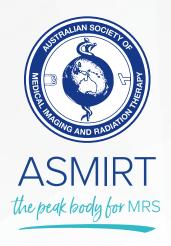


Advertising rates and artwork specifics for Spectrum and ASMIRT media opportunities

asmirt.org

the peak body for MRS

Promote your company with the Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) – the peak body for medical imaging, radiation therapy, sonography, ultrasound, mammography, nuclear medicine, and other Medical Radiation Science (MRS) professionals.



#### **Marketing opportunities include:**

- ✓ ASMIRT website; over 7,500 unique visitors per month
- Email marketing / EDM; sent to over 12,000 MRS industry professionals weekly
- ✓ Recruitment / job ads; recruit direct to your target market
- ✓ Conference and events; event activation at over 50 events per year
- ✓ Spectrum magazine print and online advertising; distribution = 8,700+ in print
- ✓ JMRS; the scientific Journal of ASMIRT and NZIMRT = 6,200+ in print

#### Please note: all prices quoted in this document are inclusive of 10% GST

All advertising is subject to approval from the ASMIRT. All prices quoted include GST and include an agency commission of up to 10%. Tax invoices will be sent to clients or agencies and are based on 30 day payment terms.

# Want a complete package?

We are happy to tailor annual engagement packages including event promotions, social media, email campaigns, print media and integrated unique offers based on your marketing objectives.

#### For all advertising enquiries contact David Leach

Australian Society of Medical Imaging and Radiation Therapy E: david.leach@asmirt.org T: +61 3 9419 3336 W: www.asmirt.org

FOLLOW US (f) (in) 9 (ii) @ASMIRTorg

# **ASMIRT Member Demographics**

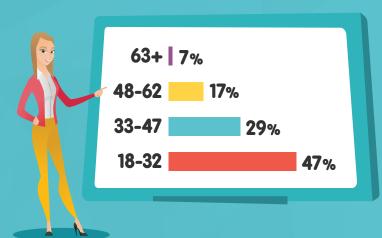


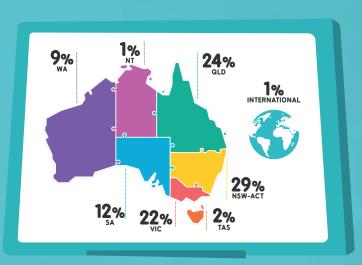
9,900<sup>+</sup> Members

Plus an additional 957 **CPD** participants









#### Age

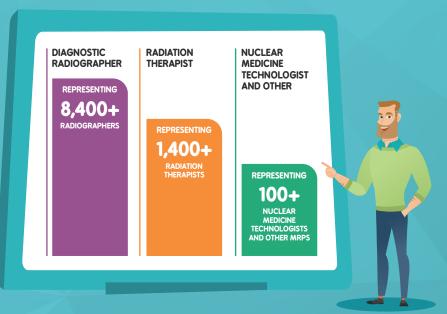
**ASMIRT** members range in age from 18 to 63+ years.

#### Location

**ASMIRT** members are **located Australia wide** and internationally.

# **Discipline**

**ASMIRT** members practice across three main disciplines and represent a percentage of total professionals registered in Australia.



\*January 2023

# **Website Advertising**





The ASMIRT website receives over 7,000 unique visits and more than 20K page views per month, with an average of 2.27 mins spent on each page. The bulk of the website traffic from medical radiation professionals visiting the ASMIRT website goes to the Continuing Professional Development (CPD) / Certification pages, with Training and Events, Membership, Employment, and Overseas Assessments as other key focus areas.



