Advertisement Offers
ESR Online

**Channels**
myESR.org
connect.myESR.org
eurorad.org
epos.myESR.org
learn-my’esr.talentlms.com

**Other**
ESR Mailings
eBlasts
ESR Social Media Channels

ESR Promotion Offers for 2020

as per September 2020
myESR.org

The official website of the European Society of Radiology

- 148,000 page views on average per month in 2020 (as per Sept. 2020)
- Daily updates of ongoing developments and challenges in the field of radiology
- International hub for numerous educational activities
- Comprehensive portal to members' personal accounts
Animated Overlay

A graphical content box that appears in the middle of the website page, obscuring the background content, which must be closed (by clicking “X”) to enter myESR.org. Frequency: the (animated) overlay will appear once every hour to the individual website visitor.

Price:
€ 8,500/month
(exclusive)

Discount available for bookings of a longer duration

Technical Specifications:
To be provided upon booking

Data submission:
2 weeks in advance
Flying Carpet Advert

It is an advertising space that remains in the background, while the content of the webpage is drawn over the advertising space when scrolling through the webpage. This type of advert leads to a high quality, exclusive and very attention-grabbing perception of the visitor.

Price:
€ 3,500/month

Best possible position on landing page of myESR.org (position to be decided by ESR)

Discount available for bookings of a longer duration

ESR tip:
Increase attention with an animated banner

Technical Specifications: Data submission:
To be provided upon booking 1 week in advance
Society Journals
Europe’s leading journals in the field of medical imaging

The ESR publishes its own journals, featuring original articles and meta-analyses on clinical science and research, outcome and patient studies.

- More than 1 million downloads per year
- Innovative topics on most actual scientific discoveries
- Perpetually cited and referred to via ESR newsletters and social media
- Full electronic access for ESR members
- Scientific editorial board of well-known experts in the field of radiology
- Active involvement of the leading European societies in radiology

European Radiology
ESR’s flagship journal with an impact factor of 3.962

Insights into Imaging
ESR’s gold open-access journal dedicated to educational articles

European Radiology Experimental
The youngest member of the ESR journal family, providing a forum for basic scientific discoveries, novel approaches and techniques in experimental settings
Animated Overlay

A graphical content box that appears in the middle of the website page, obscuring the background content, which must be closed (by clicking “X”) to enter Society Journal pages.
Frequency: the (animated) overlay will appear once every hour to the individual website visitor.

Price:
€ 1,000/month for all 3 society journal pages (exclusive)

Important: may only be booked in combination with Animated Overlay on myESR.org

Discount available for bookings of a longer duration

Technical Specifications: Data submission:
To be provided upon booking: 2 weeks in advance
ESR Connect features an online streaming channel, including lecture recordings from previous educational courses, congresses, webinars and much more. Besides a collection of videos on demand, this platform broadcasts a live channel for ongoing events worldwide as well.

Recent & upcoming live events on connect.myESR.org
Radiology fighting COVID-19 series
ECR 2020 Online
ECR 2020 Highlight Weeks*
Online courses of the European School of Radiology – ESOR
ESSR Virtual Ultrasound Workshop
ESMRMB 2020 Online Congress
ESTI Winter Course 2020

*For the ECR 2020 Highlight Weeks, the ESR offers special advertising opportunities! Click here to find out more.
Facts

- 283,000 page views on average per month in 2020 (as per Sept. 2020)
- The platform of all ESR broadcasts (live & on demand)
- Continued access to scientific and educational highlights of the European Congress of Radiology (ECR)
- Interface for educational material in various subspecialties
- Spotlighting the most prominent speakers in radiology
Animated Overlay

A graphical content box that appears in the middle of the website page, obscuring the background content, which must be closed (by clicking “X”) to enter connect.myESR.org.
Frequency: the (animated) overlay will appear once every hour to the individual website visitor.

Price:
€ 6,500/month

Technical Specifications:
To be provided upon booking

Data submission:
2 weeks in advance
Advert banner on homepage

Image-based advertisement with a prominent position on the landing page connect.myESR.org, linked to your desired destination.

Non-exclusive option (alternating with ESR and up to 1 additional sponsor)

Price:
€ 4,500/month
€ 9,500 for 1 year
(12 months starting from 1st publication date)

Technical specifications:
- File size: 1500 x 550 pixel
- File format: gif, jpg, png
- DPI: 72 dpi
- Link (e.g. website URL)

ESR tip:
Use image-based content rather than text-based

Data submission:
1 week in advance
Advert banner on menu sidebar

Image-based advertisement with a prominent position in the sidebar on the program/video-player page and description page (next to menu items such as speakers, topics, tags, etc).

Price:
€1,200/month for 1 Topic Package
€1,800/month for 1 ESR Connect Weekly Show

Discount available for bookings of several Topic Packages or Weekly Shows
An overview of all topic packages can be found online at connect.myESR.org/ondemand

Technical specifications:
- File size: 640 x 640 pixel
- File format: gif, jpg, png
- DPI: 72 dpi
- Link (e.g. website URL)

Data submission:
1 week in advance
Eurorad

ESR’s online radiological teaching case database

The largest peer-reviewed radiological teaching case database on the internet offers readers access to a wealth of medical information and imaging data, whose accuracy and quality have been validated by some of the most experienced radiologists in Europe.

✓ Currently 7,000 published cases in various fields of medical imaging
✓ 92,000 page views on average per month in 2020
✓ Unique educational tool for radiologists, radiology residents and students worldwide
✓ Featuring highly interesting radiological case reports
✓ Free submission for everyone
Animated Overlay

A graphical content box that appears in the middle of the website page, obscuring the background content, which must be closed (by clicking “X”) to enter eurorad.org.

