



2025 MEDIA KIT

Advertising and Promotional Sponsorship Opportunities

www.astro.org/mediakit

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Advertisements may be accepted or declined at ASTRO's sole discretion. Advertiser assumes liability for, and agrees to indemnify, defend and hold harmless ASTRO (including payment of reasonable attorneys' fees) for, all claims related to the content of the advertisement and/or arising from publication of the advertisement, including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts.



About ASTRO

About ASTRO

ASTRO is the premier radiation oncology society in the world, with more than 10,000 members who are physicians, nurses, biologists, physicists, radiation therapists, dosimetrists and other health care professionals that specialize in treating patients with radiation therapies. As the leading organization in radiation oncology, the Society is dedicated to improving patient care through professional education and training, support for clinical practice and health policy standards, advancement of science and research and advocacy.

ASTRO is dedicated to improving patient care through education, clinical practice, advancement of science and advocacy.

EARN PRIORITY POINTS

Icon appears on items that can earn Priority Points. →

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 with any questions regarding Priority Points.

ASTRO Member Demographics

ASTRO Membership by Member Type*:

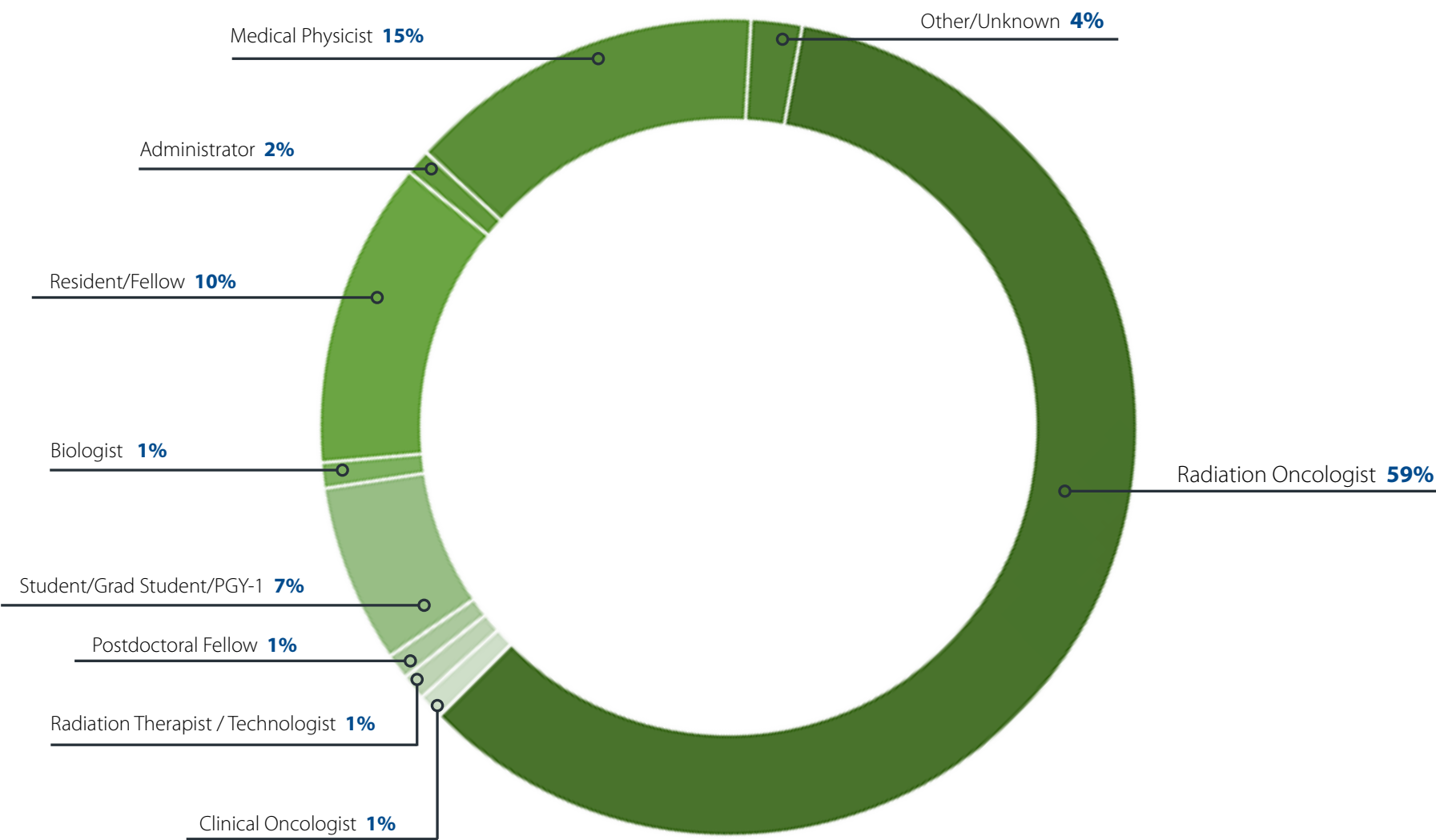
| Member Type | Count | Percentage |
|----------------------------------|---------------|---------------|
| Active | 4,258 | 41% |
| Affiliate | 256 | 2.5% |
| Associate | 1,438 | 13.8% |
| Emeritus | 1,236 | 11.9% |
| Honorary | 34 | 0.3% |
| International | 1,310 | 12.6% |
| International Member-in-Training | 363 | 3.5% |
| Member-in-Training | 654 | 6.3% |
| Postdoctoral Fellow | 66 | 0.6% |
| Student/Grad Student/PGY-1 | 775 | 7.5% |
| Total | 10,390 | 100.0% |

ASTRO Membership by Location*:

| Location | Count | Percentage |
|---------------|---------------|---------------|
| United States | 8,102 | 78% |
| Canada | 380 | 4% |
| Japan | 267 | 3% |
| Australia | 225 | 2% |
| Germany | 154 | 1% |
| India | 114 | 1% |
| Other | 1,148 | 11% |
| Total | 10,390 | 100.0% |

*As of September 18, 2024

ASTRO Membership by Profession*:



*As of September 18, 2024

Print Opportunities



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.

