



# 2026 SDMS MEDIA KIT

Reach a highly engaged, targeted audience through SDMS advertising opportunities designed to connect your brand with sonographers.

The Society of Diagnostic Medical Sonography (SDMS) is the world's largest professional association for sonographers and sonography students. SDMS promotes the science of diagnostic medical sonography, fosters ongoing professional development, and supports sonographers in delivering the highest quality patient care.

## 22,000+ SDMS members



CLINICAL SONOGRAPHERS



EDUCATORS



STUDENTS



INDUSTRY PROFESSIONALS

### REPRESENTATION ACROSS ALL SPECIALTIES:

abdominal • cardiac • breast • musculoskeletal • OB/GYN • pediatric • vascular



## ADVERTISING OPPORTUNITIES

### SDMS.ORG WEBSITE ADVERTISING

Pricing: \$950 - \$1,250

**FORMAT:** Internal ad placement on SDMS.org high-traffic pages

**FREQUENCY:** Monthly

\*Multi-month advertisers must supply new creative each month

**AUDIENCE REACH:** 1.1M+ visitors annually

### SPECIFICATIONS:

#### DIMENSIONS:

- Box - 300 x 250 px



- Leaderboard Banner - 1200 x 200 px



- *File Type:* PNG, JPEG, JPG, GIF
- *Destination URL:* Link directly to your organization's website or designated landing page
- *Blackout Dates:* September, October

## ADVERTISING OPPORTUNITIES (CONT.)

### SDMS LEARNING CENTER ADVERTISING

Pricing: \$3,500

**FORMAT:** Exclusive main banner on the SDMS Learning Center

**FREQUENCY:** Monthly

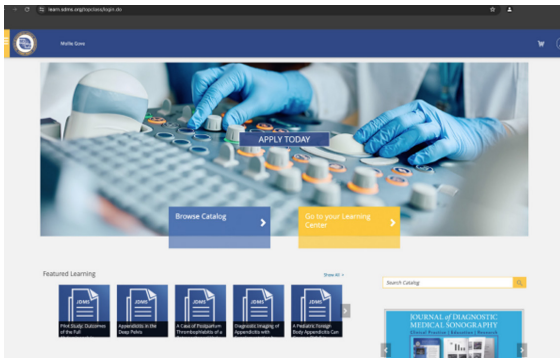
\*Multi-month advertisers must supply new creative each month

**AUDIENCE REACH:** 483,342 course views and 21,000+ active users (SDMS members and non-members) annually

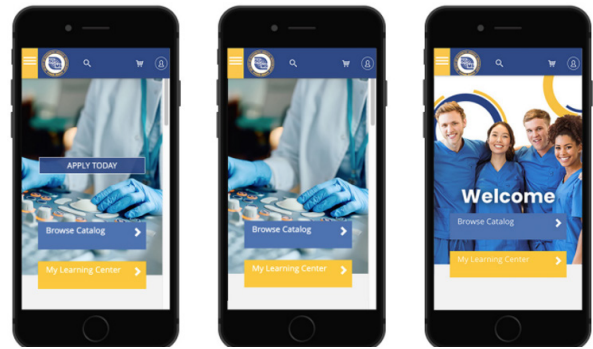
#### SPECIFICATIONS:

##### DIMENSIONS:

- Desktop – 1440 x 550 px, 72 dpi



- Mobile – 1440 x 500 px, 72 dpi



- *File Type:* PNG, JPEG
- *Destination URL:* Link directly to your organization's website or designated landing page
- *Blackout Dates:* June, July, December

### SOCIAL MEDIA ADVERTISING

Pricing: \$750 per platform | \$2,250 Cross-posting

**FORMAT:** Advertising shared via SDMS social media channels

**FREQUENCY:** Weekly

**PLATFORMS:** Facebook, LinkedIn, X, Instagram

#### AUDIENCE REACH:

- 55,187 users actively follow SDMS social channels
- 1.9M+ impressions annually (number of times SDMS content was displayed)

#### SPECIFICATIONS:

- *File Type:* PNG, JPEG, JPG, GIF\*
- *File Size:* Maximum file size is 5MB
- *Content:* Caption text and hashtags (max 50 words) and destination URL (short URL preferred).
- *Blackout Dates:* June, July, December

\*Note: Instagram does not support GIF images.



#### DIMENSIONS:

- 1080 x 1080 px
- 1200 x 1200 px

## ADVERTISING OPPORTUNITIES (CONT.)

### SDMS CME CORNER ADVERTISING

Pricing: \$550

**FORMAT:** Internal ad placement in CME Corner; a twice a month email that shares the latest SDMS CME credit opportunities

**FREQUENCY:** Twice a month to SDMS members

\*Multi-month advertisers must supply new creative each month

**AUDIENCE REACH:** : Introduced in 2026, CME Corner reaches 14,500+ engaged sonographers and industry professionals **per email** and consistently averages a 50% open rate

### SPECIFICATIONS:

#### DIMENSIONS:

- 600 x 80 px
- *File Type:* PNG, JPEG
- *Destination URL:* Link directly to your organization's website or designated landing page
- *Stipulations:* Ad placement is only available for SDMS CME Approved Activities

**CLIMB Online**  
The Conference for Leadership in Imaging Management & Business  
March 19-20, 2026

March 19-20, 2026  
**AHRA: The Conference for Leadership in Imaging Management & Business (CLIMB)**  
\$199 for AHRA Members / \$299 for Non-AHRA Members

Attend AHRA CLIMB Online to earn CME credits from live sessions and on-demand content. Use code **SDMSCLIMB** for the AHRA member rate (\$199) and a complimentary 2026 AHRA membership.

