



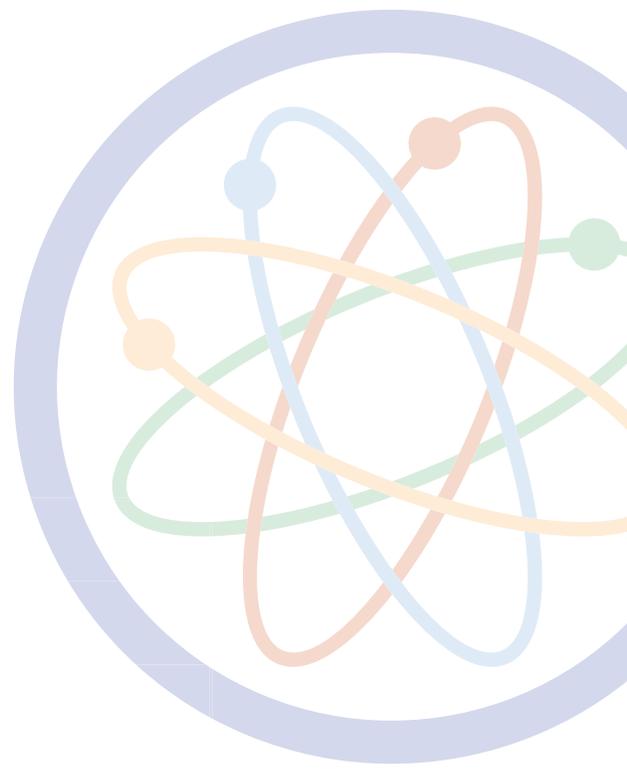
# Media Kit 2026

**Canadian Association of Medical Radiation Technologists**

**Customize your own menu of options to reach  
over 10,000 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 10,000 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 digitally 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 pride ourselves on our bilingual content for our English and French members. Our digital newsletter keeps medical radiation technologists across Canada informed and connected. With an impressive average of **2,320** opens per issue, the newsletter offers sponsors a valuable opportunity to reach a highly engaged professional audience.

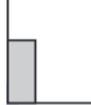
Newsletter Sample One

Newsletter Sample Two



## Newsletter Advertising 2026

Issue	Ad content submission Deadline
Number 1 (Distributed digitally)	Monday, February 9th
Number 2 (Distributed digitally)	Monday, May 11th
Number 3 (Distributed digitally)	Monday, August 10th
Number 4 (Distributed digitally)	Monday, November 9th

Advertising Rates and Positions	Single Issue price
<b>Full Page</b> W8.625 x H11.125 PX 828 x 1068 	\$715
<b>1/2 Page Horizontal</b> W8.625 x H5.562 PX828 x 534 	\$440
<b>1/3 Page Vertical</b> W3 x H11.125 PX 288 x 1068 	\$320
<b>1/3 Page Horizontal</b> W8.75 x H3.875' PX 828 x 356 	\$320
<b>1/6 Page Vertical</b> W3 x H5.5625 PX 288 x 534 	\$235
<b>Banner Ad</b> W8.625 x H3.125 PX 828 x 300 	\$235
Cover and Premium Positions	
Inside Front Cover (Full-page)	\$910
Inside Back Cover (Full-page)	\$800
Outside Back Cover (Full-page)	\$1,040

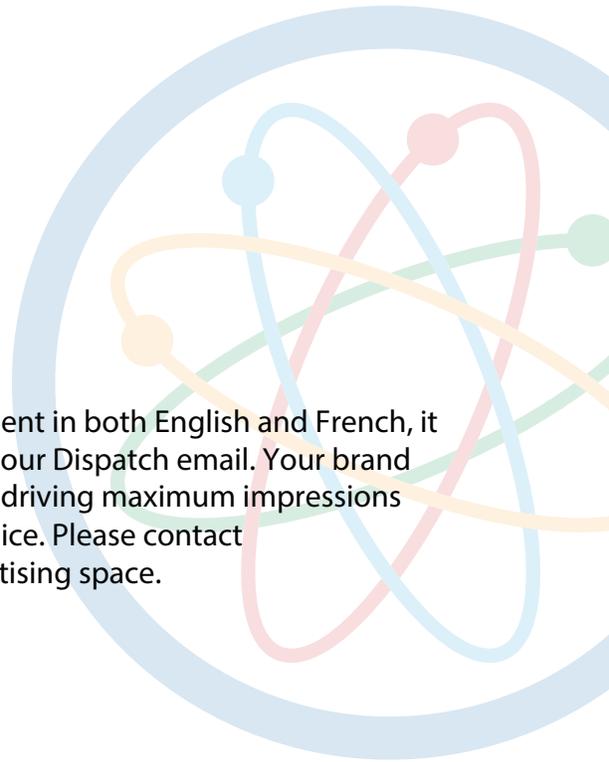
Note: CMYK resolution is preferred.