» **Distribution:** Print and online PDF with accompanying email announcement (eTable of Contents)
Circulation: Print: 7,000; 10,000 (email announcement)



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

See page 22 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.



2025 ASTROnews Rates

| AD SIZE | 1 Issue | | 2 Issues (price per issue) | | 3 Issues (price per issue) | |
|--------------------------|-----------|------------------|----------------------------|------------------|----------------------------|------------------|
| | Nonmember | Corporate Member | Nonmember | Corporate Member | Nonmember | Corporate Member |
| 4-Color | | | | | | |
| Back Cover | \$10,000 | \$8,000 | \$9,000 | \$7,200 | \$8,100 | \$6,480 |
| Premium* | \$8,500 | \$6,800 | \$7,650 | \$6,120 | \$6,885 | \$5,508 |
| Center Spread | \$13,500 | \$10,800 | \$12,150 | \$9,720 | \$10,935 | \$8,748 |
| Full Page | \$5,500 | \$4,400 | \$4,950 | \$3,960 | \$4,455 | \$3,564 |
| 1/2 Page | \$3,500 | \$2,800 | \$3,150 | \$2,520 | \$2,835 | \$2,268 |
| 1/4 Page | \$2,000 | \$1,600 | \$1,800 | \$1,440 | \$1,620 | \$1,296 |
| Black & White | | | | | | |
| Full Page | \$3,000 | \$2,400 | \$2,700 | \$2,160 | \$2,430 | \$1,944 |
| 1/2 Page | \$2,000 | \$1,600 | \$1,800 | \$1,440 | \$1,620 | \$1,296 |

ADDITIONAL \$500 FEE FOR VIDEO/AUDIO/ANIMATION

**Premium locations include 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.

2025 ASTROnews Advertising Timeline

Circulation approximately 7,000 print and 10,000 electronic

| | Insertion Order Ad Space Closing | Materials Due Date | Target Mail Date |
|-------------|----------------------------------|--------------------|------------------|
| Winter 2025 | October 4, 2024 | December 6, 2024 | January 13, 2025 |
| Spring 2025 | December 16, 2024 | February 10, 2025 | March 31, 2025 |
| Summer 2025 | March 24, 2025 | May 5, 2025 | June 23, 2025 |
| Winter 2026 | October 13, 2025 | November 24, 2025 | January 12, 2026 |

ASTROnews Annual Meeting Guide

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

Join us in San Francisco for the 67th 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 four to five weeks before the meeting.

➤ **Distribution:** Print and online PDF with accompanying email announcement (eTable of Contents)
Circulation: Print: 7,000; 10,000 (email announcement)

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:

- Highlights of top science and programming
- 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, profiles of the ASTRO Gold Medal Award recipients, the newly elected leadership and the previous year's Annual Report.



2025 ASTROnews Annual Meeting Special Edition Rates

| AD SIZE | Nonmember | Corporate Member |
|--------------------------|-----------|------------------|
| 4-Color | | |
| Back Cover | \$10,000 | \$8,000 |
| Premium* | \$8,500 | \$6,800 |
| Center Spread | \$13,500 | \$10,800 |
| Full Page | \$5,500 | \$4,400 |
| 1/2 Page | \$3,500 | \$2,800 |
| 1/4 Page | \$2,000 | \$1,600 |
| Black & White | | |
| Full Page | \$3,218 | \$2,575 |
| 1/2 Page | \$2,669 | \$2,135 |

ADDITIONAL \$500 FEE FOR VIDEO/AUDIO/ANIMATION

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

2025

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

Insertion deadline:
June 2, 2025

Materials deadline:
July 14, 2025

ASTROnews mails:
September 2, 2025



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

See page 22 for more information on advertising in our electronic table of contents.

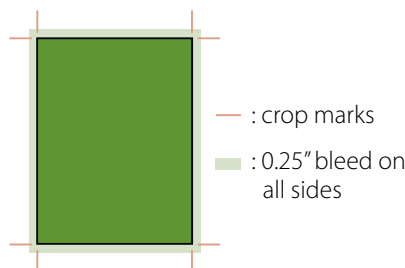
CONTACT INFORMATION

For advertising opportunities in ASTROnews, please contact **the Corporate Relations Department** at corporaterelations@astro.org.

