

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



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

- ✓ ASMIRT website; over 8,500 unique visitors per month
- eNews/Events News/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 70 events per year
- ✓ Spectrum magazine print and online advertising; distribution = 8,700+ in print
- ✓ JMRS; the scientific Journal of ASMIRT and NZIMRT = 6,800+ 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

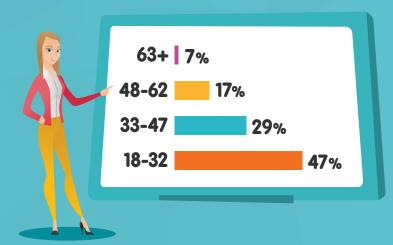
# **ASMIRT Member Demographics**

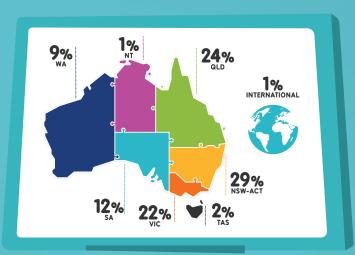
10,800<sup>+</sup>
Members

OF MEMBERS **ARE MALE** 

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.

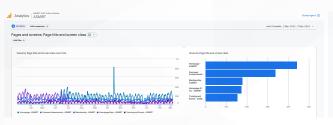


# **Website Advertising**





The ASMIRT website receives over 8,500 unique visits and more than 29,000 page views per month, with an average of 1m 42s spent on each page. The bulk of ASMIRT's website traffic goes to Overseas Assessments, Membership, Training and Events, and Continuing Professional Development / Certification pages.



Page title and screen class *		tass • • • Views Users Viewsperuser &		Average engagement time	All events -	All events -		
		382,744 100% of local	109,908 100% of local	3.34 deg 0%	fee 42s Ang 0%	1,491,444 100% of total	0.00	80.0
1	Homepage - ASMIRT	44,075	26,688	1.65	24s	168,102	0.00	90.0
2	Overseas Assessments - ASMRT	22,668	15,674	2.15	2m-6is	149,144	0.00	90.0
2	Membership - ASMRT	17,672	11,049	1.60	37s	64,400	0.00	\$0.0
4	Homepage-New - ASMIRT	17,811	10,520	1.65	26s	67,247	0.00	90.0
s	Training and Events - ASMRT	15,243	8,813	1.72	224	53,941	0.00	\$0.0
6	Certification - ASMERT	13,696	8,475	1.62	tre 0.5a	63,474	0.00	90.0
7	CPD - ASMIRT	13,386	7,071	1.89	284	\$2,415	0.00	\$0.0
8	Upcoming Events - ASMRT	12,996	6,698	1.85	tre-tile	61,663	0.00	\$0.0
	ASMIRT Membership Renewal - ASMIRT	8,539	5,706	1.50	Sés	27,729	0.00	\$0.0
10	ASMIRT Membership Application Form - ASMIRT	8,218	5,461	1.50	2m 13s	23,043	0.00	90.0

#### 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 under Search box	
The Display	3 months	\$730	323 X 323		
Danner Display	1 month	\$362	1000 x 200	Located at the bottom of the webpage	
Banner Display	3 months	\$730	1000 x 200		
Job Vacancy	1 month	\$460	Logo – med-high res	Job vacancy listings are located in latest Jobs	
Listing	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**

# 12,300<sup>+</sup> eNews recipients weekly

ASMIRT eNews is sent to 12,300+ industry professionals each fortnight and accepts banner and article advertisements as well as job listings. The Event News runs every alternate week to 12,300+ contacts with a 52% average open rate.

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

Emails delivered: 12,300

Open rate: 52.6% Click rate: 2.4%



#### **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   Amail   \$/16()		Logo – med-high res transparent PNG file	Located at bottom section of the email with other current job listings
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**

250+ 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	2 emails	\$460	Logo – med-high res transparent PNG file	Located in body of eNews under Jobs section	
Combined Website/eNews Job Vacancy Listing	1 month + 2 emails	\$695	Logo – med-high res transparent PNG file	Both job vacancy listing on the website and in emails.	

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**

8,500+ 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.

