

## The Insider E-newsletter

### Starting at \$1,500

- Quarterly to 3,400 subscribers
- Average open rate: 53%



Society of  
Interventional  
Oncology

### Rates

| Ad Size   | 3 Months  | 6 Months | Full Year |
|---|-----------|----------|-----------|
| Leaderboard (728 x 90)  | \$3,500   | \$6,000  | \$12,500  |
| Banner (540 x 100)  | \$1,500   | \$4,000  | \$7,000   |
| Sponsored Showcase (300 x 250, plus 60 character headline and 275 character description)  | \$5,000   | \$8,000  | \$14,000  |
| <b>Insider Dedicated Issue*</b>   | Per issue |          |           |
| Includes leaderboard, sponsored showcase, and two (2) abstracts. SIO to add additional abstracts based on content area<br><br>*Only three available | \$9,000   |          |           |

- Specs: Web-ready JPG or PNG files, 40kb max, no animation. Please include target URL(s) and submit sponsored content as a Word document.