000 members who work in a variety of settings.

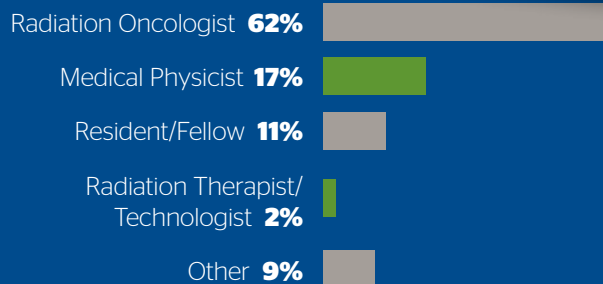


Participating in the RO MarketPlace gives you access to more than **10,000** ASTRO members.



**76%** of our members are located in the United States, while another **24%** of our members are located across the globe.

## ASTRO's Membership



“...gain access to **professionals** in radiation oncology, including **ASTRO** members...”

**Don't miss your chance to promote your products and services to radiation oncologists across the globe.**

# RO MarketPlace

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For companies that want maximum online exposure, our RO Marketplace lets your customers find products and services with the click of a button. Visitors can search for your company by name, location, product category or keyword. The RO Marketplace has advertising options for every company, from high-profile banner ads to premier listings designed to fit a variety of sizes and budgets. Member prices reflect the advantage of being a Corporate Member. For more information on Corporate Membership, please visit [www.astro.org/CorporateMembership](http://www.astro.org/CorporateMembership)



On average per month, the RO Marketplace receives:  
**349 page views | 02:17 minutes per session**

- Extend your print advertising investment with the unique benefits of online media
- Link your ad to the landing page of your choice
- Interact with viewers and facilitate the buying process
- Increase traffic to your website
- Generate an immediate response from customers

## 1 Featured Company Listing

**\$3,250 - 12 months** Members

**\$3,750 - 12 months** Nonmembers

- 20 companies rotating in 2 rectangles
- Displays company logo and short description
- Run-of-site

## 2 Curtain Ad

**Leaderboard: 954 x 75 pixels**

**Billboard: 954 x 300 pixels**

**\$8,000 - 12 months** Members

**\$10,000 - 12 months** Nonmembers

- 3 companies rotating throughout the position
- Run-of-site

## 3 Leaderboard Ad

**728 x 90 pixels**

**\$4,000 - 12 months** Members

**\$4,500 - 12 months** Nonmembers

- 20 companies rotating in header and footer of the website.



Your customers are looking here. This ad space can help you reach hundreds of customers every week. There are great options available to maximize your exposure in this valuable industry resource. Don't let them miss your message.



## Priority Points

Accumulation of two priority points per \$1,000 in advertising spent.

Two priority points\* for every \$1,000 spent on RO Marketplace.

\*Priority Points are earned on a yearly basis and count toward booth space selection for the Annual Meeting.

Please contact the ASTRO Meetings department at [meetings@astro.org](mailto:meetings@astro.org) with any questions regarding Priority Points.

**For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# RO MarketPlace

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## 1 Premium Category Listing

**First Position - \$1,000**

*Nonmembers - \$1,500*

**Second Position - \$800**

*Nonmembers - \$1,300*

**Third Position - \$600**

*Nonmembers - \$1,100*

## 2 Tile Ad

300 x 250 pixels

**\$3,500 - 12 months Members**

**\$4,000 - 12 months Nonmembers**

- 2 ads rotating per category
- 3rd rectangle on category pages



## 3 Premier Listings with Video

**\$595 - 12 months Members**

**\$750 - 12 months Nonmembers**



## 4 Premier Listings

**\$395 - 12 months Members**

**\$500 - 12 months Nonmembers**

**For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)**

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# RO MarketPlace

## BASIC LISTING **VS.** PREMIER LISTING

### Online Basic Listing:\*

- Company Name
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing

*\*All Corporate Members receive a basic listing under one sub-category in the RO MarketPlace.*

### Online Premier Listing:

- Premium Placement Above Basic Listings
- Full-Color Company Logo
- Organization Name
- Company Contacts
  - Up to five with separate title, email and phone number for each person.
- Full Mailing Address
- Phone Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- "Forward to a Friend" Capability
- Product/Service Category Listings
  - Includes five categories of your choice
- Additional categories available for \$50 each
- Extended Company Profile
- Full-Color Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search
- Request for Information Feature
- Request for Proposal Enabled

### Upgrade Opportunities:

- Category sponsorship
- Add a video to your listing

*\*Member contacts must be modified by ASTRO. Naylor is not able to modify listed members.*

# RO MarketPlace

## Premier Listing Checklist

**Below is a checklist of all elements required in order to process your Premier Listing.**

### **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

### **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

### **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to [ROMarketplace@astro.org](mailto:ROMarketplace@astro.org).

### **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

### **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

### **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

### **Video Upgrade - Additional cost: \$200 for ASTRO Corporate Members, \$250 for Nonmembers. (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

### **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Enrollment for premier listings are done on an annual basis. Mid-year listings will be pro-rated to reflect the month of purchase. Please contact Megan Watson at [ROMarketplace@astro.org](mailto:ROMarketplace@astro.org) or **703-839-7344** for more information. We look forward to getting you posted on the site.

