



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: \$1,750

FORMAT: Sponsor Message on the SDMS Learning Center

FREQUENCY: Two Weeks

*Multi-two week advertisers must supply new creative each purchase

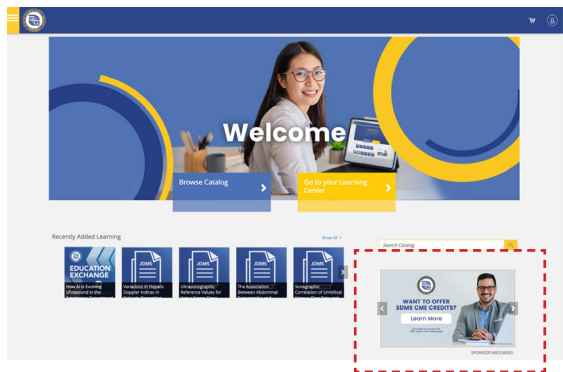
AUDIENCE REACH: 483,342 course views and 21,000+ active users (SDMS members and non-members) annually

SPECIFICATIONS:

DIMENSIONS:

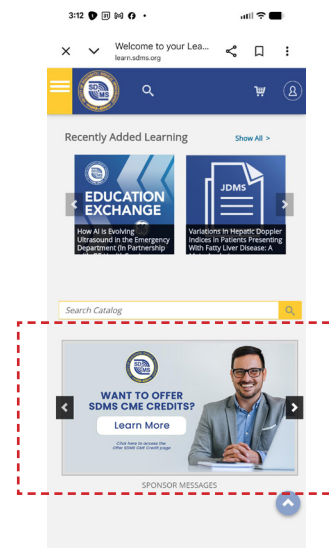
- 640 x 360 px, 72 dpi <256Kb

DESKTOP



- *File Type:* PNG
- *Destination URL:* Link directly to your organization's website or designated landing page

MOBILE



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.

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

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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
SDMS.org - Box	Contact SDMS for placement options.	Monthly	\$1,250
SDMS.org – Leaderboard Banner	Contact SDMS for placement options.	Monthly	\$950
SDMS Learning Center Sponsor Message	learn.sdms.org	Two Weeks	\$1,750
Social Media Post	Facebook LinkedIn X Instagram	Weekly	\$750 (per platform)
Social Media Cross-Posting	One ad cross-posted to all SDMS Social Media platforms	Weekly	\$2,250
SDMS CME Corner	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.

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.

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

Thank you for your interest in advertising with SDMS!

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](#).