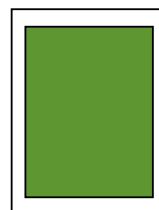
ASTROnews Specs/Ad Preparation

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

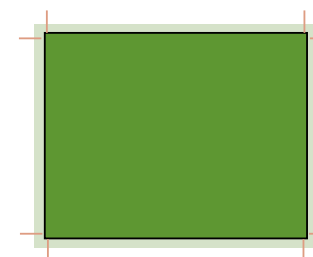
Trim size: 8" (w) x 10.75" (h)
Full page bleed ad: 8" (w) x 10.75" (h) plus 0.25" extended bleed on all sides
Full page non-bleed ad: 7" (w) x 9.25" (h)



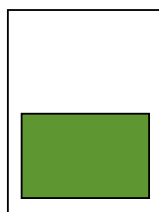
FULL PAGE BLEED
8" (w) x 10.75" (h)
with 0.25" extended bleed on all sides



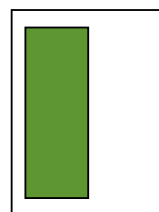
FULL PAGE NON-BLEED
7" (w) x 9.25" (h)



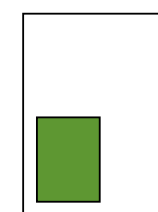
CENTER SPREAD BLEED
16" (w) x 10.75" (h)
with 0.25" extended bleed on all sides



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)

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.

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

ASTRO Show Daily News Advertising Opportunities

Get your message in front of more than 10,000 attendees of ASTRO's Annual Meeting in the ASTRO Show Daily News!

We're heading to San Francisco, California, for the 67th ASTRO Annual Meeting!

Three issues will be published during the meeting on Sunday, Monday and Tuesday, September 28-30. These oversized, full-color publications are distributed on site to attendees of the Annual Meeting. These newspapers include day-by-day schedules, meeting highlights and important ASTRO and radiation oncology news.

Links to PDFs of each edition with ads hyperlinked to the website of your choice are also sent to the entire ASTRO membership and all meeting attendees each morning (digital distribution averaging 14,000 to 17,000). The electronic PDFs have an average **open rate of 62%** and are also posted on ASTRO's website, giving you even more ad visibility during and after the Annual Meeting.



2025 ASTRO Show Daily News Rates

| AD SIZE | COST – ONE EDITION | THREE EDITIONS | SPECIAL PRICING! FOUR EDITIONS |
|--------------------|--------------------|----------------|--------------------------------|
| Inside Front Cover | \$8,000 | \$18,000 | \$20,000 |
| Inside Back Cover | \$8,000 | \$18,000 | \$20,000 |
| Center Spread | \$12,000 | \$30,000 | \$32,000 |
| Outside Back Cover | \$12,000 | \$30,000 | \$32,000 |
| Full Page | \$5,500 | \$10,000 | \$12,000 |
| 1/2 Page | \$3,500 | \$7,000 | \$8,000 |

**BEST
VALUE!**

2025 ASTRO Show Daily News Advertising Timeline

| | Insertion Order Ad Space Closing | Materials Due Date |
|---------------------------------------|----------------------------------|--------------------|
| Issue 1: Saturday, September 27, 2025 | July 21, 2025 | August 18, 2025 |
| Issue 2: Sunday, September 28, 2025 | July 21, 2025 | August 18, 2025 |
| Issue 3: Monday, September 29, 2025 | July 21, 2025 | August 18, 2025 |
| Issue 4: Tuesday, September 30, 2025 | July 21, 2025 | August 18, 2025 |

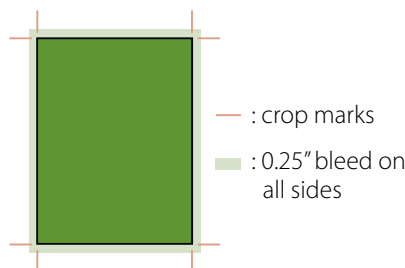
CONTACT INFORMATION

For advertising opportunities in ASTRO Show Daily News, please contact **the Corporate Relations Department** at corporaterelations@astro.org.

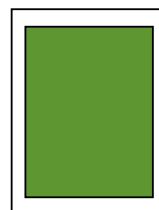
ASTRO Show Daily News Specs/Ad Preparation

Page sizes for ASTRO Show Daily News

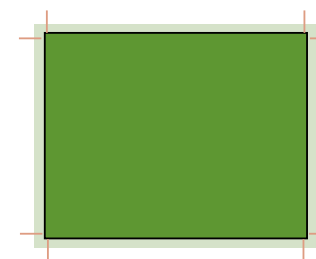
Trim size: 10.5" (w) x 14" (h)
Full page bleed ad: 10.5" (w) x 14" (h) plus 0.25" extended bleed on all sides
Full page non-bleed ad: 9.5" (w) x 13" (h)



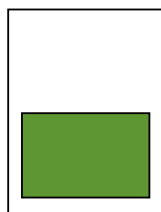
FULL PAGE BLEED
10.5" (w) x 14" (h)
plus 0.25" extended bleed on all sides



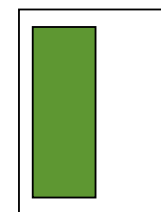
FULL PAGE NON-BLEED
9.5" (w) x 13" (h)



CENTER SPREAD BLEED
21" (w) x 14" (h)
plus 0.25" extended bleed on all sides



HALF PAGE | Horizontal
9.5" (w) x 6.5" (h)