# ***RO MarketPlace***

## **Online Specifications**

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### RO MARKETPLACE

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

#### **Curtain Ad**

- Two files required, collapsed leaderboard and expanded billboard image
- Right 200px of leaderboard should have a call to action for viewers to click so the ad expands.
- Ad will size down on smaller devices. Ad copy should not have a large amount of text.
- Leaderboard : 954 x 75 pixels
- Billboard : 954 x 300 pixels
- Creative accepted : JPG only (no animation)
- Third Party Tags: Not Accepted. However URL click trackers are acceptable

#### **Leaderboard**

- 728 x 90 pixels
- JPG or GIF accepted
- Max file size 100 KB

#### **Featured Companies (Logo & Text)**

- 120 x 60 pixels for rectangular or wider logos
- 120 x 120 pixels for taller logos
- JPG or GIF accepted
- Max file size 100 KB
- Max word count: 30 words

#### **Tile Ad**

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

#### **Premier Listing Video Upgrade**

- Runtime: 5 Minutes Maximum
- AVI, MOV, MP4 accepted.
- 400 x 300 pixels

# RO MarketPlace

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$50 each.

### Ancillary Products and Devices

- Biopsy Products
- Fiducial Markers
- Skincare Products
- Spacers

### Brachytherapy

- Applicators
- Dosimetry
- Electrometers
- Implanting Needles
- Mapping
- Patient Transfer Device
- Radioisotope Source Manufacturer
- Seed Handling
- Seeds
- Spacers
- Steppers/Stabilizers/Templates
- Workstations

### External Beam RT

- Accelerators
- Delivery Systems
- Dosimetry/Treatment Planning
- Equipment Refinishing
- Laser Alignment Systems
- Linear Accelerator Components
- Phantoms
- Radiation Protection/Shielding

### Imaging

- CT/MRI
- Film Digitizers
- Imaging Software
- Image-Guided Radiation Therapy (IGRT)
- Nuclear Medicine
- PET/CT
- Surface-Guided Radiation Therapy (SGRT)
- Tumor Tracking/Targeting
- Ultrasound

### Information/Technology

- Electronic Medical Records (EMR)
- IT/Management Solutions
- Oncology Decision Support Tools
- Simulation & Statistical Analysis Software
- Technology Management
- Teleradiology
- Treatment Planning

### Patient Handling/Positioning

- Air Transfer Systems
- Arm/Leg Immobilization
- Beds/Tables
- Boards/Lifts
- Breast/Abdominal Immobilization
- Head & Neck Immobilization
- Hip & Pelvis Immobilization
- Shielding Devices
- Stirrups
- Stretchers/Wheelchairs
- Thermoplastic Masks
- Vacuum Systems

### Pharmaceuticals

- Immunotherapy
- Microspheres
- Radio Protector
- Radio Sensitizers
- Radiopharmaceuticals
- Theranostics
- Treatment Related

### Practice Management

- Benchmarking
- Billing/Collection Services
- Charge Capture Auditing & Assessment
- Coding/Auditing
- Consulting Services
- Educational Products/Courses
- Equipment Service/Calibration
- Facility Construction/Design

- Facility Shielding
- Financial Services
- Governance Documents
- Insurance Provider
- Joint Venture Management
- Mergers and Acquisitions
- Patient Education
- Professional Society
- Project Management
- Publications
- Search Firms/Staffing/Recruitment
- Simulators
- Software
- Transcription Services
- Used Equipment

### Quality Assurance

- Assays
- Clinical Practice
- Clinical Research Organization (CRO)
- Medical Physics
- Patient Safety
- Quality Control Devices/Phantoms
- Radiation Badges
- Radiation Detection Instruments
- Software Interoperability
- Test and Measurement Equipment

### Treatment Delivery

- Superficial Radiotherapy
- Stereotactic Body Radiation Therapy
- Radiosurgery
- Proton Beam Radiotherapy (PBRT)
- Intraoperative Radiation Therapy (IORT)
- Intensity-Modulated Radiation Therapy (IMRT)

\_\_\_\_\_ Additional Index Categories X \$50 = \$\_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_



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