## Advertising Rates for Dispatch 2026

One issue consists of both the English and French.

The Dispatch is a biweekly email digest of timely news for MRTs. Sent in both English and French, it goes out to over 9,000 members. Get prime visibility at the top of our Dispatch email. Your brand or campaign appears as the first thing readers see upon opening, driving maximum impressions and awareness. The ad can also be linked to a website of your choice. Please contact [maiello@camrt.ca](mailto:maiello@camrt.ca) for more information regarding available advertising space.



### Dispatch Prices

Issue	Price	Ad content submission
1 Issue (ENG/FR)	\$1,150	<b>Banner specs:</b> High resolution 1200 px X 264px JPG or PNG file

## Provincial Events

The 5 provincial arms of the CAMRT (Atlantic, MB, AB, BC and SK) each hold a bi-annual 1-day education conference. The provincial events will be staggered so that 2-3 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 Packages

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 [maiello@camrt.ca](mailto:maiello@camrt.ca).

### Social Media Prices

Platform	Price	Ad content submission
Twitter/ X	\$650 (Includes two channels/ posts per ad)	<b>Banner specs:</b> High resolution 1200 x 1200 px JPG or PNG file
Facebook		<b>Banner specs:</b> High resolution 1200px X 628 px JPG or PNG
Instagram		<b>Banner specs:</b> High resolution 1080px X 1350px JPG or PNG file
LinkedIn		<b>Banner specs:</b> High resolution 1200 x 627 px JPG or PNG file

## Event Advertising / Sponsorship

### CAMRT 2026

CAMRT 2026 is the national conference for MRTs in Canada and will be held in Victoria, British Columbia from May 28-30th, 2026. Learn more here.

Event	Description	Price
<b>CAMRT 2026</b>	For rates and information on sponsorship for CAMRT 2026 please contact <a href="mailto:events@camrt.ca">events@camrt.ca</a> .	See the CAMRT 2026 Prospectus

### MRT Week Sponsorship (Poster and Webinar)

This years MRT Week will be from November 8-14th 2026.

MRT Week is an annual celebration of the essential role that medical radiation technologists (MRTs) play in the healthcare system. MRT Week Posters are displayed in 500 facilities across the country and receive countless views by MRTs, healthcare workers and patients in ospitals and clinics throughout the year. The MRT Week Webinar is broadcast and re-watched by hundreds of MRTs each year. Add your support and branding to this free webinar and be a part of our most popular webinar of the 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.



MRT Week Advertisement	Ad Content Submission	Price
<b>MRT Week Posters Shared branding</b>	There are 4 sponsor positions available on the MRT Week posters. This is a shared branding opportunity.	\$3,000
<b>MRT Week Webinar Shared branding</b>	There are 5 sponsor positions available for the MRT Week Webinar. This is a shared branding opportunity.	\$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.

## Journal of Medical Imaging and Radiation Sciences

Please contact [editor@camrt.ca](mailto:editor@camrt.ca) for more information regarding available advertising space.

Advertisement	Description	Price
<p><b>Journal of Medical Imaging and Radiation Sciences (JMIRS)</b></p>	<p>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 advertisement is also available.</p>	<p>Advertisement are sold by Elsevier for electronic and print. Contact <a href="mailto:editor@camrt.ca">editor@camrt.ca</a> for rate cards.</p>

## 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](mailto:maiello@camrt.ca).

### Opportunities and Rates

To discuss a custom package please contact Karen Morrison, [kmorrison@camrt.ca](mailto:kmorrison@camrt.ca).