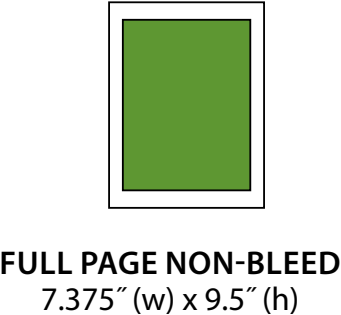
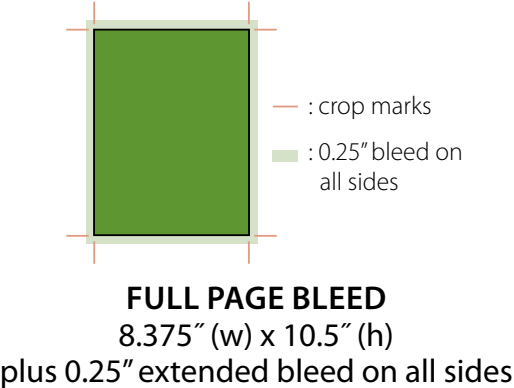


HALF PAGE | Vertical
4.75" (w) x 13" (h)

Page sizes for ASTRO Show Daily News City Guide Insert

Inquire for special pricing.

- Trim size:** 8.375" (w) x 10.5" (h)
- Full page bleed ad:** 8.375" (w) x 10.5" (h)
plus 0.25" extended bleed on all sides
- Full page non-bleed ad:** 7.375" (w) x 9.5" (h)



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 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.

ASTRO Journals

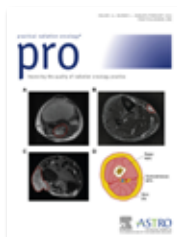
The ASTRO suite of journals is extremely popular, with thousands of copies in print circulation and downloads **exceeding 3.5 million** per year.



International Journal of Radiation Oncology • Biology • Physics (Red Journal)

Impact Factor: 6.4

The *International Journal of Radiation Oncology • Biology • Physics*, known as the Red Journal, offers authoritative articles linking new research and technologies to clinical applications. Original contributions by leading scientists and researchers include but are not limited to: experimental studies of combined modality treatment, tumor sensitization and normal tissue protection, molecular radiation biology, particle irradiation, brachytherapy, treatment planning, tumor biology and clinical investigations of cancer treatment that include radiation therapy. Technical advances related to dosimetry and conformal radiation treatment planning are also included. The Annual Meeting abstracts are published in a print and online supplement.



Practical Radiation Oncology (PRO)

Impact Factor: 3.4

Practical Radiation Oncology (PRO) is a bi-monthly journal with the mission to improve the quality of radiation oncology practice. This journal is a natural complement to ASTRO's clinical research journal, the *International Journal of Radiation Oncology • Biology • Physics*, and aims to be what MEDLINE defines as a clinical or practice journal – a journal that documents the state of current practice, providing background for those in training or the continuing education of practitioners.



Advances in Radiation Oncology

Impact Factor: 2.2

Advances in Radiation Oncology is a wide-ranging Open Access journal publishing both full-length articles and brief reports. As a related publication to the *International Journal of Radiation Oncology • Biology • Physics* and *Practical Radiation Oncology*, *Advances* aims to build upon the research in those two journals. *Advances* is a Gold Open Access journal, so authors, readers and patients have free access to all articles. All work published by this journal is peer reviewed by the editorial board and expert reviewers in radiation oncology.

Information on advertising in the Red Journal, *PRO* and *Advances in Radiation Oncology*, including a rate card and mechanical specifications, is available at www.elsmediakits.com/home/geolocator. For **advertising opportunities** please contact Aileen Rivera, Sales Director at a.rivera@elsevier.com or Traci Peppers, Sales Director, at t.peppers@elsevier.com.

ASTRO Journals Media Kits
www.elsmediakits.com

Digital Opportunities

DIGITAL OPPORTUNITIES

ASTROgram

Deliver your message via the ASTROgram, the weekly communications tool to reach ASTRO members directly.



The ASTROgram is sent every Wednesday to more than 10,000 ASTRO members. This email newsletter is where ASTRO members get their news on what's happening in the field of radiation oncology. It contains news on current events in the profession, health care policy issues, advocacy updates, program updates and so much more! The ASTROgram is one of the only opportunities to get your brand in our members' inboxes throughout the entire year.

Expand your media mix to digital advertising and get maximum visibility to the ASTRO membership via email by placing your ad — hyperlinked to a website of your choice — in a premium location in this popular enewsletter.

» **Distribution:** 10,000 ASTRO members | **Open rate:** 58% | **Click through rate:** 3%

2025 ASTROgram Rates

| Single Edition | | Three Editions | | Premium Editions* | |
|---|------------------|----------------|------------------|-------------------|------------------|
| Nonmember | Corporate Member | Nonmember | Corporate Member | Nonmember | Corporate Member |
| \$3,250 | \$2,750 | \$9,500 | \$7,500 | \$4,250 | \$3,750 |
| MATERIALS ARE DUE ONE WEEK BEFORE ISSUE DATE. | | | | | |

(Two weeks prior to, during and one week following the ASTRO Annual Meeting. No bundle deals for premium dates. Limit 2 premium dates per company.)

ASTROgram Advertisement Specifications

PLEASE NOTE: Layout and size of banner subject to change. There is a \$500 fee per ASTROgram for U.S. only sends.

