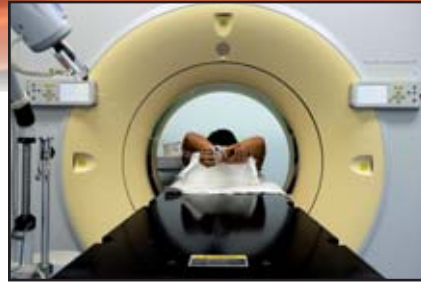


The Society of Radiographers' media information



Opportunities to reach radiology service managers and more than 90% of practicing diagnostic and therapy radiographers

The Society of Radiographers represents more than 90% of the diagnostic and therapeutic radiographers in the UK, as well as radiology service managers.

It is responsible for their professional, educational, public and workplace interests. Founded in 1920, it is one of the oldest and most experienced radiography organisations in the world.

The College of Radiographers is the charitable

subsidiary of The Society and it exists for the benefit of the public. The College's objects are directed towards education, research and other activities in support of the science and practice of radiography.

The membership of the Society and College is more than 25,000 radiography practitioners - managers, consultants, advanced practitioners, reporting radiographers, assistant practitioners, helpers and students.

The organisation's media includes two magazines (Synergy Imaging & Therapy Practice and Synergy News), websites, ezines and mailings. They offer unrivalled opportunities to reach this market.

To book, or if you have questions, talk to Rob Aspin on 01795 542405 or email ads@synergymagazine.co.uk

SIGN UP for our monthly deadline reminder at bit.ly/sordeadlines

more than
25,000
members

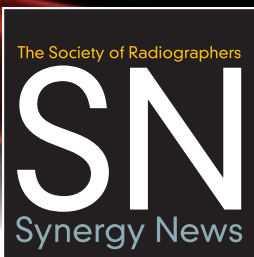
www.sor.org

THE SOCIETY OF
RADIOGRAPHERS



THE COLLEGE OF
RADIOGRAPHERS





Synergy News

SYNERGY NEWS is a lively news digest of what is happening in radiography and the wider healthcare arena.

All the hot topics are reported, including role development and career progression, pay and conditions, research, CPD and health and safety and equality issues.

Recruitment

Because SYNERGY NEWS has more than twice the circulation of any other radiography title, it is the first and only choice to fill vacancies fast.

The magazine is mailed on the first working day of each month to all members of the Society and College of Radiographers.

Vacancies appearing in the journal are also listed on the Society's website, bit.ly/radiographyjobs, at no additional cost. If you miss a deadline you



can advertise on the website only for £375+VAT but it is more cost effective to advertise in the journal with a free website advert. Contact Rob Aspin on 01795 542405 for details.

Recruitment single column centimetre rate = £33
2 column width = 90mm
3 column width = 135mm
4 column width = 188mm

Minimum advertisement size = 6cm x 2 columns

Page depth = 270mm
Page with bleed = 303mm x 216mm

Artwork to be supplied as a high resolution pdf by email to recruitment@synergymagazine.co.uk

To cancel an ad, please email recruitment@synergymagazine.co.uk stating client name and URN number or call 01795 542406.

Please ensure bookings and copy are received by 2pm:

Issue	Deadline
January 2012	19 December
February 2012	23 January
March 2012	21 February
April 2012	21 March
May 2012	20 April
June 2012	22 May
July 2012	20 June
August 2012	23 July
September 2012	21 August
October 2012	20 September
November 2012	23 October
December 2012	21 November

Overseas bookings must be prepaid please before the advertisement deadline. An additional £50 charge will be applied to overseas bookings to cover currency exchange rates and bank charges.

See the latest issues of SYNERGY NEWS at <http://bit.ly/synergynewslibrary>

To book, or if you have questions, talk to Rob Aspin on 01795 542405 or email ads@synergymagazine.co.uk

Free website recruitment advertising for adverts appearing in the journal



Short Courses & Study Days

The most comprehensive listing of medical imaging and radiotherapy CPD events, courses, study days, seminars and conferences.

There are two ways to promote your event: lineage and display advertisements.

LINEAGE

The online Short Courses & Study Days service makes advertising your event on the sor.org website and in SYNERGY NEWS magazine easier and quicker than ever before.

The beauty of the online service is that it is quick and easy. There's no need to wait until the next available edition of SYNERGY NEWS.

By posting your course online, you will automatically submit it for print in the magazine. Plus, you can choose which edition of SYNERGY NEWS you'd like your event to appear in.

