2021 Media Guide
Success depends upon three common traits: product strength, organization reputation, and presentation focus. AHRA has the strength, reputation, and focus to help your company maximize its marketing power. The association’s award winning publications, popular meetings, and online programs offer various opportunities for communicating with imaging leaders.

Please Note: Advertising opportunities and pricing are subject to change

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For advertising opportunities and to discuss discounted custom package opportunities contact:
Kelly Miller • M. J. Mrvica Associates • Kmiller@Mrvica.com • P: 856-768-9360 • M: 609-680-6000
About AHRA

AHRA is the professional organization representing over 5,500 members at all levels of management at 2,600 hospital imaging departments, freestanding imaging centers, and group practices. Collectively, AHRA members employ or supervise over 100,000 radiologic technologists, managers, and administrative staff.

Work Role

- 94% of members are part of purchasing decision making teams; 76% make the final recommendation.
- 90% of members agree AHRA facilitates the development of professional relationships among imaging professionals.
- 92% of members agree that AHRA is the leader in creating, expanding, refining and transferring the body of knowledge of imaging management to healthcare professionals.

Work Setting

- A hospital (59%) or Both (22%)
- A freestanding imaging center (11%) or Other (8%)

Bed Size

- 0-99 (21%) or 100-249 (27%) or 250-599 (21%)
- 400-599 (14%) or 600+ (17%)

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AHRA’s *Radiology Management* journal has been the top professional journal for leaders in medical imaging management for over 40 years. Indexed on PubMed, it provides peer-reviewed, evidence-based information and research, supplying the management and technology information needed to operate successful imaging facilities. Focusing on education, the journal regularly includes columns and feature articles on healthcare management, human resources, coding, technology, finance, asset management, operations, and more.

Consistently rated *the most valuable* AHRA product, service, or program.*

*Source: AHRA Member Survey, June 2017

Circulation (2019): 4,506
Frequency: Bimonthly
Mailing date: fourth week of the first month of cover date
Reprints: Available as electronic or hard copy

**Rates: Black and White**

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<td>544</td>
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<td>458</td>
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<td>1/8 Page</td>
<td>292</td>
<td>264</td>
<td>239</td>
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(4-color process, add $1,100)

**Covers and Special Positions**

Cover 2: add 30%
Cover 3: add 15%
Cover 4: add 50%
Opposite TOC: add 15%

**Case Studies/Advertisorials**

$2,000 per page

**Belly Bands**

$3,000 per issue
(4-color process, add $1,100)

**Inserts**

Must be furnished by advertiser.
Business reply cards must accompany full page ads.
1 to 2 pages: $2,000
4 pages: $3,000
8 pages: $5,000
Business reply cards: $1,100

Earned Rates: The total number of insertions determines frequency rates.

Agency Discount: 15%. Agency assumes responsibility for payment of all advertising ordered
# Radiology Management

<table>
<thead>
<tr>
<th>Publication Month</th>
<th>Ad Space Closing</th>
<th>Ad Materials Deadline</th>
<th>Bonus Distribution</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/16/20</td>
<td>12/23/20</td>
<td>N/A</td>
</tr>
<tr>
<td>March/April</td>
<td>2/15/21</td>
<td>2/22/21</td>
<td>AHRA SpringConference</td>
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<tr>
<td>May/June</td>
<td>4/12/21</td>
<td>4/19/21</td>
<td>N/A</td>
</tr>
<tr>
<td>July/August</td>
<td>5/21/21</td>
<td>5/28/21</td>
<td>AHRA Annual Meeting</td>
</tr>
<tr>
<td>September/October</td>
<td>8/13/21</td>
<td>8/20/21</td>
<td>N/A</td>
</tr>
<tr>
<td>November/December</td>
<td>10/8/21</td>
<td>10/15/21</td>
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</table>

# Mechanical Specifications

<table>
<thead>
<tr>
<th>Page Size</th>
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<tbody>
<tr>
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<td>8-3/8&quot;</td>
<td>10-7/8&quot;</td>
</tr>
<tr>
<td>2-page spread (bleed)</td>
<td>17-1/4&quot;</td>
<td>11-3/8&quot;</td>
</tr>
<tr>
<td>Full page (bleed)</td>
<td>8-7/8&quot;</td>
<td>11-3/8&quot;</td>
</tr>
<tr>
<td>Full page</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4-9/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4-9/16&quot;</td>
<td>7-1/2&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3-3/8&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2-1/4&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>4&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3-3/8&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2-1/4&quot;</td>
<td>4-7/8&quot;</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3-1/2&quot;</td>
<td>2-1/8&quot;</td>
</tr>
<tr>
<td>Belly band</td>
<td>4&quot;</td>
<td>22&quot;</td>
</tr>
</tbody>
</table>

