

OFFICE USE ONLY:

Invoice # \_\_\_\_\_

P.O. # \_\_\_\_\_

Sales Person \_\_\_\_\_ Date \_\_\_\_\_

Customer ID # \_\_\_\_\_

RT



# 2011 Radiology Directory

**www.rt-image.com**  
 Fax both pages of this form to: 610-854-3780  
 E-mail to: rtdirectory@valleyforgepress.com  
 or mail to: Valley Forge Press  
 2570 Boulevard of the Generals, Suite 220  
 Norristown, PA 19403  
 For questions, call 800-983-7737

## Company Listing Information

Complete the required information, exactly as it should appear in the **rt image 2011 Radiology Directory**.  
 If handwritten, please print in ALL CAPS.\* We will abbreviate, if necessary.

Company name: \_\_\_\_\_

Country:  U.S.  Canada  Other

Address 1: \_\_\_\_\_

Contact: Name as it will appear on listing \_\_\_\_\_

Room/Suite/Floor #: \_\_\_\_\_

Title: \_\_\_\_\_

City: \_\_\_\_\_

E-mail: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Company URL: \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

Please check here if your billing address is the same. If your billing address is different, please notify your sales rep.

Please  the section(s) you would like your listing(s) to appear.

Ordering information on page 2.

- Associations**
- Hospitals**
- Imaging Centers**
- CE Scheduler** (See CE Scheduler – ordering information page)

Fill out the section to the right.  
 Includes ONE FREE basic listing under Product/Service – Continuing Education

- Product/Service Companies**  
 Fill out the section to the right.   
 Select ONE category per paid listing or display ad. There will be an additional fee of 50% of the cost of the listing to add a new category.
- Staffing Agencies**

If Faxing this form, please fill boxes in completely. ■

If you have selected Product/Service Companies, please indicate in the “drop-down” menu(s) the category(s) you would like your listing to appear. **ONE** per paid listing/display ad. (Please attach a sheet if selecting more than 10 categories.)

**Product/Service Category(s)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Distribution:**

Bundle-bagged and mailed with **rt image** 10/01/10 issue and distributed at RSNA 2010. (Subject to change)  
 Available online January 2011. Digital version to be distributed throughout 2011.

**Final Sales Deadline:  
 August 27, 2010**

\* Not responsible for errors due to illegible handwriting/fax.

<p><b>OFFICE USE ONLY:</b></p> <p><input type="checkbox"/> <b>ACTIVATE</b></p> <p><input type="checkbox"/> <b>DO NOT ACTIVATE</b></p> <p><b>REASON:</b> _____</p>	<p><input type="checkbox"/> <b>Basic #</b> _____</p> <p><input type="checkbox"/> <b>Enhanced #</b> _____</p> <p><input type="checkbox"/> <b>Power #</b> _____</p> <p><input type="checkbox"/> <b>Display Ad</b></p> <p style="margin-left: 20px;"> <input type="checkbox"/> Full   <input type="checkbox"/> 3/4   <input type="checkbox"/> 1/2 V or H  <input type="checkbox"/> 1/3   <input type="checkbox"/> 1/4   <input type="checkbox"/> 1/6V                 </p>	<p><b>Materials:</b></p> <p><input type="checkbox"/> <b>Form</b> _____</p> <p><input type="checkbox"/> <b>Logo</b> _____</p> <p><input type="checkbox"/> <b>Description</b> _____</p> <p><input type="checkbox"/> <b>Display Ad</b> _____</p> <p><b>Notes:</b> _____</p>	<p><b>Posted Date:</b> _____</p> <p><b>Initials:</b> _____</p> <p><b>Notes:</b> _____</p>
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RT

# Image

the source for radiology professionals

## 2011 Radiology Directory

**Book early and receive a FREE listing in 2010.  
Your entry will also be online  
for 12 months from time of print publication.**

[www.rt-image.com](http://www.rt-image.com)

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Norristown, PA 19403

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Receive a 15% discount if you confirm your order by May 1, 2010!

Receive a 10% discount if you confirm your order by June 1, 2010!

**Final Sales Deadline: August 27, 2010**

### ORDERING INFORMATION

<b>1</b>	<input type="checkbox"/>	<b>Basic Listing</b> I want ____ listings @ \$145 per inch per listing.	<b>\$145.00 per listing</b> - logo <b>ADD \$125*</b> - picture <b>ADD \$125*</b> - bold type <b>ADD \$55*</b> - 50 words <b>ADD \$125*</b> *above costs are per listing	Your listing includes: bold company name, address, phone and fax number, e-mail, and Web address, in print and online for 12 months.	\$ _____
<b>2</b>	<input type="checkbox"/>	<b>Enhanced (only \$305)</b>  I want ____ listings	I want _____ additional Enhanced listing(s) @ <b>\$185</b> each	Listing includes: bold company name, address, phone and fax number, e-mail & Web address, contact person, color company logo, and a 50-word description in print and online for 12 months.  Descriptive copy about your firm: _____ _____ _____ _____ _____ _____ _____ Attach typed information on separate sheet.	\$ _____
<b>3</b>	<input type="checkbox"/>	<b>Power (only \$480)</b>  I want ____ listings	I want _____ additional Power listing(s) @ <b>\$395</b> each	Listing includes: bold company name, address, phone & fax number, e-mail & Web address, contact person, color company logo, color block behind entire listing, and a 100-word description, in print and online for 12 months.  Descriptive copy about your firm: _____ _____ _____ _____ _____ _____ Attach typed information on separate sheet.	\$ _____
<b>4</b>	<input type="checkbox"/>	<b>FREE Basic Listing &amp; Logo with Display Advertising</b>	FP - <b>\$3,995</b> 3/4 - <b>\$2,995</b> 1/2 - <b>\$2,085</b> 1/3 - <b>\$1,495</b> 1/4 - <b>\$1,050</b> 1/6 - <b>\$795</b>  AD SIZE: _____	Your display advertisement includes four-color and a free listing: company name, address, phone and fax number, e-mail, Web address, and color company logo, in print and online for 12 months.  _____ Display ad location: Section/Category _____ Free basic listing w/logo location: Section/Category _____	\$ _____
				<b>Note: Prices are gross</b>	<b>PRODUCTION CHARGE:</b> \$ _____  <b>TOTAL AMOUNT ENCLOSED:</b> \$ _____

