Advertising rates and artwork specifics for Spectrum and ASMIRT media opportunities

asmirt.org the peak body for MRS
Promote your company with ASMIRT – the peak body for medical imaging, sonography, mammography, nuclear medicine, and other Medical Radiation Science (MRS).

Marketing opportunities include:

- ASMIRT website; over 6,700 unique visitors per month
- Email marketing / EDM; sent to over 9,000 MRS industry professionals
- 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 = 7,500+ in print
- JMRS; the scientific Journal of ASMIRT and NZIMRT = 7,000+ 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 @ASMIRTorg
**ASMIRT Member Demographics**

**7,400+ Members**
Plus an additional 1,500 CPD participants

- **30% of members are male**
- **70% of members are female**

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

- **18-32**: 40%
- **33-47**: 33%
- **48-62**: 20%
- **63+**: 7%

### Location
ASMIRT members are located Australia wide and internationally.

- **NSW**: 27%
- **QLD**: 22%
- **SA**: 9%
- **VIC**: 22%
- **NT**: 1%
- **WA**: 7%
- **TAS**: 2%
- **ACT**: 2%
- **INTERNATIONAL**: 2%

*October 2019*

info@asmirt.org | +61 3 9419 3336 | www.asmirt.org

FOLLOW US 📱 Twitter @ASMIRTorg
The ASMIRT website receives over 6,700 unique visits, 10,000 sessions and 49,000 page views per month. The bulk of the website traffic from medical radiation professionals visiting the ASMIRT website goes to training and events pages, membership, employment and CPD / certification, continuing professional development (CPD), membership, training and events as key focus areas.

Website Advertising: Advertise on any page*

**Tile Display**
(325 x 325 px)
Located on left hand side under Search box
1 month – $330
3 months – $660

**Banner Display**
(1000 x 200 px)
Located at the bottom of the webpage
1 month – $330
3 months – $660

**Job Vacancy Listing**
Job vacancy listings are located in latest Jobs section of the website featuring logos and links. See www.asmirt.org/careers-and-employment/jobs
1 month – $440
3 months – $660

*Advertising only available on the home page to ASMIRT Partner Organisations
ASMIRT eNews is sent to 9,000+ industry professionals each fortnight and accepts banner and article advertisements as well as job listings.

Open rates for ASMIRT emails are approx 35%.

(example from 14 August 2019)
Emails delivered: 9062
Open rate: 36.2
Click rate: 6.8%
CTOR (unique clicks/opens): 18.8%

**Article Ads**
(505 x 290 px)
Located in body of eNews under appropriate section – 30-60 words

1 email - $660

**Banner Ads**
(1000 x 300 px)
Located in body of eNews under appropriate section

1 email - $660

**Job Listing**
(505 x 290 px)
Located in body of eNews under Jobs section

1 email - $440

**Combined webpage & eNews job listing**
$660

For all advertising enquiries contact David Leach
Contact: David.Leach@asmirt.org   T: +61 3 9419 3336   W: www.asmirt.org   FOLLOW US   @ASMIRTorg
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 upcoming 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 installations, 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.

Frequency: 5 issues per year

Print Circulation: 7,500+

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

Spectrum is posted to the homes and workplaces of over 7,500 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**

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Australian Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$2,992</td>
</tr>
<tr>
<td>Double Page Colour</td>
<td>$4,620</td>
</tr>
<tr>
<td>Full Page Colour</td>
<td>$2,725</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>$1,495</td>
</tr>
<tr>
<td>Quarter Page Colour</td>
<td>$819</td>
</tr>
<tr>
<td>Inside Front Cover Colour</td>
<td>$2,845</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,845</td>
</tr>
<tr>
<td>Preferred Position</td>
<td>$2,845</td>
</tr>
<tr>
<td>Cover Wrap</td>
<td>Price on application</td>
</tr>
<tr>
<td>Bound Insert</td>
<td>Price on application</td>
</tr>
<tr>
<td>Bookmark</td>
<td>Price on application</td>
</tr>
</tbody>
</table>