Page ①		Pageviews 🖰 🔱	Unique Pagevieurs	Avg. Time on Page	Entrances	Bounce Rate	N Date (
		24,193 % of Total 100.00% (24,193)	19,966 % of Total: 100.00% (13,944)	00:02:16 Ang for View 00:02:16 (0:00%)	11,136 % of Total 100.00% (11,136)	51.83% Arg for View: 51.83% (0.90%)	46.039 Aug for View 46.03% (0.00%
1. /	8	4,369 (18.06%)	3,805 (19.06%)	00:01:40	3,568 (32,04%)	50.11%	47.47
<ol> <li>/careers-and-employment/overseas-assessmi s/</li> </ol>	ert gr	2,083 (8.61%)	1,477 (7.40%)	00:05:34	1,096 (0.84%)	55.74%	62.55
3. /cpd/	0	1,609 (6.65%)	1,185 (5.94%)	00:03:15	897 (8.05%)	58.95%	53.82
4. /training-and-events/	B	1,378 (5.70%)	1,118 (5.60%)	00:00:31	356 (3.20%)	31.34%	12.77
S. /certification/	8	1,301 (5.38%)	860 (4.31%)	00:03:09	527 (4.73%)	39.27%	48.27
. /training-and-events/upcoming-events/	B	1,247 (5.15%)	984 (4.90%)	00:01:04	297 (2.67%)	41.08%	28.71
7. /about/membership/	B	1,002 (4.14%)	817 (4.09%)	00:01:57	317 (2.85%)	48.56%	36.93
Atraining and events/conferences and events/	0	788 (3.26%)	627 (3.141)	00:02:01	342 (0.07%)	65.89%	52.66
k, /careers-and-employment/	0	665 (2.75%)	541 (2.71%)	00:00:46	94 (0.84%)	40.45%	13.08
/careers-and-employment/information-on-unit ties-and-courses/where-can-i-study/	versi 🙉	<b>520</b> (2.15%)	462 (2.31%)	00:08:24	330 (2.96%)	56.08%	75.96

#### Website Advertising Rates: Advertise on any page\*

Ad position	Ad duration	AU\$	Artwork size (pixels)	Details
Tile Display	1 month	\$362	325 x 325	Located on left hand side
	3 months	\$730	323 X 323	under Search box
Banner Display	1 month	\$362	1000 x 200	Located at the bottom of the webpage
	3 months	\$730	1000 x 200	
Job Vacancy Listing	1 month	\$460	Logo – med-high res	Job vacancy listings are located in latest Jobs
	3 months	\$695	transparent PNG file	section of the website featuring logos and links.

<sup>\*</sup>Advertising only available on the home page to ASMIRT Partner Organisations







TILE DISPLAY EXAMPLE

BANNER DISPLAY EXAMPLE

JOB VACANCY LISTING EXAMPLE

# **Email Advertising**

# 12,000+ eNews recipients each fortnight

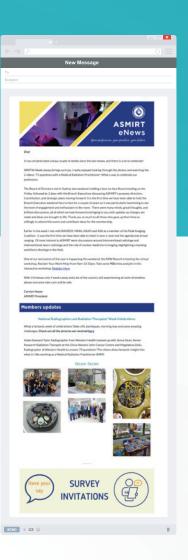
ASMIRT eNews is sent to 12,000+ industry professionals each fortnight and accepts banner and article advertisements as well as job listings. The Event News runs every alternate week to 12,000+ contacts with a 52% average open rate.

#### Open rates for ASMIRT emails are over 50-60%

(Example from 23 November 2022) **Emails delivered:** 12,037

Open rate: 56.1% Click rate: 8.7%

CTOR (unique clicks/opens): 15.5%



#### **Email Advertising Rates**

Ad position	Ad duration	AU\$	Artwork size (pixels)	Details
Article Ad	1 email	\$695	505 x 560	Located in body of eNews under appropriate section - 30-60 words
Banner Ad	1 email	\$695	600 x 200	Located in body of eNews under appropriate section
Job Vacancy Listing	1 email	\$460	Logo - med-high res transparent PNG file	Located in body of eNews under Jobs section
Survey eDM	1 email + eNews article	\$660	600 x 200	Located in body of eNews under appropriate section







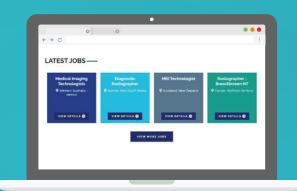
ARTICLE AD EXAMPLE

BANNER AD EXAMPLE

E-NEWS JOB VACANCY LISTING EXAMPLE

# **Job Vacancy Listing**

200+ visits to the Jobs page per month



ASMIRT Job Vacancies are listed on a dedicated web page in the main ASMIRT website. Businesses, recruitment agencies and universities are welcome to submit job vacancies and placement listings for medical radiation science professionals and graduates. A unique URL to your job listing page will be provided for dissemination.

#### **Job Vacancy Listing Advertising Rates**

Ad position	Ad duration	AU\$	Artwork size (pixels)	Details	
Website Job	1 month	\$460	medium-high	Job vacancy listings are located in latest Jobs section of the website featuring logos and links.	
Vacancy Listing	3 months	\$695	res image		
eNews Job Vacancy Listing	1 email	\$460	Logo – med-high res transparent PNG file	Located in body of eNews under Jobs section	
Combined Website/eNews Job Vacancy Listing	1 month + 1 email	\$695	Logo – med-high res transparent PNG file	An eNews listing consists of a 40-60 word description for the vacancy and a logo.	

