

# ASTRONews Advertising Opportunities



## ASTRONEWS

Our print and digital quarterly member magazine is distributed to all our domestic and international members. *ASTRONews* delivers your message to radiation oncologists around the world to their home or clinic.

Each issue covers the latest news and timely topics of the radiation oncology world, including columns from influential Society members, updates on legislative issues, coding and billing changes, profiles of ASTRO award winners, in-depth feature stories on our membership and issues affecting the specialty and updates from the larger cancer community.

When you secure your print ad, you reserve your spot in the digital edition of *ASTRONews*, too. Digital ads can link to a website of your choosing. For an additional fee, video, audio or animation can be added to digital ads. The average open rate for our digital distribution is 35% and reaches nearly 10,000 members.



## BENEFITS OF ADVERTISING

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

## 2022 ASTRONEWS RATES

Ad Size	1 Issue		2 Issues <i>(price per issue)</i>		3 Issues <i>(price per issue)</i>	
	Nonmember	Corporate Member	Nonmember	Corporate Member	Nonmember	Corporate Member
4-Color						
Premium*	\$7,030	\$5,624	\$6,327	\$5,062	\$5,624	\$4,499
Center Spread	\$13,125	\$10,500	\$11,813	\$9,450	\$10,500	\$8,400
Full Page	\$4,249	\$3,399	\$3,994	\$3,196	\$3,405	\$2,724
1/2 Page	\$3,183	\$2,547	\$2,696	\$2,157	\$2,334	\$1,868
1/4 Page	\$1,847	\$1,477	\$1,563	\$1,251	\$1,428	\$1,142
Black & White						
Full Page	\$2,974	\$2,379	\$2,796	\$2,237	\$2,384	\$1,907
1/2 Page	\$2,229	\$1,783	\$1,888	\$1,510	\$1,634	\$1,307

Additional \$500 fee for video/audio/animation

\*Premium locations are back cover, inside front cover, inside back cover, opposite the table of contents, page one and opposite inside back cover.

Note: Advertisers who receive frequency discounts and opt not to complete their contract will be billed at the adjusted rate or the full rate based on the number of ads placed.

## ADVERTISING TIMELINE *(circulation approximately 7,000 print and 10,000 electronic)*

	INSERTION ORDER AD SPACE CLOSING	MATERIALS DUE DATE	TARGET MAIL DATE
<b>WINTER 2022</b>	November 22, 2021	December 20, 2021	January 24, 2022
<b>SPRING 2022</b>	January 21, 2022	February 23, 2022	April 11, 2022
<b>SUMMER 2022</b>	April 22, 2022	May 20, 2022	July 11, 2022
<b>WINTER 2023</b>	November 11, 2022	December 16, 2022	January 30, 2023

**Looking for a way to capitalize on the popularity of *ASTRONews* in a digital format?**

See **page 11** for more information on advertising in our electronic table of contents.

## CONTACT INFORMATION

For advertising opportunities in *ASTRONews*, please contact **the Corporate Relations Department** at [corporaterelations@astro.org](mailto:corporaterelations@astro.org) or 703-502-1550.

# ASTROnews Annual Meeting Guide Special Edition

*This is a special edition issue of ASTROnews; different advertising rates apply.*

Join us in San Antonio, Texas, for the 64th ASTRO Annual Meeting! You don't want to miss out on this early opportunity to target meeting attendees. This special edition of *ASTROnews* hits mailboxes and inboxes five weeks before the meeting. The issue is distributed in print and digitally and reaches more than 11,000 ASTRO members and Annual Meeting attendees from around the world. Our digital issue averages a 35% open rate, high above industry standards.

This issue is sent to all attendees before the Meeting and includes important information they need to know before they arrive on-site such as:

- Registration information
- Shuttle bus routes
- City map with hotel information
- Industry Satellite Symposia and Industry Expert Theaters
- Exhibitor listings

This is a special edition of *ASTROnews*. In addition to the Annual Meeting information, this issue includes the announcement of the ASTRO Fellows, the newly elected leadership and the previous year's Annual Report.

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**BENEFITS OF ADVERTISING**  
Accumulation of five priority points per \$1,000 in advertising spent.



