

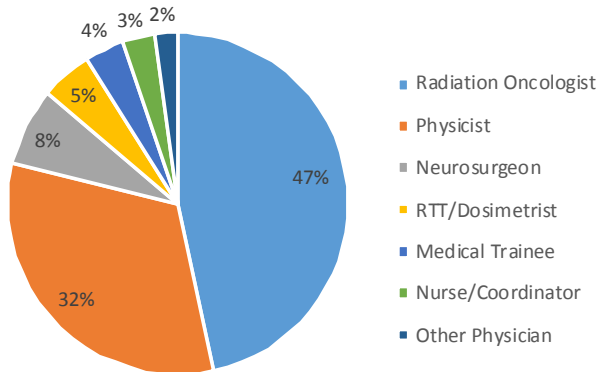
A large, stylized teal leaf graphic is centered on the page, with several pointed lobes extending outwards. The background is a light gray gradient.

The Radiosurgery Society®
Advertising Prospectus
2015—2016

Bridging the Gap between medical professionals and industry to work together to advance the field of stereotactic radiosurgery and body radiotherapy.

www.therss.org

Membership



- 57% of RSS members are physicians
- 32% of RSS members are medical physicists
- 85% US based, 15% international

Membership details as of April 1, 2015

The **Radiosurgery Society (RSS)** founded in 2002, is the largest non-profit professional medical society dedicated to stereotactic radiosurgery (SRS) and stereotactic body radiotherapy (SABR/SBRT). The RSS is a multi-disciplinary global organization consisting of radiation oncologists, neurosurgeons, medical oncologists, medical physicists, general surgeons, nurses, dosimetrists and therapists working together with industry to advance the field of SRS/SABR/SBRT.

Our unique philosophy is to **bridge the gap** and bring together healthcare providers with the medical device/manufacturers and industry leaders to promote collaborations, education, research and technological improvements ultimately to improve patient care.

RSS Website

The Radiosurgery Society website www.therss.org features a wide range of unique content focused SRS/SABR/SBRT resources including event and meeting updates, clinical- and physics-focused discussion boards, White papers and treatment guidelines, recorded monthly webinars, performance improvement cases, and hundreds of abstracts and presentations from previous RSS SRS/SABR/SBRT Scientific Meetings.

The **Corner Market** is a dedicated webpage within the www.therss.org website that features our advertising sponsors. Viewing product listings is not restricted to search engine only finds, so your ad message can directly reach physicians, medical physicists, healthcare providers and administrators world wide. **The Corner Market is easily accessible and free for anyone to access including both RSS members and non-members.**



Online Advertising

Cost effectively market your company and products on our dedicated **Corner Market** webpage within the www.therss.org website. Your ad message will directly reach physicians, medical physicists, healthcare providers and administrators specializing in SRS/SABR/SBRT around the world.

There are several options for online advertising to meet your advertising and budget needs.

SPOTLIGHT FEATURE

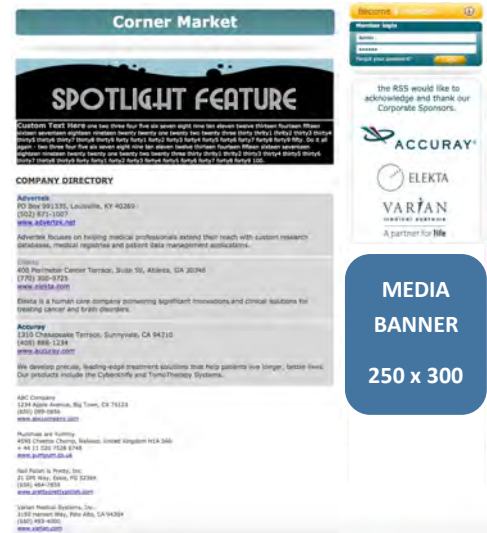
- An exclusive feature on the **Corner Market** webpage placing your ad as the top leaderboard
- Large and visually captivating
- Include company logo, graphic or product image along with a 100 word description.