**Spectrum Issues and Deadlines**

<table>
<thead>
<tr>
<th>Volume: Issue No.</th>
<th>Issue cover date</th>
<th>Booking deadline</th>
<th>Ad deadline</th>
<th>Insert due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol.26: No.6</td>
<td>December 2019</td>
<td>31 October 2019</td>
<td>11 November 2019</td>
<td>21 November 2019</td>
</tr>
<tr>
<td>Vol.27: No.1</td>
<td>March 2020</td>
<td>4 February 2020</td>
<td>17 February 2020</td>
<td>2 Mar 2020</td>
</tr>
<tr>
<td>Vol.27: No.2</td>
<td>May 2020</td>
<td>15 April 2020</td>
<td>24 April 2020</td>
<td>4 May 2020</td>
</tr>
<tr>
<td>Vol.27: No.3</td>
<td>July 2020</td>
<td>2 June 2020</td>
<td>16 June 2020</td>
<td>2 July 2020</td>
</tr>
<tr>
<td>Vol.27: No.4</td>
<td>September 2020</td>
<td>3 August 2020</td>
<td>18 August 2020</td>
<td>2 September 2020</td>
</tr>
<tr>
<td>Vol.27: No.5</td>
<td>November 2020</td>
<td>30 October 2020</td>
<td>12 November 2020</td>
<td>26 November 2020</td>
</tr>
</tbody>
</table>

For all advertising enquiries contact David Leach
Contact: David.Leach@asmirt.org    T: +61 3 9419 3336    W: www.asmirt.org    FOLLOW US  @ASMIRTorg
Artwork Specifications

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

FPC
- Trim: 210mm x 275mm
- Type: 170mm x 244mm
- Bleed: 5mm all edges

Double Spread
- Two single pages with FPC Specifications

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

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

Quater Page
- 80mm (wide) x 115mm (deep)

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.
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:** 7,000+
## JMRS Advertising Rates

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Australian Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$4,920</td>
</tr>
<tr>
<td>Full Page Colour</td>
<td>$3,385</td>
</tr>
<tr>
<td>Full Page Mono</td>
<td>$1,645</td>
</tr>
<tr>
<td>Half Page Colour</td>
<td>$1,930</td>
</tr>
<tr>
<td>Half Page Mono</td>
<td>$1,255</td>
</tr>
<tr>
<td>Quarter Page Colour</td>
<td>$1,540</td>
</tr>
<tr>
<td>Quarter Page Mono</td>
<td>$870</td>
</tr>
<tr>
<td>Double Page Colour</td>
<td>$4,825</td>
</tr>
<tr>
<td>Inside Front Cover Colour</td>
<td>$4,550</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,190</td>
</tr>
<tr>
<td>Preferred Position</td>
<td>$3,855</td>
</tr>
<tr>
<td>Cover Wrap</td>
<td>$6,335</td>
</tr>
<tr>
<td>Bound Insert</td>
<td>$6,335</td>
</tr>
<tr>
<td>Bookmark</td>
<td>$6,870</td>
</tr>
</tbody>
</table>

## JMRS Issues and Deadlines

<table>
<thead>
<tr>
<th>Volume: Issue No.</th>
<th>Issue cover date</th>
<th>Booking deadline</th>
<th>Copy deadline</th>
<th>Insert due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol 66: No.4</td>
<td>Dec 2019</td>
<td>13 Nov 2019</td>
<td>20 Nov 2019</td>
<td>02 Dec 2019</td>
</tr>
<tr>
<td>Vol 67: No.2</td>
<td>June 2020</td>
<td>19 May 2020</td>
<td>26 May 2020</td>
<td>05 Jun 2020</td>
</tr>
<tr>
<td>Vol 67: No.4</td>
<td>Dec 2020</td>
<td>18 Nov 2020</td>
<td>25 Nov 2020</td>
<td>04 Dec 2020</td>
</tr>
</tbody>
</table>

For advertising enquiries contact Emma Fitzsimons 
Emma Fitzsimons, Manager ANZ Corporate Sales, Wiley | efitzsimon@wiley.com
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.

For advertising enquiries contact Emma Fitzsions
Emma Fitzsions, Manager ANZ Corporate Sales, Wiley    |    efitzsimon@wiley.com
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 ASMIRT. 
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 2020, ASMIRT are 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

For all advertising enquiries contact David Leach
Contact: David.Leach@asmirt.org  T: +61 3 9419 3336  W: www.asmirt.org  FOLLOW US  @ASMIRTorg
In 2016-2019 an average of 867 people attended the ASMIRT conference.