- Keep live matter 1/4' from trim edges.
- Bleed: Allow 1/8” for trim on all sides.
- Paperstock: Cover (80 lb. coated), Interior (70 lb. coated), belly bands (100 lb. coated)
- Printing process: Web offset
- Type of binding: Perfect
- Line screen: 150

**Inserts**
- Multiple-leaf inserts must be furnished folded. Diecuts within body of insert must be limited so as not to affect stiffness of the page and cannot adversely affect material on adjacent pages. Keep live matter 1/4” from trim.
- Size: min. 8-5/8" x 11-1/8”
- Trimming: 1/8” off all four sides. Jogs to head.
- Stockweight: 60 lb. text minimum; 100 lb. text maximum
- BRCs accepted: consult editor for specifications
- Quantity: Contact ad sales representative

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Please contact us to discuss discounted custom package opportunities.
Radiology Management

Submission of Ads

• Acceptance of advertising: Subject to approval by editor.
• Placement of advertising: Interspersed with editorial.
• Indicate journal, volume, and issue with ad material.
• High-resolution digital media required (minimum 300 dpi)
• Required format: Press-optimized PDF, EPS, TIFF, JPEG. No application files accepted.
• All fonts and graphics must be embedded.
• Publisher will not create or alter any advertising for client.
• Set up document to trim size with 1/8” bleed and crop marks.
• 4-color solids should not exceed SWOP density of 280%.
• Convert all RGB to CMYK.
• If requested, color ads must be accompanied by SWOP certified proof (chromalin, match print, IRIS, etc).
• Electronic transfer (preferred method of submission): Please contact editor prior to sending file via ftp or email.
• Courier transfer: CD-ROM preferred.
• Changes or updates made to previously submitted material must be resupplied in full with all pages included.
• No proofs will be sent to advertiser during layout.
• Cancellations: Notice of cancellation received after the closing date will result in 100% of fee due. If materials are not received by deadline, the publisher has the right to cancel the insertion.
• Disposition: Material will be held for one year from last insertion and then destroyed unless instructed otherwise.

Submission of Inserts

• Due 5 days after materials are due.
• Packing instructions: Carton packing preferred, with quantity, publication name, and month clearly indicated.
• Ship directly to printer:

Modern Litho-Print Co.
Attn: Radiology Management
6009 Stertzer Road
Jefferson City, MO 65101
Ph: 800-456-5867
Fx: 573-636-2655

To learn more about Radiology Management, please visit:
www.ahra.org/RadiologyManagement
Annual Meeting Publications

Convention Daily
Reach meeting attendees every morning with Convention Daily, the only print publication that provides the latest news, information, and schedules. It’s a great way to direct traffic to your booth.

Publication Dates: August 1-4, 2021
Space Closing: TBD
Material Deadline: TBD

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Depth</th>
<th>2x* Price/Day</th>
<th>4x Price/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>full page</td>
<td>7 1/2”</td>
<td>10”</td>
<td>$1,970</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/2 page</td>
<td>7 1/2”</td>
<td>5”</td>
<td>$1,000</td>
<td>$605</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 1/8”</td>
<td>5”</td>
<td>$545</td>
<td>$375</td>
</tr>
</tbody>
</table>

• 4-color process: add $550
• Ads must be high resolution (300 dpi)
• 2x advertisers must advertise in issues 2 and 4

Annual Meeting Program Guide
Maximum of 3 advertisers. On first-come basis, have your choice of 3 positions: Cover 2 (inside front cover), Cover 4 (outside back cover), or opposite the Table of Contents. If the ad requires PI space, Cover 2 advertiser will receive page 1, Cover 4 advertiser will receive Cover 3, and the advertiser opposite the Table of Contents will receive the following page. No other ads will appear in the Program Guide. Ad may be 4-color. Sponsors will be given right-of-first-refusal in following years. Net cost is $10,000.

Specifications
• Trim size: 6” x 9”
• Bleed size: 6.25” x 9.25” / .125” all around
• Live area/safe zone: 5.5” x 8.5”
• PDF (press-ready)

Deadlines
• Space Closing: TBD
• Materials: TBD
AHRA Banner Advertisements

Maximize your reach. On average, AHRA websites receive 26,000 visits and 96,000 impressions per month.