Frequency: the (animated) overlay will appear once every hour to the individual website visitor.

Price:
€ 3,800/month (exclusive)

Discount available for bookings of a longer duration

Technical Specifications:
To be provided upon booking

Data submission:
2 weeks in advance
Advert banner

Image-based advertisement with a prominent position on the website page, linked to your desired destination.

**Price:**
€ 2,500/month (exclusive)

*Discount available for bookings of a longer duration*

**Technical Specifications:**
To be provided upon booking

**Data submission:**
1 week in advance
The online database for electronic posters

EPOS™, the Electronic Presentation Online System, is the European Society of Radiology's online database for electronic posters from ECR 2003 onwards. Since its inception in 2003 - which was visionary for its time - many thousands of posters have been submitted to EPOS, where they are permanently available.

- 1,000,000 page views on average per month in 2020 (as per Sept. 2020)
- More than 30,000 posters from ECR 2003 onwards, as well as RANZCR, SERAM, ESSR, ESTI, ESCR and EuroSafe Imaging
- Melting pot of research work across the borders
- Free of charge access and viewing
- Forum for most actual scientific discoveries
Animated Overlay

A graphical content box that appears in the middle of the website page, obscuring the background content, which must be closed (by clicking “X”) to enter epos.myESR.org.

Frequency: the (animated) overlay will appear once every hour to the individual website visitor.

Price:
€ 7,500/month (exclusive)

Discount available for bookings of a longer duration

Technical Specifications:
To be provided upon booking

Data submission:
2 weeks in advance
Advert banner on frontpage

Full width image-based advertisement with a prominent position on the front website page, linked to your desired destination.

Price:
€ 3,000/month (exclusive)

Discount available for bookings of a longer duration

Technical Specifications:
To be provided upon booking

Data submission:
1 week in advance

Welcome to EPOS™!

EPOS™, the Electronic Poster Online System, is the European Society of Radiology’s online database for electronic posters. All abstracts and posters are reviewed by an expert jury and categorized according to the ECR’s comprehensive list of scientific keywords. This jury also selects the best posters of the year to receive recognition at the annual congress.

Since its inception in 2003, which was visionary for its time, more than thirty thousand posters have been submitted to EPOS™ where they are permanently available - completely free of charge. Enjoy browsing through all posters available or scroll down further to find a selection of Highlighted posters.

Browse all posters

1120 x 300
Advert banner poster-viewing

Image-based advertisement with a prominent position aside the individual poster content.

Price:
€ 4,500/month for all poster-viewing sub-pages (exclusive)

Discount available for bookings of a longer duration

Technical Specifications:
To be provided upon booking

Data submission:
1 week in advance
Education on Demand

The ESR e-learning platform

Education on Demand offers selected content and accredited online learning.

- 48,000 page views on average per month in 2020 (as per Sept. 2020)
- Literature and video-based courses
- Self-assessment options
- Ideal and flexible supplement to live events
- CME accredited e-Learning content
Animated Overlay

A graphical content box that appears in the middle of the website page, obscuring the background content, which must be closed (by clicking “X”) to enter learn-myesr.talentlms.com.
Frequency: the (animated) overlay will appear once every hour to the individual website visitor.

Price:
€ 4,500/month
(exclusive)

Discount available for bookings of a longer duration

Technical Specifications:
To be provided upon booking

Data submission:
2 weeks in advance
eBlast

Delivery of your content from a dedicated myESR e-mail address

The ESR will send your eBlast file to all or specific groups of ESR members and non-members. Addresses can be filtered by country/profession/field of interest as desired.

- Up to 200,000 recipients possible
- Professional support from ESR staff
- Minimum order value of €1,500 excl. VAT
- Flexible in delivery date and time
- Ideal access to a specific target market
- eBlast designed in your very own corporate identity
eBlast

Addresses can be filtered by country/profession/field of interest as desired. Based on the number of addresses, the costs for an eBlast will be according to the list below.

The ESR will be pleased to share the list of categories you may choose from upon request.

<table>
<thead>
<tr>
<th>Number of addresses</th>
<th>Price/address</th>
<th>Min. Price</th>
<th>Max. Price</th>
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</thead>
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<td>€ 3.000,00</td>
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<tr>
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</tr>
</tbody>
</table>

Mailing date:
Please inform the ESR upon your booking inquiry on your preferred mailing date (plus 2 plausible alternative dates.

Technical Specifications:
To be provided upon booking

Data submission:
2 weeks in advance
ESR Journals Newsletter

In this weekly newsletter, ESR provides its members with valuable information and insights into new publications of its most successful society journals!

- Approx. 90,000 recipients
- Opening rate approx. 25%

Price:
€ 1,500/Mailing banner
(non-exclusive)

Best possible position (to be assigned by ESR)

Data submission:
1 weeks in advance
ESR Facebook posting

With our Facebook Status Update we’ll provide you the reach (up to 192,000 fans within our community) and the opportunity to be featured (text, link, picture or video) on one of the most active and liked imaging related pages worldwide.

• Comprehensive support from our Social Media team
• Scheduling recommendations, text optimisation and monitoring
• Creative solutions and a range of multimedia expertise (sur-charge)

Please note:
• Pure advertising content will not be considered
• All content on the ESR Facebook page needs to conform to the ESR’s standards of quality

Price:
€ 700/update

No discount possible
Booking procedure

1. Please send an email with your booking inquiry to promotion@myESR.org
2. Upon receipt of booking inquiry, ESR will check availability and send an official offer*
3. After the signed offer has been received by ESR, the booking will officially be confirmed
4. ESR will issue the invoice
5. Upon receipt of payment, ESR will send the Technical Specifications

* Special discounts may be granted in case of bookings including multiple Promotion Tools and/or a prolonged booking duration