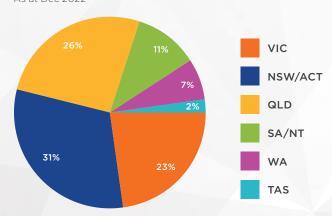
Frequency: 5 issues per year

**Print Circulation:** 8,500+

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

#### **Circulation Statistics**

#### Region Breakdown of Spectrum Distribution As at Dec 2022



# **Spectrum Advertising**



# **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**

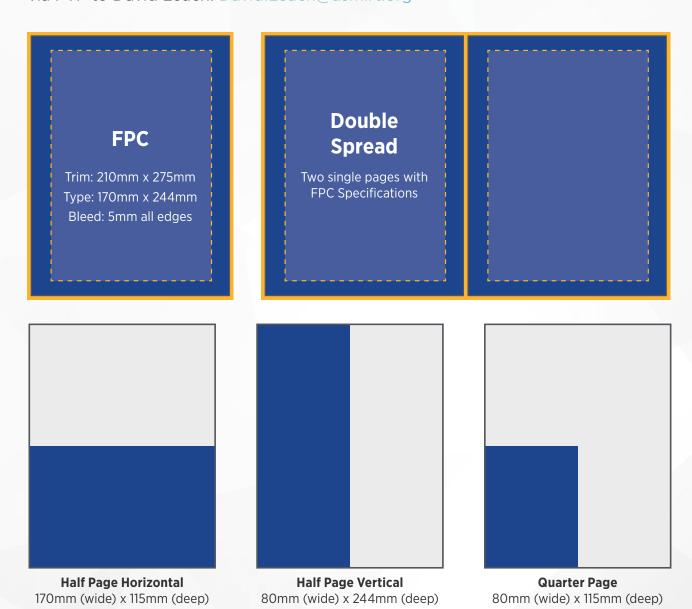
Volume: Issue No.	Issue cover date	Booking deadline	Ad deadline	Insert due date
Vol.31: No.1	March 2024	23 January 2024	10 February 2024	15 February 2024
Vol.31: No.2	May 2024	25 March 2024	1 April 2024	10 May 2024
Vol.31: No.3	July 2024	23 May 2024	19 June 2024	17 June 2024
Vol.31: No.4	September 2024	22 July 2024	7 August 2024	13 August 2024
Vol.31: No.5	December 2024	22 October 2024	6 November 2024	15 November 2024

# **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**

6,800<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**

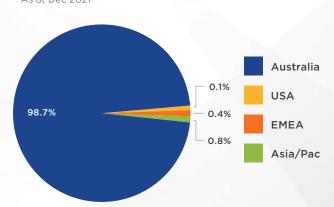
Editor in Chief: Cherry Agustin

Frequency: 4 issues per year

**Print Circulation:** 6,800+

#### **Circulation Statistics**

Region Breakdown of JRMS Distribution As at Dec 2021



# **JMRS Advertising**



# **JMRS Advertising Rates**

Ad Size	Australian Dollars			
Full Page Mono	\$2,015			
Full Page Colour	\$3,920			
Half Page Mono	\$1,460			
Half Page Colour	\$2,240			
Double Page Spread	\$5,585			
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)	Full Page Mono (AUD)		
1x	\$3,920	\$2,015		
3x	\$3,800	\$1,955		
6x	\$3,685	\$1,895		
12x	\$3,570	\$1,830		
24x	\$3,450	\$1,775		

# **JMRS Issues and Deadlines**

Volume: Issue No.	Issue cover date	Booking deadline	Copy deadline	Insert due date
Vol 71: No.1	March 2024	19 February 2024	22 February 2024	8 March 2024
Vol.71: No.2	June 2024	20 May 2024	23 May 2024	7 Jun 2024
Vol.71: No.3	September 2024	22 August 2024	22 August 2024	6 September 2024
Vol.71: No.4	December 2024	21 November 2024	21 November 2024	6 December 2024