MEDIA BANNER

- Draw attention to your company with a 250 x 300 pixel clickable media banner

COMPANY DIRECTORY

- List your company name and contact information
- Hyperlink feature directs audience to your website



MEASURABLE ANALYTICS

Track your online advertising results with our periodic tracking reports of impressions and click-through rates.

Online Advertising—www.therss.org

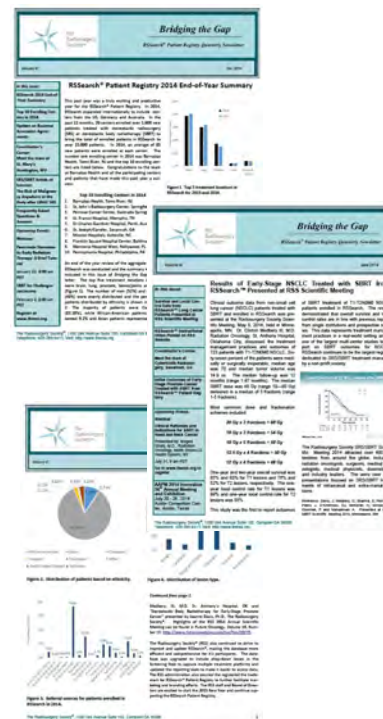
Feature	Cost	Description and Specifications
Spotlight Feature	\$1200.00 for 3 months	Highlight company/products with 100 word description. Includes graphic, company name, contact information and link to website. Image size maximum 655 x 150 pixels, 200 KB. Only 1 spot available.
Media Banner	\$1000.00 for 3 months	Maximum visibility with 250 x 300 pixels banner image and link to website. Maximum size 30 kB. Only 3 spots available.
Company Directory	\$500 for 6 months	Company listing and contact information with a direct link to website.
• First Listing	Add \$400	Your company will appear as the first listing within the directory and includes a 25 word description.
• Second Listing	Add \$300	Your company will appear as the second listing within the directory and includes a 25 word description.
• Third Listing	Add \$250	Your company will appear as the third listing within the directory and includes a 25 word description.

* Corporate and Academic/Hospital Sponsors will receive a discount on online advertising.

Advertise in *Bridging the Gap* Newsletter

Bridging the Gap newsletter is emailed twice a year, highlighting the latest SRS/SABR/SBRT news and research from the RSSearch® Patient Registry. Distribution includes radiation oncologists, medical physicists, neurosurgeons, medical oncologists, general surgeons, including RSS members, non-members and industry experts.

- Average sent per issue: 10,000
- Average open rate: 46%



Full Page: \$750

Half Page vertical: \$500

Half Page horizontal: \$500

Quarter Page: \$300

<p>8.25 (w) x 11 (h)</p>	<p>3.75 (w) x 11 (h)</p>	<p>6.75 (w) x 5 (h)</p>	<p>3.75 (w) x 5 (h)</p>
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Sponsor the SRS/SBRT Monthly Webinar Series

One of our most popular resources, monthly live CME Webinars, where experts discuss the latest SRS/SABR/SBRT research, clinical evidence, treatment practices and physics topics. Live sessions are available for anyone to participate. The recorded sessions are posted on the RSS website for RSS members. Contact us for more details.



Title of Webinar	Presenter	Date of Webinar
Pancreatic Stereotactic Body of Radiation Therapy – A Brief Tutorial	Joseph Herman, MD	January 22, 2015
SBRT for Cholangiocarcinoma	Anand Mahadevan, MD	February 4, 2015
Accelerated Partial Breast Irradiation using a Stereotactic Platform	Sandra Vermeulen, MD	Feb. 12, 2015
SBRT for Primary Renal Cell Carcinoma	Shankar Siva, MD	March 9, 2015
SBRT for Head and Neck Cancer	Madhur K. Garg, MD	April 30, 2015
Radiosurgery for Brain Mets: Real Gains for Cancer Patients	Douglas Kondziolka, MD	May 14, 2015

