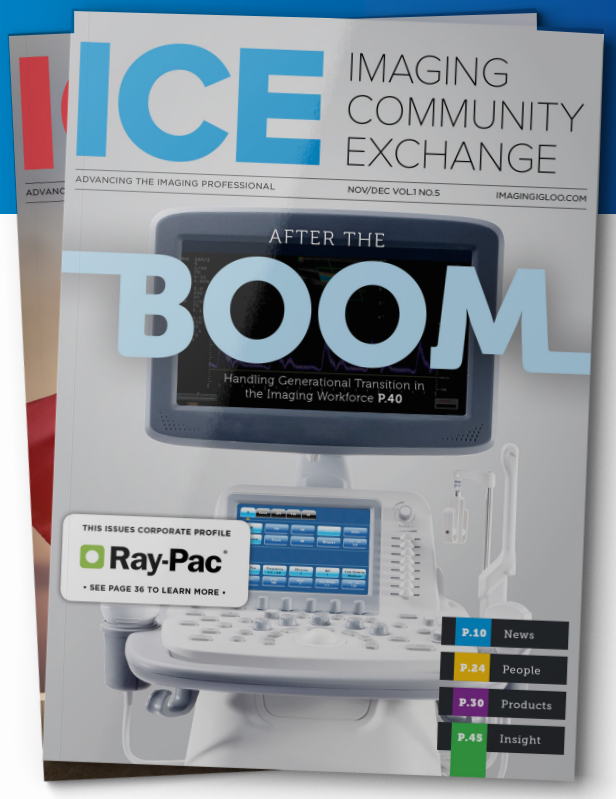
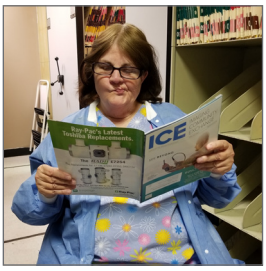
ICE IMAGING COMMUNITY EXCHANGE

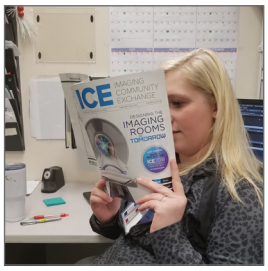
Connect › Share › Engage

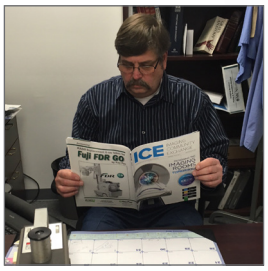


ICE MAGAZINE IS YOUR CONNECTION TO THE MEDICAL IMAGING SERVICE COMMUNITY

ICE is the magazine that directly links imaging professionals to your company's products and services. Each issue contains insightful and relevant content ranging from technological advances to new tools to professional development.







An August 2018 survey of the 10,756 readers of ICE magazine shows that they are a dedicated, loyal and influential group!

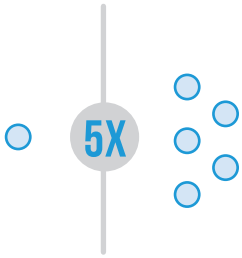
WE FOCUS ON ROI



60% of readers visited an advertiser's website after seeing their ad in ICE.

Over HALF of our readers are responsible for negotiating price or authorizing contracts for their department.

PASSALONG READERSHIP



For every ONE copy of *ICE*, a typical issue is read by up to FIVE other people within a department.

WE FOCUS ON DEDICATION



68% of readers spend 20 minutes or more reading their copy of *ICE*.

> "WHAT I LIKE MOST ABOUT *ICE* MAGAZINE ARE THE DEALER CONTACTS."
>
> *R. Garland, System Radiology Imaging Manager*

READERS BY TITLE

- 38% HTM Department
- 24% Imaging Service Engineer
- 15% Imaging Manager
- 10% Independent Service Organization
- 8% Manufacturer
- 5% Hospital Administrator

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"ICE is a great source for vendor information."

J. Lerner, Senior Clinical Engineer

EDITORIAL CALENDAR & DEADLINES

EDITORIAL CALENDAR IS SUBJECT TO CHANGE

ISSUE	FEATURES	DEADLINES
JAN	**Cover Story:** 3D Printing Makes A Mark Product Focus: Ultrasound Systems	Editorial: Nov. 21 Ad: Nov. 28
FEB	**Cover Story:** Certification: Is it right for YOU? Product Focus: Computed Tomography	Editorial: Dec. 26 Ad: Jan. 2
MAR	**Cover Story:** Scanning the Unscannable: MRI safety of patients with implanted medical devices Product Focus: Cardiac Imaging	Editorial: Jan. 23 Ad: Jan. 30
APR	**Cover Story:** Don't Be Dense: Breast density education Product Focus: Replacement Tubes	Editorial: Feb. 27 Ad: Mar. 6
MAY	**Cover Story:** Empowered Management Product Focus: C-arm	Editorial: Mar. 27 Ad: April 3
JUNE	**Cover Story:** Stay Smart: A look at training options Product Focus: Digital Radiography	Editorial: April 24 Ad: May 1
JULY	**Cover Story:** Emotions at work Product Focus: Ultrasound Probes	Editorial: May 29 Ad: June 5
AUG	**Cover Story:** Sweat the Small Stuff: A look at pediatric devices Product Focus: PACS	Editorial: June 26 Ad: July 3
SEPT	**Cover Story:** MRI Safe Environments: Safer by Design Product Focus: MRI	Editorial: July 24 Ad: July 31
OCT	**Cover Story:** Mobile Mammography Impacts Rural Areas Product Focus: Mammography	Editorial: Aug. 28 Ad: Sep. 4
NOV	**Cover Story:** AI & Imaging: Real results Bonus Feature: Guide to RSNA Product Focus: AI	Editorial: Sep. 25 Ad: Oct. 2
DEC	**Cover Story:** Yesterday, Today & Tomorrow: Exploring past advances, imaging's future Product Focus: Contrast Injectors	Editorial: Oct. 30 Ad: Nov. 6