Banner ad size: 600 x 74 pixels **or** 600 x 90 pixels accepted

2025 ASTROgram Run Dates

- | | | | |
|---------------------|------------------|--------------------------------|-----------------------------|
| • January 8, 2025 | • April 16, 2025 | • July 23, 2025 | • October 2, 2025**+ |
| • January 15, 2025 | • April 23, 2025 | • July 30, 2025 | • October 8, 2025** |
| • January 22, 2025 | • April 30, 2025 | • August 6, 2025 | • October 15, 2025 |
| • January 29, 2025 | • May 7, 2025 | • August 13, 2025 | • October 22, 2025 |
| • February 5, 2025 | • May 14, 2025 | • August 20, 2025 | • October 29, 2025 |
| • February 12, 2025 | • May 21, 2025 | • August 27, 2025 | • November 5, 2025 |
| • February 19, 2025 | • May 28, 2025 | • September 3, 2025 | • November 12, 2025 |
| • February 26, 2025 | • June 4, 2025 | • September 10, 2025 | • November 19, 2025 |
| • March 5, 2025 | • June 11, 2025 | • September 17, 2025** | • November 26, 2025 |
| • March 12, 2025 | • June 18, 2025 | • September 24, 2025** | • December 3, 2025 |
| • March 19, 2025 | • June 25, 2025 | • September 28, 2025**+ | • December 10, 2025 |
| • March 26, 2025 | • July 2, 2025 | • September 29, 2025**+ | • December 17, 2025 |
| • April 2, 2025 | • July 9, 2025 | • September 30, 2025**+ | • December 24, 2025 |
| • April 9, 2025 | • July 16, 2025 | • October 1, 2025**+ | |

2026 First Quarter ASTROgram Run Dates

- | | |
|---------------------|---------------------|
| • January 7, 2026 | • February 18, 2026 |
| • January 14, 2026 | • February 25, 2026 |
| • January 22, 2026 | • March 4, 2026 |
| • January 21, 2026 | • March 11, 2026 |
| • January 28, 2026 | • March 18, 2026 |
| • February 4, 2026 | • March 25, 2026 |
| • February 11, 2026 | |

Premium ASTROgram dates averaged a 62% open rate and 4% CTR in 2023, with an average circulation of 13,000.

** Two weeks prior to, during (September 28 – October 1) and one week following the ASTRO Annual Meeting are premium editions, \$3,750 per issue. No bundle deals.

+ Annual Meeting daily editions. Two ad positions available per email.

Banner ad size: 600 x 90 pixels


SUMMER 2024, VOL. 27, NO. 3



The Radiation Oncology Treatment Team – Addressing Challenges and Solutions to Workforce Issues across the Technical Team

This issue of *ASTROnews* includes various perspectives from members of the American Association of Physicists in Medicine (AAPM), the American Association of Medical Dosimetrists (AAMD), and the American Society of Radiologic Technologists (ASRT), as well as a look at the workforce globally. Learn more in the [Summer issue](#) and explore articles below.



Find Your Workforce: Where Have All of the Physicists Gone and How to Keep the Data You Have?

By Julieanne Pylant-Serkin, PhD
With commentary on integrating AI and the medical physicists workforce from Carlos Gardesin, PhD



The State of Medical Dosimetry: Strengthening the Radiation Oncology Department Now and Into the Future

By Mark Little, BS, PhD, CNMT, and Lynne Campbell, MS, PhD, RT(R)(T)



The Rural Landscape: Navigating Workforce Challenges

By Diane Ryan, ASTRO



American Society of Radiologic Technologists: Action for Cancer Care Professionals

By Melissa R. Culp, MS, RT(R)(MR), Alyson Burkhart, MS, RT(R)(T), PhD, and Steven Harbo, MS, RT(R)(T)(CT), PhD



An International Perspective on the Medical Physicist and Radiation Therapist Workforce: Nine Years On from a Call to Action

By Paul Kroll, PhD, FASTRD; Michelle Leach, PhD; Jeannie Hsu; Ding Wang, PhD; Susana Huachisa, RT(R)(MR), RT(R), CPCOR; and Sandra Turner MSB, PhD

Banner ad size: 600 x 90 pixels

DIGITAL OPPORTUNITIES

***ASTRO*news Online**

The digital version of the member magazine, *ASTROnews*, is announced with an electronic table of contents (eTOC) email. This email goes to all ASTRO members and, on average, boasts a **greater than 55% open rate** — high above industry standards.

There are four eTOCs per year — one for the Spring, Summer and Winter editions of *ASTROnews*, plus one for our Annual Meeting Guide, which comes out every fall approximately four to five weeks before the Annual Meeting. This news blast includes the table of contents for each issue of the magazine with links to the online edition and online-only exclusive content.

Two ad positions are available for these widely read and clicked emails: the leaderboard placement is located at the top of the email and the standard placement is below the list of feature stories, about one-third of the way down the email.

2025 ASTROnews Online Rates

| Ad Placement | Nonmember | Corporate Member |
|--------------|-----------|------------------|
| Leaderboard | \$3,600 | \$3,000 |
| Standard | \$3,000 | \$2,500 |