Availability is on a first-come, first-served basis and based on space available.



**Insertion deadline:**  
**Materials deadline:**  
**ASTROnews mails:**

**July 1, 2022**  
**August 12, 2022**  
**September 19, 2022**

## 2022 ASTRONEWS ANNUAL MEETING SPECIAL EDITION RATES

4-Color	Nonmember	Corporate Member	Black and White	Nonmember	Corporate Member
Premium*	\$6,116	\$4,893	Full Page	\$3,218	\$2,575
Center Spread	\$12,600	\$10,080	1/2 Page	\$2,669	\$2,135
Full Page	\$4,597	\$3,677			
1/2 Page	\$3,813	\$3,050			

\*Premium locations are back cover, inside front cover, inside back cover, opposite the table of contents, page one and opposite inside back cover.

**Looking for a way to capitalize on the popularity of ASTROnews in a digital format?**  
See **page 12** for more information on advertising in our electronic table of contents.

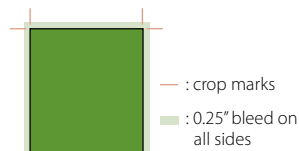
### CONTACT INFORMATION

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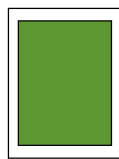
# ASTROnews Specs / Ad Preparation

## Page sizes for both digital and print ASTROnews and Annual Meeting Special Edition

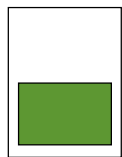
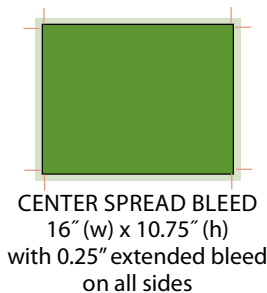
Trim size: 8" (w) x 10.75" (h)  
Full page bleed ad: 8" (w) x 10.75" (h) with 0.25"  
extended bleed on all sides  
Full page non-bleed ad: 7" (w) x 9.25" (h)



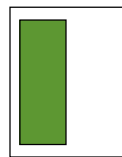
**FULL PAGE BLEED**  
8" (w) x 10.75" (h)  
with 0.25" extended bleed  
on all sides



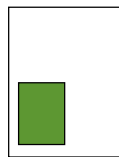
**FULL PAGE NON-BLEED**  
7" (w) x 9.25" (h)



**HALF PAGE  
(horizontal)**  
7" (w) x 4.5" (h)



**HALF PAGE  
(vertical)**  
3.25" (w) x 9.25" (h)



**QUARTER PAGE**  
3.25" (w) x 4.5" (h)

## Shipping Information

Please send all contracts, insertion orders, printing materials and instructions to:

**ASTRO**  
Attn: Diane Kean  
251 18th Street South  
8th Floor  
Arlington, VA 22202  
Phone: 703-839-7336  
Email: [ASTROnews@astro.org](mailto:ASTROnews@astro.org)

## Ad Preparation

Camera-ready artwork or collected electronic files (Adobe Illustrator, high-resolution Adobe Acrobat with cropmarks, Adobe Photoshop and Adobe InDesign) are preferred. If you are submitting electronic files, please submit artwork in a format that can be read by a PC (e.g., as a high-resolution .tiff file or press quality PDF).

Samples, proofs, color keys and/or chromalines are preferred if you are concerned about your color ad. Artwork can be submitted by email as a high-res PDF or contact us for further file transfer information. If you are providing materials produced on a Mac, our printer will access the design files. Production work required to make ads print ready, to edit text or to make color separations and/or work required on ads at press time will be charged to the advertiser at cost.

## Premium Positions

These advertisements must be four-color, full-page advertisements:

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Page one
- Page opposite from the Table of Contents
- Page facing the inside back cover

## Terms of Agreement

ASTRO reserves the right to refuse position requests if layout or production conflicts arise. Proofs will not be provided before publication. Duplicate position requests will be honored in order of receipt. Advertisements will be reviewed for content by ASTRO staff before acceptance. All advertisements must be consistent with the goals and mission of the Society. Any disputes will be settled at the discretion of the ASTRO chief executive officer.