For more information contact Denise Hitzman at 408-385-9411 or email admin@therss.org

Corporate Sponsor Program and Benefits

* Annual Commitment

- Access to over 500 members/users of multiple SRS/SABR/SBRT platforms
- Sponsor listing on RSS website with hyperlinks
- Sponsor acknowledgement at RSS Scientific Meeting and listing in RSS Scientific Program
- Free tabletop, discounts and other benefits at RSS Scientific Meeting
- Listing of sponsor educational events on RSS website
- Email announcements of sponsor educational events to RSS members
- Custom corporate surveys emailed by RSS to RSS members
- Individual RSS Membership with access to RSS members-only website (some exclusions apply)
- Access to Clinical and Advisory Committees
- Participate in Research and Clinical Study Committees
- Discounts on advertising
- And more...

Academic/Hospital Sponsor Program and Benefits

*Annual Commitment

- Access to over 500 members/users of multiple SRS/SABR/SBRT platforms
- Sponsor listing on RSS website with hospital/center hyperlinks
- Sponsor acknowledgement at RSS Scientific Meeting and listing in RSS Scientific Program
- Discounts and additional benefits at RSS Scientific Meeting
- Listing of sponsor educational events on RSS website
- Email announcements of sponsor educational events to RSS members
- Host a monthly CME Webinar
- Participate in research and clinical studies
- Join the Clinical Research Committee and Advisory Boards
- Host Facility Training Courses
- Improve treatment options and patient care
- Discounts on advertising
- And more...

Application for Advertising

 COMPANY NAME (as it appears in all RSS advertisements)

 ADDRESS

 CITY

 STATE

 ZIP

 COUNTRY

 CONTACT NAME

 CONTACT PHONE NUMBER

 CONTACT E-MAIL ADDRESS

ONLINE ADVERTISING

- SPOTLIGHT FEATURE:** \$1200
- MEDIA BANNER:** \$1000
- COMPANY DIRECTORY:** \$500
- First Listing:** \$400
- Second Listing:** \$300
- Third Listing:** \$250

NEWSLETTER ADVERTISING

- FULL PAGE:** \$750
- HALF PAGE VERTICAL:** \$500
- HALF PAGE HORIZONTAL:** \$500
- QUARTER PAGE:** \$300

Total Amount Due: \$ _____

Payment Method: **Credit Card**

Invoice

ADVERTISING POLICY

The Radiosurgery Society® (RSS) online and in print accepts advertisements for products and services of interest to medical and healthcare professionals interested in the field of stereotactic radiosurgery and stereotactic body radiotherapy. The RSS reserves the right to reject any advertisement.

BOOKING AND DEADLINES

Space orders are due by the 15th of the preceding month. Cancellations not accepted after closing date.

TERMS AND CONDITIONS

The RSS does not endorse any products, manufacturers or suppliers. Nothing contained with in the website should be interpreted as implying such endorsement.

PAYMENT

The RSS accepts payment via credit card or check. To pay by credit card (AMEX, Discover, MasterCard or Visa), please complete and return the attached Credit Card Authorization form. To pay with a check, an invoice will be mailed to the address provided in this application. Payment must be received prior to your advert being posted.



the Radiosurgery Society®

CREDIT CARD AUTHORIZATION FORM

I _____ authorize the Radiosurgery Society® to charge my credit card for items ordered on "Advertising Prospectus". *Not to exceed the amount stated below.*

Total Amount: \$ _____ USD

Credit Card Type: _____

Name as appears on card: _____

Credit Card Number: _____

Security Code/CCV: _____
(3 on back or if AMEX, 4 on front)

Expiration Date: _____

Billing Address: _____

Billing City & State: _____

Billing Zip Code: _____

SIGNATURE _____

DATE _____

This form may be returned by fax or email.
Our fax number is 1.866.565.1998, no cover sheet required.
To return by email, please send the completed form to
Denise Hitzman dhitzman@therss.org