AHRA home page - www.ahra.org

The first stop for anymore visiting AHRA online. The homepage features content updated on a daily and weekly basis to keep visitors coming back. Association news, industry news, and links to social networking sites create interest and user engagement. Maximum of 5 advertisers per month.

235 x 100 gif/jpg 20K
$950 per month / 12 months
$1,085 per month / 6 months
$1,225 per month / 3 months

AHRA Forum, Connect - connect.ahra.org

Exclusive to AHRA members, this popular online discussion community provides real time dialogue among 5,500+ imaging professionals. Searchable archive of over 100,000 messages, with an average of 15,000 impressions per month. Maximum 3 advertiser per month.

350 x 100 gif/jpg 20K
$950 per month / 12 months
$1,085 per month / 6 months
$1,225 per month / 3 months

Terms: All rates are net. Posting will take place within five working days of the ad being received. Advertisers have up until one week prior to materials deadline to cancel without penalty (either 100% of the first monthly fee or 100% of one time placement). Advertisers holding the ad spot will be given the first option to keep it, but the decision to renew is required no later than 14 days prior to end of existing contract. Replacements will be selected on a first come, first served basis. Digital advertising specifications may change throughout the year. If the specifications change we will contact you directly.

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AHRA Banner Advertisements

Maximize your reach. On average, AHRA websites receive 26,000 visits and 96,000 impressions per month.

**Link home page - link.ahra.org**

AHRA’s blog, *Link*, is a highly ranked member benefit. With articles publishing several times per week, traffic remains consistent year round. Maximum of 7 advertisers per month.*

290 x 100 gif/jpg 20K
$470 per month / 12 months
$540 per month / 6 months
$610 per month / 3 months

290 x 200 gif/jpg 25K
$590 per month / 12 months
$675 per month / 6 months
$760 per month / 3 months

*Premium rates apply for May-July
Traffic peaks to a yearly high as the Annual Meeting approaches and during the meeting itself. 10% discount for 3 month reservation, 5% discount for 2 month reservation.

290 x 100 gif/jpg 20K
$950 / May
$1,085 / June
$1,225 / July

235 x 100 gif/jpg 20K
$590 per month / 12 months
$675 per month / 6 months
$760 per month / 3 months

**AHRA Online Institute - www.ahra.org/OnlineInstitute**

AHRA’s source for online education for members and imaging professionals. The Online Institute processes over 10,000 CE exams annually and contains over a hundred courses and webinars. Maximum of 5 advertisers per month.

235 x 100 gif/jpg 20K
$590 per month / 12 months
$675 per month / 6 months
$760 per month / 3 months

Terms: All rates are net. Posting will take place within five working days of the ad being received. Advertisers have up until one week prior to materials deadline to cancel without penalty (either 100% of the first monthly fee or 100% of one time placement). Advertisers holding the ad spot will be given the first option to keep it, but the decision to renew is required no later than 14 days prior to end of existing contract. Replacements will be selected on a first come, first served basis. Digital advertising specifications may change throughout the year. If the specifications change we will contact you directly.
Radiology Management Digital Edition

Offered to subscribers as an alternative format, all print ads are included in the digital edition of *Radiology Management* at no additional cost. A major advantage of digital edition advertising is the ability to promote and track usage of click-throughs (all ads containing an e-mail address and/or a URL are clickable). Advertisers follow normal print advertising production specifications and deadlines.

Digital Edition Enhanced Media

Advertisers can add video, audio, and other custom elements to generate a more powerful message. All rates are net (pricing is subject to change).

**Banner Ad**

Only one ad opportunity per issue. The ad is placed at the top of the screen ("leaderboard"), as well as underneath the Contents in the left navigation. Ads remain visible with each page turn.

**Blow-in or tip-on**

A pop up ad, it appears over a single page within the issue. It has a close button, but will automatically reappear every time the page it appears on is re-opened.

**Flag pages / tabs**

A series of clickable tabs at the top of the screen under the navigation bar "flags" print ad pages.

**Fee: $100 per tab**

**Multimedia**

Enhances any designed-for-print page. In some cases, video is a doorway to social media or e-commerce sites which makes it not only eye-catching, but engaging and lucrative.

- Video overlays (appear "over" the print ad)
- Video file (embedded within the print ad)
- Slideshow (click per slide or autoplay, can also contain audio)
- Flash overlay (appears "over" the print ad)
- Podcast (audio file)

When a page with multimedia is viewed, it will automatically play in a display that overlays the digital page. A close button and control bar are incorporated into each video. The control bar, containing play and volume buttons, as well as a progress bar, will fade away after a short period and can be recalled by moving the mouse into the multimedia area.

