



2026

WEB ADVERTISING INFORMATION



Accessing medical imaging
professionals across the State of Ohio



Why advertise with the OSRT?

With more than 15,000 medical imaging and radiation therapy professionals in Ohio, plus many more across surrounding states, the OSRT helps you promote your products and services to a highly targeted audience. Increase visibility, drive traffic, and build meaningful brand awareness. Connect with fellow medical imaging professionals through OSRT's community. The OSRT's functions typically reach radiologic technologists and radiation therapists from a multistate region. Technologists stay engaged with the latest news and advancements that shape their careers, and you can take advantage by teaming up with the OSRT. We offer affordable web advertising options, and various OSRT events are open to you for promoting your services and products and drive traffic that can lead to customer acquisition, conversions, and increased revenue.

Use the OSRT's web platform as an affordable, flexible option for your strategic marketing efforts and reach new customers. Boost your visibility while promoting your products and services directly to professionals who influence healthcare decisions. Partner with the OSRT to connect with fellow medical imaging professionals, to elevate your brand, share job opportunities, engage healthcare professionals, and make a lasting impact. Sign up for one of our affordable Web Advertising plans and start tracking traffic now!



osrt@osrt.org



440.382.5607



www.osrt.org

[https://www](https://www.osrt.org)

WEBSITE ADVERTISING

**BE VISIBLE TO MEDICAL
IMAGING AND RADIATION
THERAPY PROFESSIONALS
ACROSS OHIO! SAVE YOUR
SPOT ON THE OSRT WEB
WITH MONTHLY POSTING
OPTIONS.**

**Sponsor & Advertise
with the OSRT**



6 months	\$250
9 months	\$325
12 months	\$450



Memberships

Join Now



Recognitions

Browse

**Made
You
Look**
Advertise with us!





AD GRAPHIC SPECIFICATIONS

- Banner ads must be submitted electronically via OSRT's [Ad Contract](#).
- **Maximum ad file size: 50k**
- **1000x662 or 550x331px**
- File format: **png, jpg, gif, or animated gif**, and can include a **link to the specific URL** you would like interested individuals directed to when clicking on your company's graphic.
- Animated GIF ads are allowed. Animation is restricted to a maximum of 30 seconds (at a 15-20 FPS rate). Endless loops are not allowed. Ads can loop up to 3 times.
- Ad graphic must be received five (5) business days before the contractual posting date.
- Renewals must be made 30 days before contract expiration. The ad graphic will not be posted until payment is received in full.
- Ads must not resemble OSRT editorial content (exact or close replication). Ads must not include references to OSRT unless part of a previously arranged co-promotion.
- No misleading creative tactics. This includes ads fabricating computer warning dialog boxes that lead the viewer to believe their computer, our server, or the system is experiencing technical difficulties or that they need to click on a box (ad) to remove the message from their screen.



TERMS & CONDITIONS

Ad Regulations

- All advertising is subject to editorial approval by OSRT.
- All advertising is prepaid.

Cancellations

- Cancellations can be accepted only if made before 5 pm ET the day before the Ad posts. Credit is given when it is the OSRT's fault and results in the viewer being unable to contact the advertiser.

Copy Regulations

- OSRT reserves the right to refuse copy at its discretion. The right shall not be deemed to have been waived by acceptance or actual use of any advertising.
- OSRT recommends the word "technologist" be used in ads instead of "tech" or "technician".
- The Ohio Society of Radiologic Technologists is a professional society of the State of Ohio, and the American Society of Radiologic Technologists is a national professional society. Ad copy will be revised to correct any discrepancies.

Conditions

- OSRT reserves the right to reject or discontinue any advertising.
- Web Ad contracts range from 6, 9, or 12 months. The time frame starts from the first ad placement. 12-month periods do not overlap.
- OSRT's liability for any error will not exceed the cost of the advertisement in question.
- OSRT accepts no liability if, for any reason, it becomes necessary to omit an advertisement.
- Ad placement is based on a first-come, first-served basis.

Terms

- Complete OSRT's Web Ad Contract and upload the ad graphic using OSRT's online [Ad Contract](#).
- Pay by Credit Card, PayPal, or by mail.
- Payment must be received before posting the ad.
- A notice will be emailed confirming acceptance and the scheduled month(s) for the Web ad's posting.





Thank You!



**THANK YOU FOR
CONSIDERING OUR
WEB ADVERTISING
OPPORTUNITIES**



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