



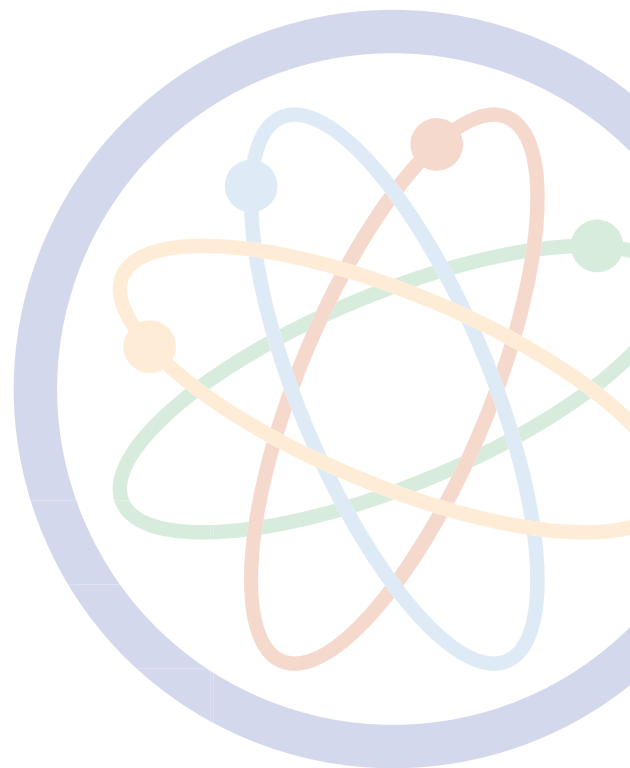
Media Kit **2025**

Canadian Association of Medical Radiation Technologists

**Customize your own menu of options to reach
over 11,000 professionals in the field of medical
imaging and radiation sciences.**

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Advertising with the Canadian Association of Medical Radiation Technologists

The Canadian Association of Medical Radiation Technologists (CAMRT) offers advertising opportunities guaranteed to reach up to 11,000 members, students, educators and leaders within the field of medical radiation sciences in Canada. We offer advertisers the chance to reach radiological technologists, radiation therapists, nuclear medicine technologists, magnetic resonance technologists, CT technologists and mammographers. For all advertising opportunities please note that prices do **not** include applicable GST/HST taxes

Why Advertise with CAMRT

The CAMRT regularly engages and communicates with members using a variety of vehicles. In many instances (e.g., MRT Week), the CAMRT communications also reach beyond its own membership to the entirety of the 22,000-strong Canadian MRT community. CAMRT provides an opportunity to reach individuals who are currently influencing the behaviors, procedures and knowledge paths in medical radiation technology, as well as those who will shape the profession in the future.

CAMRT Newsletter

The CAMRT Newsletter, which is published quarterly, is a privilege of membership. It provides a glimpse into the Canadian field of medical radiation technology. It includes a regular President's column that shares insights on the mission and strategic goals of CAMRT, fascinating profiles of members who are engaged in creative work, and updates on the most recent changes to the organization's programs and services as well as those of its provincial partners. We distribute both physical and digital copies to all of our members and pride ourselves on our bilingual content for our English and French members.

Newsletter Sample One

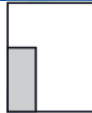


Newsletter Sample Two



Newsletter Advertising 2025

Issue	Ad content submission Deadline
Number 1 (Print and digital distribution)	Monday, February 10th
Number 2 (Distributed digitally only)	Monday, May 12th
Number 3 (Print and digital distribution)	Monday, August 11th
Number 4 (Distributed digitally only)	Monday, November 3rd

Advertising Rates and Positions	Single Issue: Print and Digital	1 Issue: Digital	4 Issue bundle: two Print & two Digital
Full Page W8.625x H11.125 PX 828 x 1068 	\$1,400	\$700	\$940/issue
1/2 Page Horizontal W8.625xH5.562 PX828x 534 	\$860	\$430	\$580/issue
1/3 Page Vertical W3x H11.125 PX 288 x 1068 	\$630	\$315	\$430/issue
1/3 Page Horizontal W8.75" x H3.875" PX 828x356 	\$630	\$315	\$430/issue
1/6 Page Vertical W3" x H5.5625" PX 288x534 	\$460	\$230	\$310/issue
Banner Ad W8.625x" x H3.125" PX 828x 300 	\$460	\$230	\$310/issue
Cover and Premium Positions			
Inside Front Cover (Full-page)	\$1,780	\$890	\$1,200/issue
Inside Back Cover (Full-page)	\$1,570	\$785	\$1,065/issue
Outside Back Cover (Full-page)	\$2,040	\$1,000	\$1,375/issue

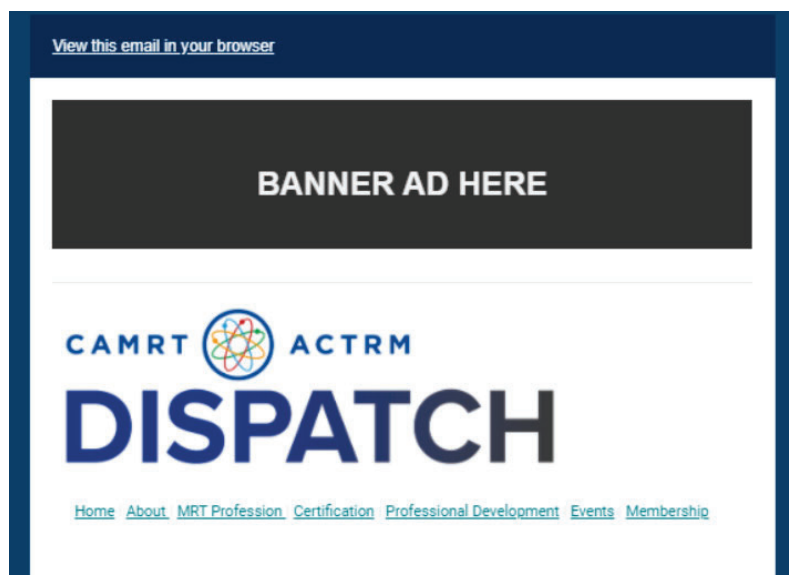
Note: CYMK resolution is preferred.