**Fee: $150 per element**

**Bellyband**

Similar to a blow-in or tip-on ad, the difference is the size. Its appearance mimics a printed bellyband, in that its width wraps over the entire page.

**Fee: $150 per insertion**

**Custom Links**

Any word(s), logo, or image within the print ad page can be made clickable. Allows for greater visibility and increased likelihood of click-throughs.

**Fee: $150 per element**
Digital Edition Enhanced Media Specifications

**Banner Ad (leaderboard)**
- Static Ads
  - image size: 728 x 90 pixels
  - image type: JPG, GIF, animated GIF
  - link to advertiser
- Dynamic ads
  - a JavaScript or Standard ad tag
  - ad size: 728 x 90 pixels

**Banner Ad (left navigation)**
- Static Ads
  - image size: 180 x 180 pixels
  - image type: JPG, GIF, animated GIF
  - link to advertiser
- Dynamic ads
  - a JavaScript or Standard ad tag
  - ad size: 180 x 180 pixels

**Blow-in or tip-on**
- Static Ads
  - image size: 500 x 300 pixels
  - image type: JPG, GIF, animated GIF (300dpi)
  - link to advertiser
- Multimedia ads (see right)

**Bellyband**
- Static Ads
  - image size: 800 x 175 pixels
  - image type: JPG, GIF, animated GIF (300dpi)
  - link to advertiser
- Multimedia ads (see right)

**Custom Links**
- Provide placement information and URL

**Flag pages / tabs**
- No materials required

**Multimedia**
- Video file formats accepted: .mpeg, .wmv, .flv, .rm, .vob, .avi, .swf*
  - With each of these formats (except .swf), the video file will be converted into a Shockwave Flash Presentation(.swf). Player controls will be added and the video will be placed within the digital edition.
  - To ensure all videos load and start quickly, each video file will be compressed in size to 15 mb or smaller. To accomplish this and maintain high quality throughout, it is recommended that videos are under 2 minutes playing time. Any video over 5 minutes may be returned.
  - Provide placement information. The media will be anchored to the specific location. Do not leave a blank space that is an “exact fit” as width and height can vary by a few pixels.
  - Supplied media can be streamed (resides somewhere else, i.e. Youtube, and is pulled into the issue) or integrated (video or audio that is sent as a clip and placed inside the digital edition).
  - If the multimedia piece is to be linked to a URL, please provide it with the material.

*Though it is an acceptable format, its use is

To see a sample issue, please visit: www.ahra.org/RadiologyManagement
AHRA White Papers ($3,500 per) - Lead Generation

Share your success stories with AHRA's audience of imaging leaders in healthcare. Our members are actively seeking the latest information on proven products, services, and case studies to improve their patient care and operations. Put your white paper in the hands of decision makers and top influencers.

What do you get?
- White paper (pdf) hosted online for three months
- Those interested in the white paper will fill out a form in order to download the white paper
- The form questions are:
  - Name, Company, Title, Email, Phone
- Leads will be provided to the sponsor
- White papers are given wide exposure to the AHRA audience through online promotion and e-mails
  - Listed on the AHRA White Paper home page at www.ahra.org/whitepapers
  - A blurb on the AHRA home page under AHRA News for 1 week at www.ahra.org
  - One LINK eBlast banner ad, 560x100 pixels as jpg, gif
  - A mention in 1 weekly Digest eBlast

Specifications:
- White paper as a compressed PDF file below 5 MB
- 350x500 pixels (jpg, png) cover image thumbnail of the white paper
- 50 word copy summary of the white paper
- A valid email address to receive the lead generation

Rules:
- The white paper advertiser will not share the lead generation information to other parties.
- The white paper advertiser will not solicit or market to leads that request not to be contacted.
- AHRA reserves the right to modify or remove the white paper listing. The appropriate parties will be contacted.
- Materials are due 2 weeks before the 1st day of the 3 month listing
- 6 white papers per advertiser/per year
Medical Imaging Marketplace

Connect with members of AHRA to showcase your company on the AHRA Medical Imaging Marketplace.

Listings

Basic listings are free of charge and include company name, address, and phone number. Please contact us at 888-777-6578 to receive a complimentary basic listing.