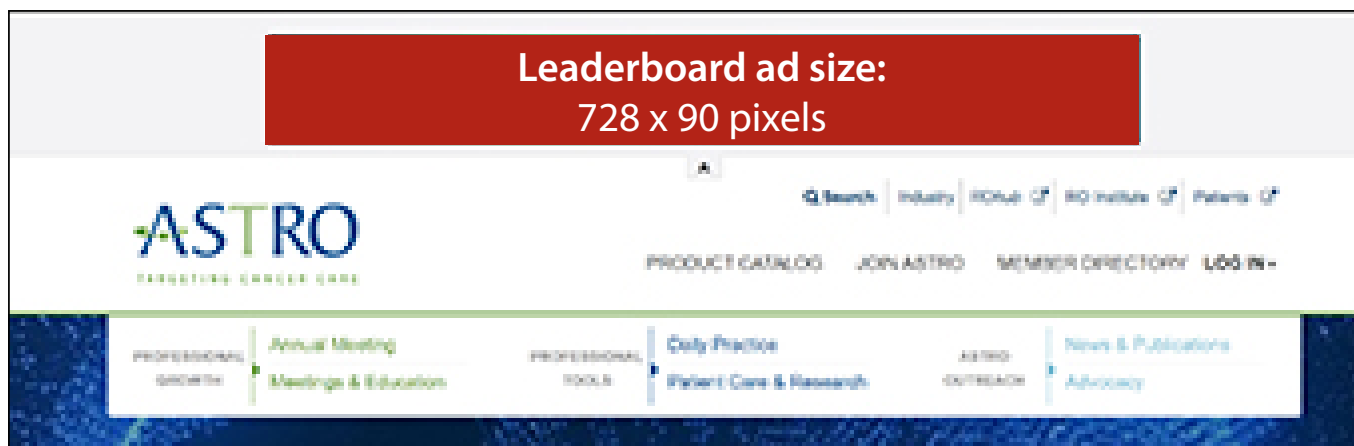
2025 *ASTROnews* Online Timeline

| | Materials Due Date | Email Send Dates |
|----------------------------------|--------------------|-------------------|
| Winter 2025 | December 30, 2024 | January 13, 2025 |
| Spring 2025 | March 17, 2025 | March 31, 2025 |
| Summer 2025 | June 9, 2025 | June 23, 2025 |
| Fall (Annual Meeting Guide) 2025 | August 18, 2025 | September 2, 2025 |
| Winter 2026 | December 29, 2025 | January 12, 2026 |

ASTRONews Online Advertisement Specifications

PLEASE NOTE: *Layout and size of banner subject to change. There is a \$500 fee per ASTROgram for U.S. only sends.*

Banner ad size: 647 x 115 pixels



DIGITAL OPPORTUNITIES

ASTRO Website Ads



Expanding your online media mix increases your visibility to ASTRO members and other site visitors. Ads will appear on select pages* throughout the www.astro.org website. ASTRO.org averages **more than 256,000 page views** and **nearly 40,000 visitors per month**.

ASTRO.org Advertisement Specifications

Leaderboard size: 728 x 90

- No advertisements can be placed on education webpages.

Skyscraper size: 235 x 367

- Artwork can be switched out once a month.

**Due to CME restrictions, no ads can appear on education webpages.*

CONTACT INFORMATION

For leaderboard advertising opportunities on the astro.org homepage and interior pages, please call or email **Tim Waddill**, 214-396-6780, twaddill@associationrevenuepartners.com, with questions or to get additional information.

DIGITAL OPPORTUNITIES



Advertising on ROhub, ASTRO's exclusive private member community, offers the opportunity to reach an engaged audience of ASTRO members. Members use the ROhub member directory to network and contact other members. Ads will be posted on the first of every month. The ROhub averages nearly 6,000 visitors per month.



Ad size: 160 x 400 pixels

2025 ROhub Rate and Specifications

| Ad Placement | Ad Size | Rate |
|--------------|------------------|---------|
| Skyscraper | 160 x 400 pixels | \$1,000 |

CONTACT INFORMATION

For advertising opportunities on ROhub, please contact **Chloe Mujwit** at corporaterelations@astro.org.

ADVERTISING, EXHIBITOR, PROMOTIONAL AND SPONSORSHIP OPPORTUNITIES

2025 ASTRO Annual Meeting

2025 ASTRO Annual Meeting Exhibit Space



ASTRO's Annual Meeting is the premier radiation oncology scientific event in the world with more than 10,000 attendees each year. The meeting includes a vibrant Exhibit Hall, featuring more than 200 companies displaying the latest products and services for cancer treatment.

For more details, view the 2025 Exhibitor Prospectus, visit www.astro.org/exhibits25, or contact SPARGO, Inc. at 703-654-6490 or john.barrett@spargoinc.com.