# **JMRS Advertising**

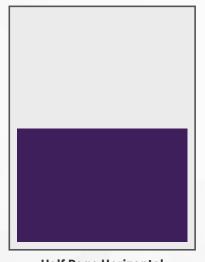


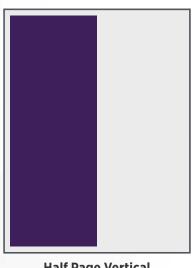
# **Artwork Specifications**

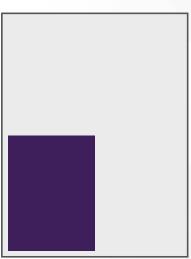
All advertising artwork is to be emailed or sent via Quickcut or dropbox to Linnea Mitchell-Taverner. corporatesalesaustralia@wiley.com

# **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 70 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. Large social functions on the Friday and Saturday nights are also held. We are also open to vendor information sessions / updates.

In 2024-5, 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

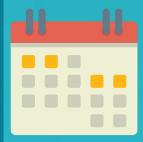






# **Conference Snap Shot**





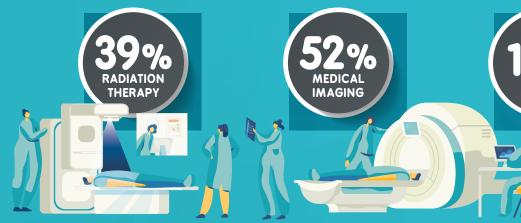




In 2023 over 1,000 people attended the ASMIRT conference in Sydney



In 2023 the majority of delegates were medical imaging professionals









94% of attendees would recommend ASMIRT to their colleagues.

# **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



















































Allied Health















































# **Advertising Booking Form**



Advertiser co	ntact detai	ils					AND RAU	
Contact Name:							Society of Medical d Radiation Therapy	
Company Name:						Office: Suite 1040, Level 10, 1 Queens Road, Melbourne VIC 300		
ABN: Address:						Postal: PO Box 16234,		
						Collins Stre Australia	et West, VIC 8007	
Phone:						T: +61 3 941		
Email:						www.asmir ABN: 26 92	9	
Spectrum Ad	vertising				V	olume ar	nd Issue No.	
Double Page		Half Pag	je			Vol.31: No	.1 March 2024	
Full Page - IFC		Quarter	Page			Vol.30: No.2 May 2024 Vol.31: No.3 July 2024 Vol.31: No.4 September 2024		
Full Page – IBC		Insert (in	nside front of maga	zine)				
Full Page - OB	BC	Onsert (	outside magazine,	inside wrapı	oing)			
Full Page - Oth	ner					Vol.31: No.5 December 2024		
JMRS Advert	ising				V	olume ar	d Issue No.	
Full Page - IFC		Full Pag	II Page – Colour			Vol.71: No.1 March 2024		
Full Page - IBC		Full Pag	II Page – Mono			Vol.71: No.2 June 2024 Vol.71: No.3 September 2024		
Full Page - OB	BC							
Full Page - Oth	ner					Vol.71: No	<b>.4</b> December 2024	
Website Ads	Ad	preferred	start/clo	se dat	e	Ad	duration	
Tile Display Ad	d Prefe	erred starting	date:			1 month		
Banner Displa	y Ad Prefe	erred closing o	sing date:			3 months		
Job Vacancy L	isting							
eNews Ads	Preferred	advertisii	ng date				Combo Ad	
Article Ad	Article Ad	Bai	nner Ad		Job Listing		Combined	
Banner Ad	Date 1:	Da	Date 1: Date 1:		Date 1:		webpage and eNews	
Job Listing	Date 2:	Dat	te 2:		Date 2:		job listing	
Survey eDM	Date 3:	Dat	te 3:		Date 3:			
<b>Total Invoice</b>	\$:		Credit Ca	ard de	tails	Agency com	mission applicable	
ll artwork			Amount \$:					
nail PDF or JPEG artwork to <b>co</b> twork must be received by the	deadlines specified in t	he	Card Type:	VISA	MC	CARD	AMEX	
Ivertising Rates document to en nail will be issued to confirm yo oking form.			Credit Card	Number:				
ther enquiries			Expiry Date:			CVV:		
_	tner enquiries discuss additional advertising contact: david.leach@asmirt.org			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.

## **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** 

Your practice. Your profession. Your future.

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