95% of attendees would recommend ASMIRT to their colleagues.

54% of attendees were medical imaging professionals, 42% radiation therapists, and 4% other.

For all advertising enquiries contact David Leach
Contact: David.Leach@asmirt.org  T: +61 3 9419 3336  W: www.asmirt.org

Follow us: @ASMIRTorg

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

Recent sponsors of ASMIRT Conference include:


For all advertising enquiries contact David Leach
Contact: David.Leach@asmirt.org  T: +61 3 9419 3336  W: www.asmirt.org  FOLLOW US  @ASMIRTorg
Exhibit at the ASMIRT Conference to drive sales, increase awareness, develop and strengthen relationships and demonstrate your company’s equipment, expertise and key points of difference.

Recent exhibitors at the ASMIRT Conference include:


For all advertising enquiries contact David Leach
Contact: David.Leach@asmirt.org   T: +61 3 9419 3336   W: www.asmirt.org   FOLLOW US  @ASMIRTorg
App Banner Ads keep your event branding on the front (home) page. When the banner is clicked it will take the user through to your APP profile page, or to an external website. *Note - website MUST be a secure site beginning with HTTPS://

App Banner Ad
Portrait App Banner Ad (1536 x 288 px)
Required for when phone is in portrait position
Landscape App Banner Ad (2008 x 200 px)
Required for when phone is in landscape position
$1,100

App Sponsored Posts are similar to what you may see while scrolling through social media. As users scroll through the chatter section of the app, we can slip in your sponsored posts, highlighting your company or event.

App Sponsored Post (800 x 800 px)
Featured throughout social media posts
$550

Advertising Booking Form

Advertiser contact details

Contact Name: 
Company Name: 
ABN: 
Address: 
Phone: 
Email: 

Spectrum Advertising

- Double Page
- Full Page – IFC
- Full Page – IBC
- Full Page – OBC
- Full Page
- Half Page
- Quarter Page
- Cover Wrap
- Insert (inside front of magazine)
- Onsert (outside magazine, inside wrapping)
- Bookmark

Volume and Issue No.

- Vol.26: No.6 December 2019
- Vol.27: No.1 March 2020
- Vol.27: No.2 May 2020
- Vol.27: No.3 July 2020
- Vol.27: No.4 September 2020
- Vol.27: No.5 November 2020

Website Ads

- Tile Display Ad
- Banner Display Ad
- Job Vacancy Listing

Ad preferred start/close date

Preferred starting date: 
Preferred closing date: 

Ad duration

- 1 month
- 3 months

eNews Ads

Preferred advertising date

<table>
<thead>
<tr>
<th>Article Ad</th>
<th>Banner Ad</th>
<th>Job Listing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date 1:</td>
<td>Date 1:</td>
<td>Date 1:</td>
</tr>
<tr>
<td>Date 2:</td>
<td>Date 2:</td>
<td>Date 2:</td>
</tr>
<tr>
<td>Date 3:</td>
<td>Date 3:</td>
<td>Date 3:</td>
</tr>
</tbody>
</table>

Combo Ad

- Combined webpage and eNews job listing

Credit Card details

Amount $: 
Card Type: VISA MCARD AMEX
Credit Card Number: 
Expiry Date: 
Name on Card: 

Agency commission applicable

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

Signed: __________________________

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.

All artwork

Email PDF or JPEG artwork to events@asmirt.org
Artwork must be received by the deadlines specified in the Advertising Rates document to ensure inclusion. A confirmation email will be issued to confirm your booking upon receipt of a booking form.

JMRS Advertising

For JMRS bookings please contact: 
Emma Fitzsimons efitzsimon@wiley.com

Other enquiries

To discuss additional advertising contact: 
David Leach david.leach@asmirt.org
The Australian Society of Medical Imaging and Radiation Therapy (ASMIRT) – (Owner) reserves the right to alter the sponsorship packages (amounts/inclusions) to benefit the sponsor, conference and delegates. All Sponsors and Exhibitors must not bring ASMIRT, the conference and/or the industry into disrepute.