See www.asmirt.org/careers-and-employment/jobs

#### Placing a job vacancy listing

To place a job vacancy listing, please provide:

- Job information (no word limit applies)
- Job reference number (if applicable)
- Job vacancy close date
- Link to apply
- Company Logo
- · Details of who to invoice

Our turnaround time is approximately 24 hours.



WEBSITE JOB VACANCY LISTING EXAMPLE



E-NEWS JOB LISTING EXAMPLE

# **Spectrum Advertising**

8,700+ Spectrum recipients in print



# **Spectrum**

Spectrum is the member magazine of the Australian Society of Medical Imaging and Radiation Therapy (ASMIRT).

Each issue contains news and articles of interest to members, reports of local professional events and promotion of up coming state, national and international events. Spectrum seeks to inform members on all matters affecting the profession, in a readable magazine style. Regular topics include clinical tips and insights, new technology and instillations, Q&A's with industry professionals, new technology, continuing professional development, education, legislation, accreditation, standards and international updates.

We are happy to discuss bespoke options including advertorial, information on new products and more.

You can request up to six hard copies of the relevant issue, a digital copy of your article page also available on request.

Frequency: 5 issues per year

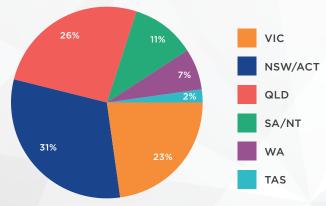
**Print Circulation:** 8,700+

Online Circulation: 1000+ views (averaging 12 minutes viewing time)

#### **Circulation Statistics**

#### Region Breakdown of Spectrum Distribution

As at Dec 2022



# **Spectrum Advertising**

Spectrum is posted to the homes and workplaces of over 8,700 industry professionals. It is also available online. We are happy to discuss options for advertising and article packages or other ways we can help reach your target market.

# **Spectrum Advertising Rates**

Ad Position	Australian Dollars
Outside Back Cover	\$3,297
Double Page Colour	\$5,092.50
Full Page Colour	\$3,003
Half Page Colour	\$1,648.50
Quarter Page Colour	\$903
Inside Front Cover Colour	\$3,139.50
Inside Back Cover	\$3,139.50
Preferred Position	\$3,139.50
Cover Wrap	Price on application
Bound Insert	Price on application
Bookmark	Price on application

# **Spectrum Issues and Deadlines**

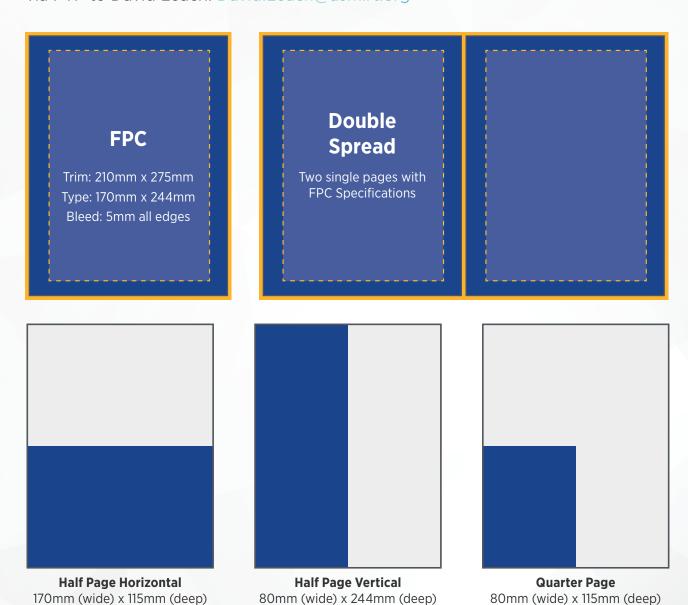
Volume: Issue No.	Issue cover date	Booking deadline	Ad deadline	Insert due date
Vol.30: No.1	March 2023	23 January 2023	10 February 2023	15 February 2023
Vol.30: No.2	May 2023	21 March 2023	3 April 2023	4 May 2023
Vol.30: No.3	July 2023	23 May 2023	9 June 2023	16 June 2023
Vol.30: No.4	September 2023	21 July 2023	4 August 2023	16 August 2023
Vol.30: No.5	December 2023	20 October 2023	6 November 2023	15 November 2023