To ensure that your event appears on the website and in SYNERGY NEWS go to <http://www.sor.org/short-courses-study-days>.

Register - only takes a couple of minutes - and post your event details.

How much does it cost?

If the maximum delegate fee for your event is £50 or less per day (or if it is organised by an SoR country/region council/committee), there is no charge. Your course will appear on the website up until the time of the event (or if you decide to remove it sooner) and it will be published in one edition of your choice of SYNERGY NEWS.

If your event costs more than £50 a day to attend, the cost is £125 including VAT. This includes publication in one issue of SYNERGY NEWS, as well as appearing on the website up to the time of the event. You can choose in

which edition of SYNERGY NEWS you want your notice to appear.

Further questions?

Clare Swaffer on 01795 542435 or email editorial@synergymagazine.co.uk

DISPLAY

In addition, display advertisements are available in SYNERGY NEWS at the same rates, and specifications, as Synergy ITP (detailed on the next page).

Prices are subject to VAT at the standard rate.

To book, or if you have questions, talk to Rob Aspin on 01795 542405 or email ads@synergymagazine.co.uk

See the latest issues of SYNERGY NEWS at <http://bit.ly/synergynewslibrary>



Synergy Imaging & Therapy Practice

SYNERGY Imaging & Therapy Practice has the largest circulation of any UK diagnostic imaging and oncology title.

It provides in-depth coverage of the latest professional development and clinical practice, as well as professional and educational issues that affect the day-to-day working lives of diagnostic imaging and oncology professionals.

It reaches radiology service managers, as well as more than 90% of practicing diagnostic and therapeutic radiographers, consultant and advanced practitioners, reporting radiographers, assistant practitioners, and helpers.

More than 22,000 professionals receive their own individual copy, mailed to the address of their choice, 12 times a year. It is also available online to 3000 radiography students.

All the diagnostic imaging and oncology modalities are covered in full.

Regular SYNERGY ITP advertisers also have...

Editorial case studies and product information (Product panels)

SYNERGY ITP advertisers receive a free quarter page of editorial and picture in each issue in which

they advertise with a half page or larger. There are additional editorial spots available at a cost of £100 plus VAT.

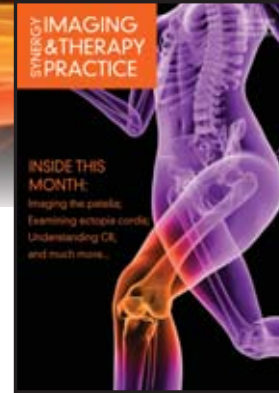
Website banners

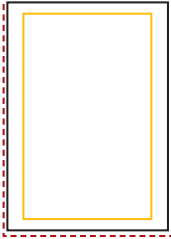
Regular advertisers in SYNERGY ITP can take advantage of a free banner on the Society's main website, sor.org, if they take a half page or larger in the magazine.

See the latest issues of SYNERGY ITP at <http://bit.ly/synergylibrary>

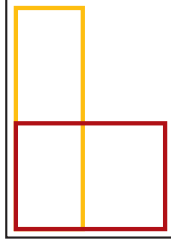
To book, or if you have questions, talk to Rob Aspin on 01795 542405 or email ads@synergymagazine.co.uk

Issue	Artwork Deadline
January 2012	14 December
February 2012	17 January
March 2012	15 February
April 2012	16 March
May 2012	16 April
June 2012	16 May
July 2012	15 June
August 2012	16 July
September 2012	15 August
October 2012	14 September
November 2012	17 October
December 2012	14 November

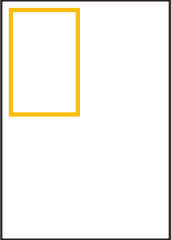




Full page A4
 Type area:
 188mm x 275mm
 Trim size:
 210mm x 297mm
 Bleed:
 216mm x 303mm
 One issue £1675
 IFC £2000
 OBC £1800
 3 issues £1595
 6 issues £1510
 12 issues £1340



Half page
 Half page Vertical:
 90mm x 275mm
 Half page Horizontal:
 188mm x 132mm
 One issue £920
 3 issues £875
 6 issues £830
 12 issues £740



Quarter page
 Quarter page:
 90mm x 132mm
 One issue £475
 3 issues £430
 6 issues £405
 12 issues £360

**Free website
advertising & editorial on
half page & larger adverts**