Booking confirmation
Upon receiving the completed sponsorship and exhibition booking form, the Owner will forward confirmation of the agreed and available sponsorship and/ or exhibition package to the sponsor / exhibitor along with a tax invoice. The sponsor / exhibitor will have 14 days to pay 20% of the tax invoice. If this payment is not received by this time the organisers reserve the right to sell the sponsorship / exhibition property / space that was being held.

Costs
a) Own Costs: Each party must pay its own costs relating to the negotiation, preparation and execution of this agreement.

b) Implementation Costs: Unless otherwise specified as a Sponsor benefit or the Owner benefit, each party must pay its own signage, advertising, leverage, general overhead and incidental costs related to the performance of its obligations under this Agreement.

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

Cancellation policy
In the case of cancellation of sponsorship or exhibition being received in writing: Prior to 31 November 2018, the sponsor / exhibitor will be liable for 20% of the total package selected; between 1 December 2018 and 31 December 2018, the sponsor / exhibitor will be liable for 50% of the total package selected; after 1 January 2019, the sponsor / exhibitor will be liable for 100% of the package selected. These provisions are for liquidated damages, not a penalty, and have been incorporated into these Terms and Conditions as a legitimate pre-estimate of damages. The date of cancellation shall be the date that Owner receives Sponsor’s notice.

In the event of industrial disruptions, the ASMIRT (the Owner) accept no responsibility. In the event of the venue becoming unusable or other circumstances or the need to cancel the conference, there can be no liability on the ASMIRT / AACRT 2019 conference or the Owner.

Insurance
a) Sponsors and exhibitors must have, provide and keep current: i) A public liability insurance policy for an amount not less than $20,000,000 for any single claim for liability of the Owner for death, personal injury or property damage occasioned to any person in the direct area of the exhibiting area, conference of other related functions.

ii) If Event is a one-off event, event cancellation insurance in an amount equalling or exceeding the value of Sponsor Benefits.

b) Owner must effect and keep current:

i) A public liability insurance policy for an amount not less than $20,000,000 for any single claim for liability of the Owner for death, personal injury or property damage occasioned to any person in respect of the Event.

Confidentiality
The commercial terms of this Agreement are confidential to the parties unless they otherwise agree. However this does not prevent:

a) Sponsor or Owner disclosing the existence of the sponsorship to the general public

b) Any promotional, marketing or sponsorship activities.

Sponsors and exhibitors authorise their details being shared with the venue and key contractors as well as the names of their registered staff being included in the conference app.

Entire agreement
This Agreement represents the entire agreement between the parties and supersedes all other agreements and conduct, express or implied, written or oral.

Payment
a) Sponsor or exhibitor agrees to submit 20% of the total fee with this booking form/Contract.

b) The remaining 80% progress payment is due by 24 January 2019, or when the agreement is made if the agreement is made post 24 January 2019. A 14 day terms of invoice will apply.

c) All sponsorship and exhibition accounts must be paid prior to the event. Sponsors and exhibitors will not be allowed to set up any exhibition stand at the conference until full payment has been received.

d) All sponsors and exhibitors must not have any debts outstanding for previous years conference and events in prior to exhibition space / sponsorship being confirmed.

e) All payments should be made in Australian dollars by credit card or bank transfer.

Invoices
Sponsors and Exhibitors will be invoiced for this conference / event by the ASMIRT on behalf of the conference. Invoices will be issued and payable in AUD only.


The parties must act at all times in good faith towards each other with a view to fulfilling the sponsorship and exhibition items.

ASMIRT allows the sponsor or exhibitor to use the conference logo for promotional purposes relating to the conference. The sponsor or exhibitor allows ASMIRT to use its logos and content for promotional purposes relating to the conference.

Relationships of parties
The parties (ASMIRT and the sponsors / exhibitors) are independent entities.

Nothing in this agreement shall be construed to place the parties in, and the parties must not act in a manner that expresses or implies a legal relationship of partnership, joint venture, franchise, employment or agency.
For all advertising enquiries
contact David Leach
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T: +61 3 9419 3336
W: www.asmirt.org

FOLLOW US @ASMIRTorg