# **Spectrum Advertising**



# **Artwork Specifications**

All advertising artwork is to be emailed or sent via FTP to David Leach. David.Leach@asmirt.org



When supplying ads, please indicate the Spectrum issue into which they are to be included. Please supply ads in PDF format, using the PDF standards: PDF/X-1a:2001 or PDF/X-1a:2003 at version 1.3. Image resolution for colour and greyscale images should be a minimum of 300 dpi. Set up full page and spread ad files to the journal trim size specified and include 3mm bleed. All critical text and images should be placed 7mm away from the trim. Any text and images appearing on an inside front cover or inside back cover should have a safety margin of 10mm away from the trim line to ensure no visuals are lost. All fonts and graphics must be embedded. All colour ads should be supplied as CMYK. All transparencies should be flattened before submission. For multiple bookings, all ad material will be repeated unless ASMIRT is informed otherwise. Please contact David Leach prior to the deadline if submitting new materials. Artwork may be emailed or sent by an FTP service like Dropbox.

# **JMRS Advertising**

6,300<sup>+</sup> Journal recipients in print



### **JMRS**

Journal of Medical Radiation Sciences

The Journal of Medical Radiation Sciences (JMRS) is an international and multidisciplinary peer-reviewed journal that accepts manuscripts related to medical imaging / diagnostic radiography, radiation therapy, nuclear medicine, medical ultrasound / sonography, and the complementary disciplines of medical physics, radiology, radiation oncology, nursing, psychology and sociology.

Manuscripts may take the form of original articles, review articles, commentary articles, technical evaluations, case series and case studies.

JMRS promotes excellence in international medical radiation science by the publication of contemporary and advanced research that encourages the adoption of the best clinical, scientific and educational practices in international communities. JMRS is the official professional journal of the Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) and the New Zealand Institute of Medical Radiation Technology (NZIMRT).

#### **Markets and Readership**

Members of the ASMIRT and NZIMRT that are qualified and accredited radiographers, radiation therapists and sonographers working in the public and private health sectors.

Please note: print copies of JMRS are provided to ASMIRT members only.

#### **Editorial Information**

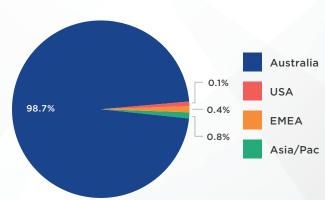
Editor in Chief: Cherry Agustin

Frequency: 4 issues per year

**Print Circulation:** 6,300+

#### **Circulation Statistics**

**Region Breakdown of JRMS Distribution** As at Dec 2021



# **JMRS Advertising**



# **JMRS Advertising Rates**

Ad Size	Australian Dollars		
Full Page Mono	\$1,920		
Full Page Colour	\$3,735		
Half Page Mono	\$1,390		
Half Page Colour	\$2,135		
Double Page Spread	\$5,320		
Bookmark / Bound Insert / Loose Inserts / Outserts / Cover Tips / Belly Bands / Wrap	Price on application		
Cover Position	Percentage Increase		
Inside Front Cover	25%		
Inside Back Cover	25%		
Outside Back Cover	35%		
Other Premium Positions	15%		

### **Frequency Insertion Rates Colour**

Frequency	Full Page Colour (AUD)	Half Page Colour (AUD)
1x	\$3,735	\$2,135
3x	\$3,620	\$2,070
6x	\$3,510	\$2,005
12x	\$3,400	\$1,940
24x	\$3,285	\$1,875

# **JMRS Issues and Deadlines**

Volume: Issue No.	Issue cover date	Booking deadline	Copy deadline	Insert due date
Vol 70: No.1	March 2023	16 February 2023	21 February 2023	6 March 2023
Vol.70: No.2	June 2023	19 May 2023	24 May 2023	6 Jun 2023
Vol.70: No.3	September 2023	18 August 2023	23 August 2023	5 September 2023
Vol.70: No.4	December 2023	17 November 2023	22 November 2023	5 December 2023

# **JMRS Advertising**

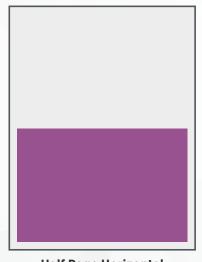


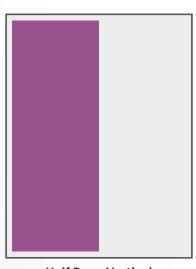
# **Artwork Specifications**

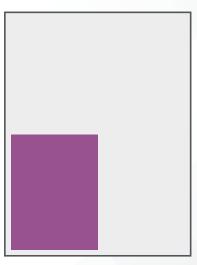
All advertising artwork is to be emailed or sent via Quickcut or dropbox to Linnea Mitchell-Taverner. corporatesalesaustralia@wiley.com