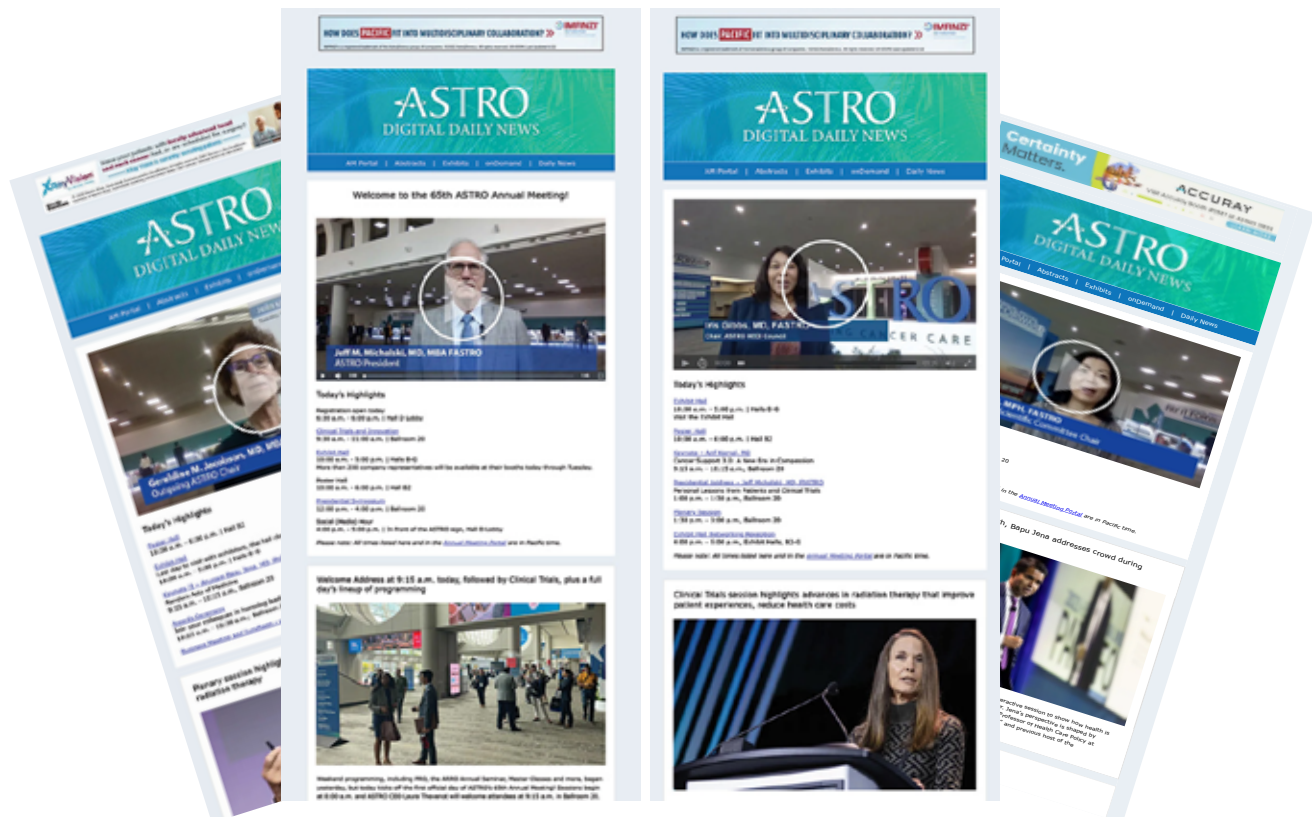
2025 ASTRO Annual Meeting

Premium ASTROgram

Reach the more than 10,000 attendees at ASTRO's Annual Meeting by advertising in the ASTRO Annual Meeting Digital Daily News. This email newsletter, sent each morning of the Annual Meeting, is a must-read for attendees. The Digital Daily News includes information on the day's events, coverage of key sessions and expert commentary on scientific studies being presented at the meeting.

The Digital Daily News is sent to all Annual Meeting attendees, including those who register on site, and all ASTRO members.

Ad rates are \$3,750 per insertion.
For specific dates and specs, see page 21.



2025 ASTRO Annual Meeting

Exhibitor Opportunities



CORPORATE MEMBERSHIP

\$3,000, \$4,000 or \$5,000 *(dues based on annual sales volume in radiation oncology)*

Become an ASTRO Corporate Member and enjoy many tangible benefits in addition to increased visibility, access opportunities and ongoing communication. Some of the many Annual Meeting benefits Corporate Members receive include:

- One hundred (100) priority points credit toward the following year's booth selection, a \$5,000 value.
- Discount on exhibit space: \$2 per square foot.
- Two full conference registrations, at the member rate - CME eligible
- Corporate Member booth branding materials provided, including booth plaque and ribbons for personnel.
- Invitation to exclusive event with ASTRO leadership.

CONTACT INFORMATION

For more information, visit www.astro.org/corporatemembership or contact the **Corporate Relations Department** at corporaterelations@astro.org.



AMBASSADORSHIP

\$65,000

Join the exclusive ranks of ASTRO Corporate Ambassadorship and enjoy year-round VIP privileges. Ambassadors receive tremendous benefits and enhanced visibility for their annual commitment. Some of the Ambassador benefits associated with the ASTRO Annual Meeting include:

- First booth selection exclusively for Ambassadors.
- 600 priority points toward the following year's Annual Meeting exhibit booth selection.
- Discount on exhibit space: \$2 per square foot.
- Four complimentary full conference registrations – CME eligible.
- Two complimentary 10-foot by 10-foot booths.
- 10 Exhibit Hall guest passes to give to preferred clients and customers.
- Early courtesy notice for VIP housing.
- Option to reserve up to ten (10) reserved rooms in ASTRO designated premier hotels.
- Appear as a featured exhibitor on the Annual Meeting Portal.
- Discount on ASTRO approved Industry Satellite Symposia.
- Discount on affiliate meeting/event requests at ASTRO official venues.
- Complementary Pre-registration attendee mailing list.
- Comprehensive recognition package to include on-site and digital acknowledgement before, during and after the Annual Meeting.

2025 ASTRO Annual Meeting

Promotional Opportunities



GOLD (\$40,000+)*

- Two (2) complimentary full-conference registrations.
- One (1) complimentary 10 foot by 10 foot booth.
- Complimentary preshow attendee registration mailing list.
- Comprehensive recognition package to include:
 - On-site signage around the convention center
 - Annual Meeting website recognition (logo)
 - Annual Meeting Portal recognition
 - Listed in the *ASTROnews* Annual Meeting Guide
 - Booth floor markers
- Complimentary set of ASTRO member labels (for one- time use).
- Two invitations to attend the President's Reception.
- Possible bundling opportunities available.