**LEARN MORE**

SDMS is proud to support the AHRA Climb Online as an Association Partner.

Last Chance for February Adult Echo Virtual Seminar | [View in web browser](#)

## CME CORNER

SDMS CME Credit Opportunities

Welcome to SDMS CME Corner!  
Twice a month, we'll share the latest SDMS CME credit opportunities so you never miss a chance to earn CME credits and make the most of your SDMS membership.

**VIRTUAL SEMINAR** **2** CME Credits  
ADULT ECHO

LAST CHANCE TO REGISTER 📅  
February 12, 2026  
\$19 for Student Members / \$29 for SDMS Members  
\$129 for Non-Members

**LEARN MORE & REGISTER**

**VIRTUAL SEMINAR** **4** CME Credits  
ABDOMINAL SPONSORED BY PHILIPS

March 7, 2026  
\$29 for Student Members / \$59 for SDMS Members  
\$159 for Non-Members

**LEARN MORE & REGISTER**

**CLIMB Online**  
The Conference for Leadership in Imaging Management & Business  
March 19-20, 2026

March 19-20, 2026  
**AHRA: The Conference for Leadership in Imaging Management & Business (CLIMB)**  
\$199 for AHRA Members / \$299 for Non-AHRA Members

Attend AHRA CLIMB Online to earn CME credits from live sessions and on-demand content. Use code **SDMSCLIMB** for the AHRA member rate (\$199) and a complimentary 2026 AHRA membership.

**LEARN MORE**

SDMS is proud to support the AHRA Climb Online as an Association Partner.

**EDUCATION EXCHANGE** **1.5** CME Credits  
IN PARTNERSHIP WITH GE HealthCare

Breast Ultrasound Practice of Today  
FREE for SDMS Members / \$37.50 for Non-Members

**ACCESS THE COURSE**

CME Corner reaches 14,500+ engaged sonographers and industry professionals **per email**.

## PRICING SNAPSHOT

ADVERTISEMENT	PLACEMENT	FREQUENCY	PRICE
<b>SDMS.org - Box</b>	Contact SDMS for placement options.	Monthly	\$1,250
<b>SDMS.org – Leaderboard Banner</b>	Contact SDMS for placement options.	Monthly	\$950
<b>SDMS Learning Center Exclusive Main Banner</b>	learn.sdms.org	Monthly	\$3,500
<b>Social Media Post</b>	Facebook LinkedIn X Instagram	Weekly	\$750 (per platform)
<b>Social Media Cross-Posting</b>	One ad cross-posted to all SDMS Social Media platforms	Weekly	\$2,250
<b>SDMS CME Corner</b>	Embedded advertisement in CME Corner Email	Per Email	\$550

## PERFORMANCE & METRICS

### REPORTING:

At the conclusion of the advertising campaign, SDMS will provide a performance report summarizing key engagement metrics. This report is designed to give advertisers clear insight into the reach and effectiveness of their advertisement. Metrics are provided post-campaign to help advertisers evaluate return on investment (ROI) and inform future advertising decisions.

### REPORTED METRICS INCLUDE:

**PAGE VIEWS:** Total number of times the page or advertisement placement was viewed.

**USERS:** Number of unique users who accessed the content.

**CLICKS:** Total number of clicks on the advertisement or linked call-to-action.

Performance data will be compiled using SDMS analytics tools and shared with the advertiser following the completion of the advertising period.

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## ADVERTISING POLICY COMPLIANCE

All advertisements are subject to review and approval by the Society of Diagnostic Medical Sonography (SDMS) and must comply with the SDMS Advertising Policy.

The SDMS reserves the right to decline advertisements from organizations, or individuals whose products, services, events, or promotional efforts are deemed inconsistent with the SDMS' mission, policies, or strategic interests.

The SDMS also retains the discretion to reject advertisements that could create conflicts of interest or compete with SDMS offerings.

Approval of an advertisement does not imply endorsement or affiliation with the SDMS or the *Journal of Diagnostic Medical Sonography (JDMS)*. Advertisers may not use the SDMS name, logo, or related branding without written permission.

All advertising materials are reviewed to ensure compliance with the following:

- Proper and professional use of sonography terminology
- Absence of false or misleading information
- Adherence to Health Insurance Portability and Accountability Act (HIPAA) and ethical standards

Review the [SDMS Advertising Policy](#) for additional guidance.

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## CONTACT INFORMATION



**GET STARTED:** Complete the [SDMS Advertising Interest Form](#) to provide details about your organization and advertising goals.

Once submitted, a member of the SDMS Engagement & Outreach team will contact you to discuss next steps.

For more information, please contact: [advertising@sdms.org](mailto:advertising@sdms.org)

Thank you for your interest in advertising with SDMS!

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## JDMS ADVERTISING

Advertising opportunities within the *Journal of Diagnostic Medical Sonography (JDMS)* are available separately and are managed by the JDMS publisher, Sage Publishing.

JDMS offerings include digital, email, and print advertising options. For more information, please access the [JDMS Media Kit](#).