# **FPC** Trim: 210mm x 276mm Type: 170mm x 244mm Bleed: 5mm all edges









**Half Page Horizontal** 170mm (wide) x 115mm (deep)

**Half Page Vertical** 80mm (wide) x 244mm (deep)

**Quarter Page** 80mm (wide) x 115mm (deep)

When supplying ads, please indicate the journal, volume, and issue into which they are to be included. Please supply ads in PDF format, using the PDF standards: PDF/X-1a:2001 or PDF/X-1a:2003 at version 1.3. Image resolution for colour and greyscale images should be a minimum of 300 dpi. Set up full page and spread ad files to the journal trim size specified and include 3mm bleed. All critical text and images should be placed 7mm away from the trim. Any text and images appearing on an inside front cover or inside back cover should have a safety margin of 10mm away from the trim line to ensure no visuals are lost. All fonts and graphics must be embedded. All colour ads should be supplied as CMYK. All transparencies should be flattened before submission. For multiple bookings all ad material will be repeated unless Wiley is informed otherwise. Please contact your sales representative or the ad coordinator prior to the deadline if submitting new materials. Artwork may be emailed, sent by Quickcut or Dropbox.

## **Conference and Events**

Nothing beats the opportunity to get in front of your target audience. At some stage in every campaign or client relationship, face-to-face interaction with industry professionals is essential.



ASMIRT holds over 50 MRS industry events throughout Australia each year. These events range from evening and half-day seminars and workshops, to weekend conferences and our main annual conference.

#### conference.asmirt.org

Since its inception in 2003, the ASMIRT Conference has developed into Australasia's leading conference and exhibition for radiographers, radiation therapists and the wider medical radiation science community. The ASMIRT Conference now has up to six concurrent streams to the program, a variety of pre-conference workshops, a dynamic social program and an exhibition not to be missed, as well as social functions on the Friday and Saturday nights. We are also open to vendor information sessions / updates.

In 2023-4, ASMIRT is opening opportunities for your company to become an Industry Partner, where there will be several levels of partnership available. ASMIRT will customise an Industry Partner package to suit your marketing and sales objectives, this will be key to the benefit of your ongoing campaigns and promotions.

To discuss these new opportunities, contact david.leach@asmirt.org or by phone on +61 3 9419 3336







# **Conference Snap Shot**







In 2016-2022 an average of 858 people attended the ASMIRT conference. In 2023 we expect higher numbers as the event is in Sydney, and we have dedicated a nuclear medicine stream.



From 2016-2021 the majority of delegates were medical imaging professionals





**NEW NUCLEAR MEDICINE STREAM – AND PARTNERSHIP WITH RAINS** 

rains

\*Based on ASMIRT 2016,2017, 2018, 2019, 2021 & 2022 conferences.

# **Conference Sponsors and Exhibitors**

Partner with ASMIRT and Exhibit at the ASMIRT Conference to drive sales, increase awareness and positioning, develop and strengthen relationships and demonstrate your company's expertise and key points of difference.

#### **Recent Sponsors**

























#### Recent Exhibitors



































aussielocums

























Canon















**Charles Sturt** 

University







MEDICAL



<sup>\*</sup>Based on ASMIRT 2016, 2017, 2018, 2019, 2021 & 2022 conferences.

