Advertising rates and artwork specifics for Spectrum and ASMIRT media opportunities

asmirt.org
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.

- WA: 7%
- NT: 1%
- QLD: 28%
- NSW: 9%
- SA: 22%
- VIC: 22%
- TAS: 2%
- ACT: 2%
- International: 2%

*October 2019

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

<table>
<thead>
<tr>
<th>Ad position</th>
<th>Ad duration</th>
<th>AU$</th>
<th>Artwork size (pixels)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Job Vacancy Listing</td>
<td>1 month</td>
<td>$440</td>
<td>medium-high res image</td>
<td>Job vacancy listings are located in latest Jobs section of the website featuring logos and links.</td>
</tr>
<tr>
<td></td>
<td>3 months</td>
<td>$660</td>
<td></td>
<td></td>
</tr>
<tr>
<td>eNews Job Vacancy Listing</td>
<td>1 email</td>
<td>$440</td>
<td>505 x 290</td>
<td>Located in body of eNews under Jobs section</td>
</tr>
<tr>
<td>Combined Website/eNews Job</td>
<td>1 month + 1 email</td>
<td>$660</td>
<td>505 x 290</td>
<td>An eNews listing consists of a 40-60 word description for the vacancy and a logo.</td>
</tr>
</tbody>
</table>


### 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.
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)

**Circulation Statistics**
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
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.

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

All advertising artwork is to be emailed or sent via Quickcut or dropbox to Emma Fitzsimons. 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 Fitzsimons
Emma Fitzsimons, 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.

72% of attendees used the event app.

In 2016-2019 the majority of delegates were medical imaging professionals.

54% of attendees were medical imaging professionals.

42% were radiation therapy professionals.

4% were from other fields.

95% of attendees would recommend ASMIRT to their colleagues.

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

- **alphaXRT**
- **BRAINLAB**
- **DEAKIN UNIVERSITY**
- **Elekta**
- **GAMMA GURUS**
- **Guerbet**
- **IMAGING Solutions**
- **PHILIPS**
- **SHIMADZU**
- **SIEMENS Healthineers**
- **varian**
- **visionrt**


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:**

- 3D one
- AGFA Healthcare
- alphaVR
- Bayer
- bms.
- BRAINLAB
- CamHealth
- Canon
- Carestream
- Central Data Networks
- CHOICE ACCREDITATION SERVICES
- DEAKIN UNIVERSITY
- DEFENCE FORCE RECRUITING
- DTect
- Elekta
- eviQ
- FUJIFILM MEDICAL SYSTEMS
- GAMMA GURUS
- gb3 solutions
- GE Healthcare
- Guerbet
- Allied Health Healthcare Australia
- Hologic
- InMed
- IMAGING Solutions
- MAXON
- MEDILINK
- Medscape.VR
- MD Solutions
- Oxford Scientific
- Philips
- Quantum Health Group
- Radiation SAUNDERS
- RadTest Australia
- SHIMADZU Excellence in Science
- SIEMENS Healthineers
- Toshiba Medical
- The University of Queensland Australia
- varian
- Wiley
- visionrt
- Voyager Imaging
- Virtual Medical Coaching


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

## Advertiser contact details

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name</td>
<td></td>
</tr>
<tr>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>ABN</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

## 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.

<table>
<thead>
<tr>
<th>Volume</th>
<th>Issue</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol.26</td>
<td>No.6</td>
<td>December 2019</td>
</tr>
<tr>
<td>Vol.27</td>
<td>No.1</td>
<td>March 2020</td>
</tr>
<tr>
<td>Vol.27</td>
<td>No.2</td>
<td>May 2020</td>
</tr>
<tr>
<td>Vol.27</td>
<td>No.3</td>
<td>July 2020</td>
</tr>
<tr>
<td>Vol.27</td>
<td>No.4</td>
<td>September 2020</td>
</tr>
<tr>
<td>Vol.27</td>
<td>No.5</td>
<td>November 2020</td>
</tr>
</tbody>
</table>

## 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

- Article Ad
- Banner Ad
- Job Listing

## Preferred advertising date

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

## Combo Ad

- Combined webpage and eNews job listing

## Credit Card details

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount $</td>
<td></td>
</tr>
<tr>
<td>Card Type</td>
<td>VISA</td>
</tr>
<tr>
<td>Credit Card Number</td>
<td>MCARD</td>
</tr>
<tr>
<td>Expiry Date</td>
<td></td>
</tr>
<tr>
<td>Name on Card</td>
<td></td>
</tr>
</tbody>
</table>

## Agency commission applicable

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

## Signed:

[Signature]

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### 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

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