1.  Check enclosed (payable to **rt image**)     VISA     MasterCard     American Express

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

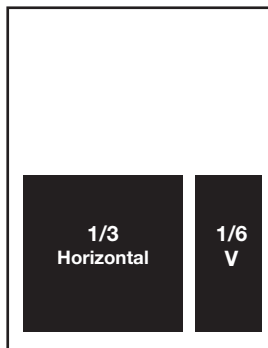
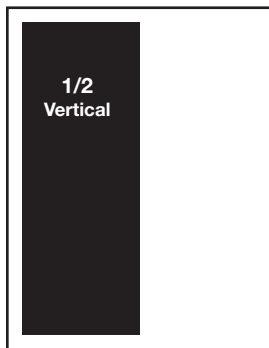
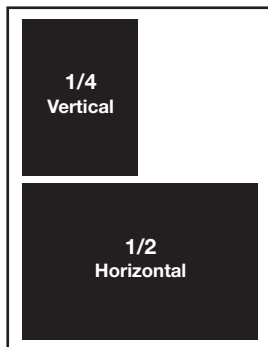
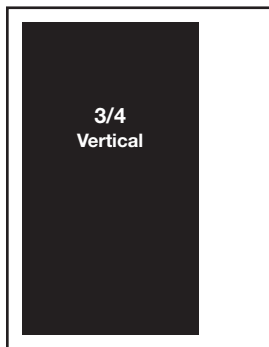
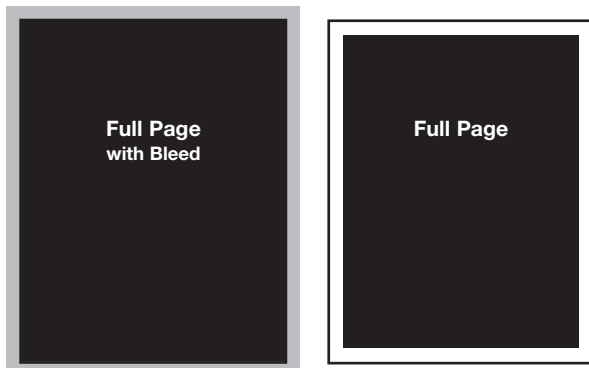
Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

# Image

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## 2011 Radiology Directory

**Display Ads:** (includes a FREE basic listing w/logo)



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### Rates and Size Options\*

<b>Trim Size</b>	8.375"	x	10.8125"	<i>Offset crop marks and registration at least 12 points QR .167"</i>
<b>Live Area</b>	7.875"	x	10.3125"	
<b>Full Page</b>				
Bleed	8.625"	x	11.125"	\$3,995
Non-Bleed	7.375"	x	9.5"	\$3,995
<small>(15% premium placement for ISF, ISB, OSB, Center Spread, Page 3)</small>				
<b>3/4 Vertical</b>	5.5"	x	9.5"	\$2,995
<b>1/2 Vertical</b>	3.5"	x	9.5"	\$2,085
<b>1/2 Horizontal</b>	7.375"	x	4.66"	\$2,085
<b>1/3 Horizontal</b>	5.5"	x	4.66"	\$1,495
<b>1/4 Vertical</b>	3.5"	x	4.66"	\$1,050
<b>1/6 Vertical</b>	2.66"	x	4.66"	\$795

\*Agency Discount Honored

**No single directory serves all of your customer needs until now!**

#### Editorial:

Reach radiology professionals in all modalities, including radiologists, administrators, technologists, and key decision makers throughout the year. **rt image** is unique to bring a directory covering:

- Associations
- Hospitals
- Imaging Centers
- CE Scheduler
- Product/Service Companies
- Staffing Agencies
- Comprehensive Index

#### Listing Examples:

##### Basic Listing

**rt image**  
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[info@rt-image.com](mailto:info@rt-image.com)  
[www.rt-image.com](http://www.rt-image.com)

##### Power Listing with Logo and Description:

RT  
**Image**

**rt image**  
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[info@rt-image.com](mailto:info@rt-image.com)  
[www.rt-image.com](http://www.rt-image.com)

Now in our 20th year of circulation, **rt image** is the only national weekly magazine serving the radiology industry. Our mission is to present professionals with a variety of timely, accurate, reader-focused articles to promote their careers and provide information about prevailing techniques and technologies. **rt image** provides exposures through four different mediums: print, digital, online and e-newsletter. **rt image** is aggressively marketed, attending or distributing at nearly 50 radiology shows each year.

**Book your space early and receive a discount.**

**Space confirmations received by:**

**May 1, 2010 - 15% off • June 1, 2010 - 10% off**

**Final Sales Deadline: August 27, 2010**

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or call 800-983-7737 for more details.**

**Valley Forge Publishing Group**

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