BONUS DISTRIBUTION ISSUES

- February - Imaging Conference & Expo
- June - AAMI
- July - AHRA
- November - RSNA



PRODUCT FOCUS

A full-page market sector analysis is followed by a corresponding product focus featuring high-resolution photos of products and equipment available to *ICE* readers. Includes a brief description. See topics on the editorial calendar.



COMPANY SHOWCASE

The Company Showcase is a unique opportunity to highlight your company in a special editorial and allow industry professionals to learn more about your products and services.

PRINT ADVERTISING OPPORTUNITIES

AD DIMENSIONS AVAILABLE ON SPEC SHEET

SIZE	1X	3X	6X	12X
1/6	$475	$435	$375	$335
1/4	$665	$570	$525	$475
1/3	$925	$810	$715	$645
1/2	$1,185	$1,035	$925	$830
2/3	$1,655	$1,435	$1,345	$1,210
Full	$2,135	$1,945	$1,695	$1,525

PREMIUM	1X
Company Showcase	$2,995
Corporate Profile	$4,295
Belly Band	$3,495

PREMIUM	1X
Cover Tip-On	$3,995
4 Page Tip-In	$4,350
8 Page Tip-In	$5,200

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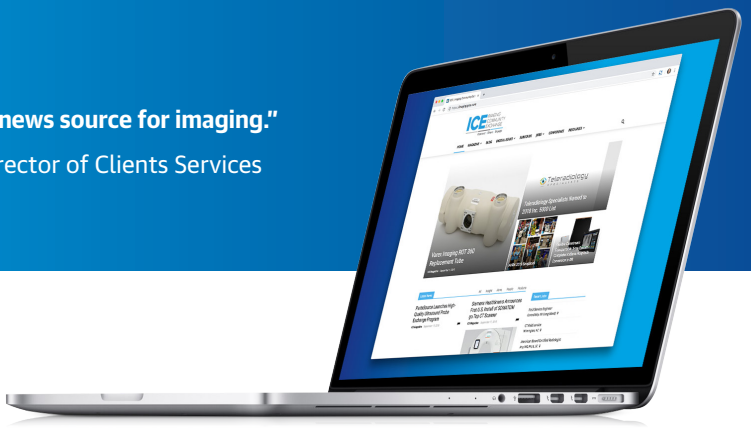
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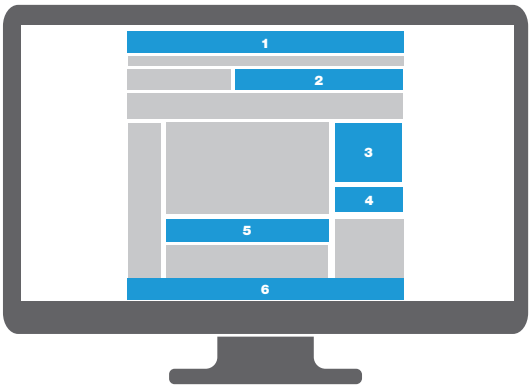
C. Brokaw, Director of Clients Services



DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE BANNERS

Location	Size	Rate/mo.
1 Title Sponsorship (sitewide)	1191 x 90 728 x 90 (mobile)	$950
2 Leader Board (sitewide)	728 x 90	$750
3 Premium	300 x 250	$500
4 Traditional	300 x 100	$250
5 Large Horizontal	728 x 90	$350
6 Torpedo (sitewide)	940 x 45 742 x 90 (mobile)	$1050



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AVERAGE MONTHLY WEBSITE STATS

1,691 USERS

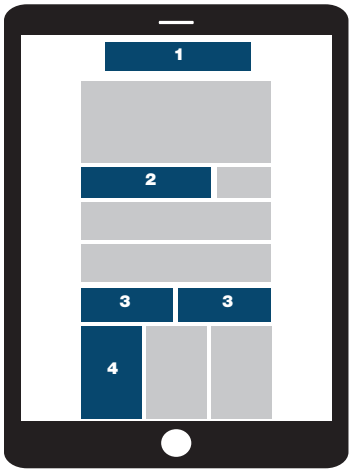
3,223 PAGEVIEWS

1:04 TIME ON SITE

ADDITIONAL

DIGITAL OPPORTUNITIES AVAILABLE. ASK FOR DETAILS!

E'NEWSLETTER BANNERS



Location	Size	Rate/mo.
1 Title Sponsorship (only 1 available)	510 x 86	$595
2 Large Horizontal	421 x 90	$395
3 Traditional	300 x 100	$295
4 Announcement	168 x 136 Title: 3-6 Words Text: 15-25 Words	$395

AVERAGE MONTHLY E'NEWSLETTER STATS

8,300 SENT

13% OPEN RATE

310 AVG CLICKS