**HOLOGIC** 

# **Advertising Booking Form**



#### **Advertiser contact details** Australian Society of Medical **Contact Name: Imaging and Radiation Therapy** Office: Suite 1040, Level 10, Company Name: 1 Queens Road, Melbourne VIC 3004 ABN: Postal: PO Box 16234, Collins Street West, VIC 8007 Address: Australia T: +61 3 9419 3336 Phone: www.asmirt.org Email: ABN: 26 924 779 836 **Spectrum Advertising** Volume and Issue No. **Double Page** Vol.30: No.1 March 2023 Half Page Full Page - IFC **Quarter Page** Vol.30: No.2 May 2023 Full Page - IBC Insert (inside front of magazine) Vol.30: No.3 July 2023 Full Page - OBC Vol.30: No.4 September 2023 **Onsert** (outside magazine, inside wrapping) Full Page - Other Vol.30: No.5 December 2023 **JMRS Advertising** Volume and Issue No. Full Page - IFC Full Page - Colour Vol.70: No.1 March 2023 Full Page - IBC Vol.70: No.2 June 2023 Full Page - Mono Full Page - OBC Half Page - Colour Vol.70: No.3 September 2023 Full Page - Other \_\_\_ Half Page - Mono Vol.70: No.4 December 2023 **Ad duration Website Ads** Ad preferred start/close date Tile Display Ad Preferred starting date: 1 month Banner Display Ad Preferred closing date: 3 months **Job Vacancy Listing Preferred advertising date** eNews Ads Combo Ad Article Ad Article Ad Banner Ad Job Listing Combined webpage Banner Ad Date 1: Date 1: Date 1: and eNews **Job Listing** Date 2: Date 2: Date 2: job listing Survey eDM Date 3: Date 3: Date 3: Total Invoice \$: **Credit Card details** Agency commission applicable Amount \$: All artwork Email PDF or JPEG artwork to communications@asmirt.org **MCARD** Card Type: VISA **AMEX** Artwork must be received by the deadlines specified in the Advertising Rates document to ensure inclusion. A confirmation Credit Card Number: email will be issued to confirm your booking upon receipt of a booking form. CVV: **Expiry Date:** Other enquiries

Name on Card:

Signed:

Payment must be made with a credit card for ad bookings made less than 30 days prior to the bookings.

Please note: all prices quoted in this document are inclusive of 10% GST. All advertising is subject to approval from the ASMIRT. All prices quoted include GST and include an agency commission of up to 10%. Tax invoices will be sent to clients or agencies and are based on 30 day payment terms.

To discuss additional advertising contact: david.leach@asmirt.org

## **Terms & Conditions**

The Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) reserves the right to alter the advertising packages (amounts/inclusions) to benefit the advertiser, members and the profession. All advertisers must not bring ASMIRT, the members and/or the profession into disrepute. ASMIRT reserves the right, at our absolute discretion, to refuse to publish any advertisement without giving any reason.

#### **Booking confirmation**

Upon receiving the completed advertising booking form, ASMIRT will forward confirmation of the agreed and available advertising package to the advertiser along with a tax invoice.

All advertisers must not have any debts outstanding for previous advertising prior to current advertising being confirmed.

Unless otherwise specified as an advertiser benefit or ASMIRT benefit, each party must pay for its own artwork, graphic design and incidental advertising costs under this Agreement.

Any changes to artwork etc will be charged at \$110 per hour.

It is the advertisers responsibility to check any proofs of advertising. We do not accept any responsibility for errors in advertising material that has been submitted electronically by you.

All advertising prices are quoted in Australian dollars and include GST (Goods and Services Tax). GST in Australia is currently set at 10%.

#### **Timelines**

A 24–48-hour turnaround time is standard for the upload of a job advertisement webpage and event advertisement webpages. **Please note:** this may take longer on weekends, public holidays etc.

Artwork and URL links required for eNews must be received no later than 48 hours before publication.

Artwork for Spectrum magazine must be received by due dates as specified on the website

https://www.asmirt.org/news-and-publications/spectrum/

#### Confidentiality

The commercial terms of this Agreement are confidential to the parties unless they otherwise agree. However, this does not prevent the advertiser disclosing the existence of the advertising to the general public or any promotional, marketing or advertiser activities.

Advertisers are not permitted to use the ASMIRT logo or to indicate partnerships without an agreement in writing from ASMIRT.

#### **Cancellations**

Cancellation of any advertisement booking must be received in writing from you no less than 5 business days before the commencement date of artwork being due in your order to receive a 100% refund. Cancellations within 5 business days are not eligible for a refund. At its discretion, ASMIRT will be able to postpone your advertising booking.

Cancellation emails must be sent to communications@asmirt.org

#### **Invoices**

Payment of invoices must be in full and occur within 30 days of the invoice issue date.

All payments should be made in Australian dollars by credit card or bank transfer. If you have paid by bank transfer, please email finance@asmirt.org with the payment remittance advice.





# ASMIRT

Australian Society of Medical Imaging and Radiation Therapy

# For all advertising enquiries contact David Leach

E: david.leach@asmirt.org

T: +61 3 9419 3336

W: www.asmirt.org

asmirt.org

the peak body for MRS

FOLLOW US (f) (in) (g) (@ASMIRTorg