Enhanced listings are available for an additional $499 fee and provide the following benefits:

• Additional company information including: company logo, website URL, email address, full HTML description with embedded links, and complete contact information for the primary contact of the organization
• Larger listing size and placement above all basic free listings
• Company logo placement and tagline on the directory category and search results page
• Placement within up to ten categories
• Enhanced search engine optimization of listing contents

Enhanced Listing Upgrades

Deluxe Listing

Guaranteed placement on the first page within a category. Deluxe Listings are available on a first come, first served basis for each category. [ $150 per Sub-Category ]

Premium Listing

Guaranteed placement within the first three results of a category. Premium Listings are available, on a first come, first served basis for each category selected by the vendor. [ $1350 per Sub-Category]

Keyword Search

Add specific search terms to ensure your company is found during relevant searches. Up to ten keywords. [ $200 ]

Video Enhancement

Add videos to your enhanced listing to showcase your products or services. [ $350 ]

Homepage Featured Listing

A text based ad zone on the Marketplace home page. [ $750 ]

Buyer’s Guide Banner Ads

Banner ad rotating throughout the AHRA Medical Imaging Marketplace [ $2999 ]

For advertising opportunities and to discuss custom packages for the Medical Imaging Marketplace please visit: http://marketplace.ahra.org/mediakit

Note: All banners must be less than 250KB in size and in one of the following formats: GIF, JPG or PNG.
AHRA Email Advertising

Radiology Management Email Banner
Distributed bi-monthly, this email announces the new edition of *Radiology Management* that is published online, ahead of the print edition. It is sent to a circulation of 5,000+ AHRA members with an average open rate of 16%. Content features the table of contents with a link to the digital edition. Placement includes the acknowledgment, “Sponsored by:” above the banner ad. Only 6 insertions available.

560 x 100 GIF/JPG 15k
$650 per insertion

Sponsored E-Blast
Reach over 12,000 AHRA members and industry professionals via email. The sponsoring company supplies an HTML file and AHRA sends it out on the sponsor’s behalf. Up to two sponsorships per month are available. AHRA does not distribute its email addresses, so this is the only way to reach this audience via email.

$3,000 per email

Subject to AHRA approval. Advertiser supplies HTML file set at 600 pixels wide with preferred subject line. Include URL and graphics. Third party marketing/tracking software is not allowed in the email. The distribution list will go to individuals who have opted in to sponsored promotions and can not be customized. If requested, advertiser will receive a test email prior to distribution.

Email Digest Banner Ad
The Digest is sent to over 12,000 AHRA members and industry professionals each week with an open rate of 20%. Content highlights the latest AHRA articles, news, and upcoming events. Placement includes the acknowledgment, “Sponsored by:” above the banner ad. Maximum of 12 insertions per advertiser.

560 x 100 GIF/JPG 15k
$350 per insertion
 AHRA Email Advertising

**Link Email Banner Ad**
First published in print by AHRA in 1981, *Link* is now an online blog that is updated multiple times a week, and sent to over 12,000 subscribers. Placement includes the acknowledgment, “Sponsored by:” above the banner ad. Distributed in the 1st and 2nd week of each month (24 insertions). Maximum of 6 insertions per advertiser.* For maximum exposure compliment your Link email ad with a banner ad in Link (pg 9).

560 x 100 GIF/JPG 15k
$400 per insertion

*Premium rates apply for May-July

Traffic peaks to a yearly high as the Annual Meeting approaches and during the meeting itself. 10% discount for 3 month reservation, 5% discount for 2 month reservation.

560 x 100 gif/jpg 20k
$800 per insertion

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P: 856-768-9360 • M: 609-680-6000
AHRA Events and Conferences

AHRA Annual Meeting and Exposition
August 1-4, 2021 • Nashville, TN
Held in the middle of summer, this premier educational event for radiology administration attracts over 1,000 imaging leaders and 200 exhibitors. Over the span of four days, attendees have the opportunity to partake in educational sessions and symposiums, visit with vendors in the exhibit hall, and attend a variety of networking events.

AHRA Spring Conference
April 6-8, 2021 • Virtual Conference
The Spring Conference will be presented online, in a format that is designed to deliver a live conference experience without the added expense and logistics of travel. Spring Conference speakers will share their presentations via live webinars.

AHRA Local Area Meetings
Hosted by AHRA member volunteers, local area meetings are educational networking events held periodically around the country and online. Imaging leaders can attend these events free of charge to gain CE thanks to the generosity of sponsors.

AHRA Webinars
Held routinely, these live virtual seminars offer registrants best practices to help tackle the challenges of healthcare’s rapidly changing landscape.

Visit www.ahra.org to learn about sponsorship opportunities at AHRA events!