SILVER (\$20,000+)*

- One (1) complimentary full-conference registrations.
- Complimentary preshow attendee registration mailing list.
- Comprehensive recognition package to include:
 - On-site signage around the convention center
 - Annual Meeting website recognition (logo)
 - Annual Meeting Portal recognition
 - Listed in the *ASTROnews* Annual Meeting Guide
 - Booth floor markers
- Complimentary set of ASTRO member labels (for one- time use).
- Two invitations to attend the President's Reception.
- Possible bundling opportunities available.



BRONZE (\$12,500+)*

- Comprehensive recognition package to include:
 - On-site signage around the convention center
 - Annual Meeting website recognition
 - Annual Meeting Portal recognition
 - Listed in the *ASTROnews* Annual Meeting Guide
 - Booth floor markers
- Two invitations to attend the President's Reception.
- Possible bundling opportunities available.



COPPER (\$7,500+)

- Comprehensive recognition package to include:
 - On-site signage around the convention center
 - Annual Meeting website recognition
 - Annual Meeting Portal recognition
 - Listed in the *ASTROnews* Annual Meeting Guide
 - Booth floor markers
- Possible bundling opportunities available.



BENEFIT FOR ALL SPONSORSHIP LEVELS: Survivor Circle Sponsorship Recognition

All Annual Meeting sponsors receive Survivor Circle Sponsorship recognition. Visit the [Survivor Circle Program](#) for more information.

If you have additional ideas of other potential marketing opportunities not included in this brochure, please contact the Corporate Relations Department to discuss further at corporaterelations@astro.org.

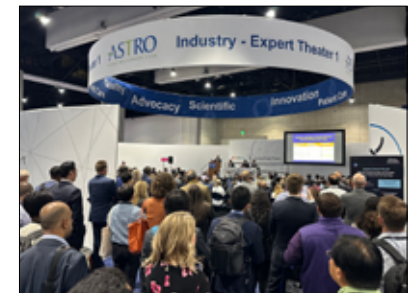
**Take advantage of bundling opportunities with commensurate sponsorship levels.*

2025 ASTRO Annual Meeting

Sponsorship Opportunities

Numerous promotional opportunities are available at the ASTRO Annual Meeting, including:

- Aisle Signs in Exhibit Hall
- ARRO/Resident Program
- ASTRO Show Daily News
- Convention Center Displays
- Exhibit Hall Street Signs
- Hotel Key Card
- Industry-Expert Theater
- Networking Lounge
- Annual Meeting Portal
- Poster Viewing Area
- Product Showcase
- Schedule-At-A-Glance
- Showcase Registration Bag
 - Bag Sponsor
 - Bag Insert
- Shuttle Bus Display
- And more!



CONTACT INFORMATION

For details on any of these promotional opportunities, contact kathy.peters@astro.org, joanne.dicesare@astro.org, or chloe.mujwit@astro.org.

We're here to help.

Key Contacts

PRINT, ONLINE AND PROMOTIONAL SPONSORSHIP OPPORTUNITIES

Kathy Peters

kathy.peters@astro.org

Joanne Dicesare

joanne.dicesare@astro.org

Chloe Mujwit

chloe.mujwit@astro.org

ASTRO.ORG LEADERBOARD AND INTERIOR ADVERTISING

Association Revenue Partners

Tim Waddill

twaddill@associationrevenuepartners.com

214-396-6780

EXHIBIT SALES

SPARGO, INC.

John Barrett

john.barrett@spargoinc.com

703-654-6490

EXHIBIT MANAGEMENT

SPARGO, INC.

Shirley Harris

shirley.harris@spargoinc.com

703-631-6200

AFFILIATE EVENT REQUESTS

Meetings Department

meetings@astro.org

703-502-1550

HOUSING

SPARGO, INC.

Susan Corbett

susan.corbett@spargoinc.com

703-654-6922

OFFICIAL SERVICE CONTRACTOR

GLOBAL EXPERIENCE SPECIALISTS (GES)

Tim Myers

tmyers@ges.com

415-286-0614

REGISTRATION

SPARGO, INC.

ASTRO REGISTRATION CENTER

astroregistration@spargoinc.com

1-800-541-6058 or 703-449-6418

MEDIA RELATIONS

Liz Gardner

liz.gardner@astro.org

703-286-1600

AMERICAN SOCIETY FOR RADIATION ONCOLOGY

Upcoming Meetings

2024 ASTRO CODING AND COVERAGE SEMINAR

December 7, 2024

VIRTUAL

2025 ASTRO ANNUAL REFRESHER COURSE

April 9 – 10, 2025

VIRTUAL

2025 ASTRO ADVOCACY DAY

May 19 – 20, 2025

Royal Sonesta Washington, DC Capitol Hill | Washington, DC

2025 ASTRO ANNUAL MEETING

September 28 – October 1, 2025

Moscone Center | San Francisco

2026 MULTIDISCIPLINARY HEAD AND NECK CANCERS SYMPOSIUM

February 19 – 21, 2026

JW Marriott Desert Springs Resort & Spa in Palm Desert | California

Co-sponsored by: AHNS, ASCO, ASTRO, and SITC



ASTRO

AMERICAN SOCIETY
FOR RADIATION ONCOLOGY
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