Advertising Rates for Dispatch 2025

One issue consists of both the English and French.

The space above the DISPATCH header is available for ad space (see screenshot). The Dispatch is a biweekly email digest of timely news for medical radiation technologists. The banner can be linked to any webpage. Discounts may be available for not-for-profit organizations or for bulk orders. Please contact communications@camrt.ca for more information regarding available advertising space.



Dispatch Prices

Issue	Price	Ad content submission
1 Issue (ENG/FR)	\$1,100	Banner specs: High resolution 1200 px X 264px JPG or PNG file

Provincial Events Sponsorship

The 4 provincial arms of the CAMRT (Atlantic, MB, AB & BC) each hold a bi-annual 1-day education conference. The provincial events will be staggered so that 2 provincial events take place each Fall. Each event includes a virtual component. We are pleased to offer a standardized sponsorship offering for these events. The sponsorship prospectus for these events can be found here: <https://www.camrt.ca/provincial-events-sponsorship/>

These events are the regional conferences for medical radiation technology and the meeting place for professionals in this field. The events will draw 100-200 MRTs from across each region for a day-long event featuring dynamic speakers and plenty of networking opportunities. More information on each event can be found on each provincial arms webpage: <https://www.camrt.ca/provincial-services/>

Digital and Social Media Package

Custom packages include placement on two out of the four CAMRT social media channels. Please note that no more than two ads per month are available. To discuss options and pricing, please contact acraven@camrt.ca.

Social Media Prices

Platform	Price	Ad content submission
Twitter/ X	\$600 (Includes two channels/ posts per ad)	Banner specs: High resolution 1200 x 1200 px JPG or PNG file
Facebook		Banner specs: High resolution 1200px X 628 px JPG or PNG
Instagram		Banner specs: High resolution 1080 x 1080 px JPG or PNG file
LinkedIn		Banner specs: High resolution 1200 x 627 px JPG or PNG file

Specialty Event Advertising

National Conference 2025

The national conference for MRTs in Canada will be held in Jasper, Alberta at the Jasper Park Lodge, from May 2-3rd, 2025. Find the prospectus for [CAMRT 2025 here](#).

Event	Description	Price
National Conference 2025	For rates and information on sponsorship for CAMRT 2025 please contact Ashley Craven acraven@camrt.ca .	Please email acraven@camrt.ca for more information.

MRT Week Sponsorship (Poster and Webinar)

[MRT Week](#) is an annual celebration of the essential role that medical radiation technologists (MRTs) play in the healthcare system. Promotional items, eagerly anticipated by all MRTs during their week of celebration, are proudly used by the country's 22,000 MRTs (CAMRT members or not). MRT Week Posters, which are displayed in 500 facilities across the country, receive countless views by MRTs, healthcare workers and patients in hospitals and clinics throughout the year. MRT Week Webinar advertisements is also available to be broadcast and re-viewed by hundreds of MRTs each year. Add your support (and logo) to a free webinar provided by the CAMRT to MRTs across the country and be apart of our most popular webinar of the year. This years MRT Week will be from November 2-8,th 2025.



MRT Week Advertisement	Ad Content Submission	Price
MRT Week Posters Shared branding	There are 4 sponsor position available to be added to MRT Week Posters	\$3,000
MRT Week Webinar Shared branding	There are 5 sponsors positions available for MRT Week Webinar advertisements	\$2,000

Please note you must book your spot by the end of August and your participation as an MRT Week sponsor will be also noted in a 'Thank you to our sponsors' ad in the CAMRT Newsletter that precedes MRT Week. Sponsors will also appear in all the advertising leading up to the webinar as well.

Journal of Medical Imaging and Radiation Sciences

Please contact editor@camrt.ca for more information regarding available advertising space.

Advertisement	Description	Price
Journal of Medical Imaging and Radiation Sciences (JMIRS)	Advertise with a cutting edge, peer-reviewed journal with international readership that publishes in all fields of diagnostic imaging and radiation therapies. The JMIRS is mailed 6 times per year to all CAMRT membership. Website banner adverts are also available.	Advertisements are sold by Elsevier for electronic and print. Contact editor@camrt.ca for rate cards.

Terms and Conditions

Copy Contract Regulations

- Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertising printed.
- Advertisers and advertising agencies agree that the publisher shall be under no liability for the failure to insert any advertisement.
- Advertisers and advertising agencies are jointly responsible for payment of published advertisement.
- All advertising material is subject to approval by the publisher.
- Cancellations cannot be accepted once publication process has been initiated.
- The appearance of advertising in the CAMRT News or e-news does not constitute a guarantee or endorsement of the quality or value of such product or of the claims made for it by its manufacturer.
- All rates specified are net. No agency discount is available.

Terms

1. All advertising will be invoiced in full prior to publication.
2. All final advertisements must be submitted before the issue closing date.
3. A fee of \$50 will apply to cancellations after the closing date, but before the publications process has been initiated.
4. All rates specified are net. No agency discount is available.

Camera-ready advertisements can be submitted to communications coordinator Malinda Aiello at maiello@camrt.ca.

Opportunities and Rates

To book any items a la carte please contact Ashley Craven, acraven@camrt.ca.

To discuss a custom package please contact Karen Morrison, kmorrison@camrt.ca.