



ASMIRT 2024

Advertising Rates

Advertising rates and artwork specifics for Spectrum and ASMIRT media opportunities

ASMIRT.org

Your practice. Your profession. Your future.

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.



ASMIRT

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     @ASMIRTOrg

ASMIRT Member Demographics

10,800⁺ Members

Plus an additional 957
CPD participants

30%
OF MEMBERS
ARE MALE



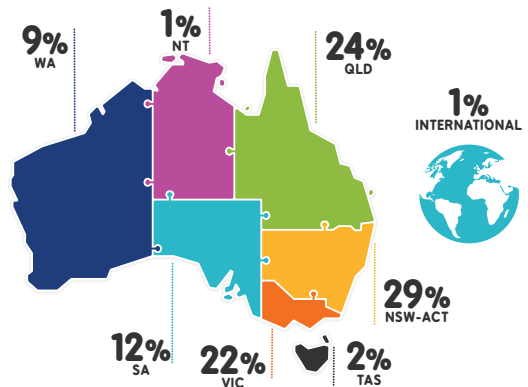
70%
OF MEMBERS
ARE FEMALE

63+ | 7%

48-62 | 17%

33-47 | 29%

18-32 | 47%



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.

DIAGNOSTIC
RADIOGRAPHER

REPRESENTING
8,400+
RADIOGRAPHERS

RADIATION
THERAPIST

REPRESENTING
1,400+
RADIATION
THERAPISTS

NUCLEAR
MEDICINE
TECHNOLOGIST
AND OTHER

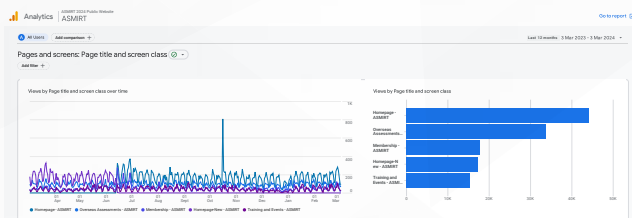
REPRESENTING
100+
NUCLEAR
MEDICINE
TECHNOLOGISTS
AND OTHER MRPS

Website Advertising

8,500+ unique visitors per month



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	# Views	Views	Views per user	Average engagement time	Event count	Conversion rate	Total revenue
1 Homepage - ASMIRT	192,764	109,858	0.54	1m 42s	1,481,444	0.00	\$0.00
2 Overseas Assessments - ASMIRT	48,875	26,588	1.45	2m 34s	186,192	0.00	\$0.00
3 Membership - ASMIRT	17,872	11,589	1.60	37s	64,800	0.00	\$0.00
4 Training and Events - ASMIRT	17,211	10,520	1.62	2m 34s	67,247	0.00	\$0.00
5 Certification - ASMIRT	15,243	8,873	1.70	2m 34s	53,945	0.00	\$0.00
6 CPD - ASMIRT	13,286	7,871	1.69	3m 2s	32,815	0.00	\$0.00
7 ASMIRT Membership Renewal - ASMIRT	10,219	6,595	1.55	1m 50s	47,882	0.00	\$0.00
8 ASMIRT Membership Application Form - ASMIRT	8,218	5,261	1.55	2m 13s	37,728	0.00	\$0.00

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
	3 months	\$730		
Banner Display	1 month	\$362	1000 x 200	Located at the bottom of the webpage
	3 months	\$730		
Job Vacancy Listing	1 month	\$460	Logo - med-high res transparent PNG file	Job vacancy listings are located in latest Jobs section of the website featuring logos and links.
	3 months	\$695		

*Advertising only available on the home page to ASMIRT Partner Organisations



TILE DISPLAY EXAMPLE



BANNER DISPLAY EXAMPLE



JOB VACANCY LISTING EXAMPLE

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E: david.leach@asmirt.org T: +61 3 9419 3336 W: www.asmirt.org

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Email Advertising

12,300+ 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

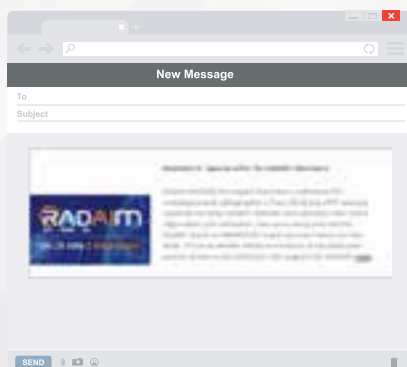
Open rate: 52.6%

Click rate: 2.4%

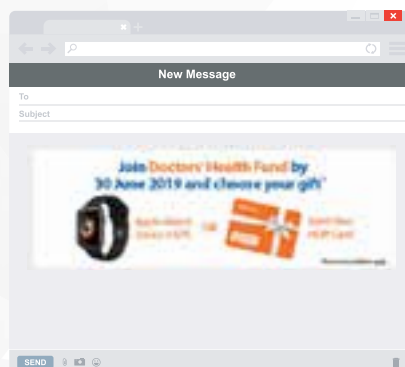


Email Advertising Rates

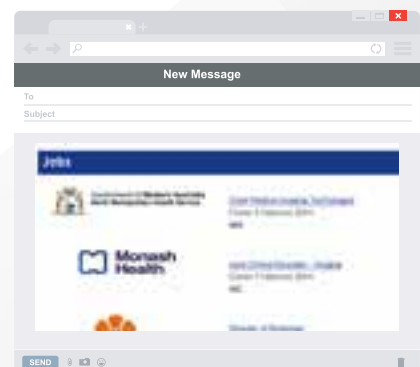
Ad position	Ad duration	AU\$	Artwork size (pixels)	Details
Article Ad	1 email	\$695	505 x 560	Located in body of eNews under appropriate section – 30-60 words
Banner Ad	1 email	\$695	600 x 200	Located in body of eNews under appropriate section
Job Vacancy Listing	1 email	\$460	Logo – med-high res transparent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

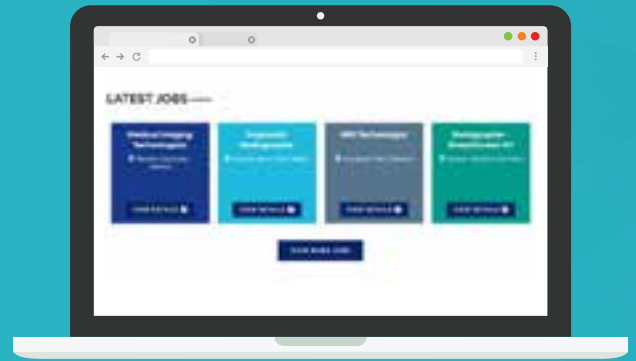
For all advertising enquiries contact David Leach

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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 Vacancy Listing	1 month	\$460	medium-high res image	Job vacancy listings are located in latest Jobs section of the website featuring logos and links.
	3 months	\$695		
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

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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.

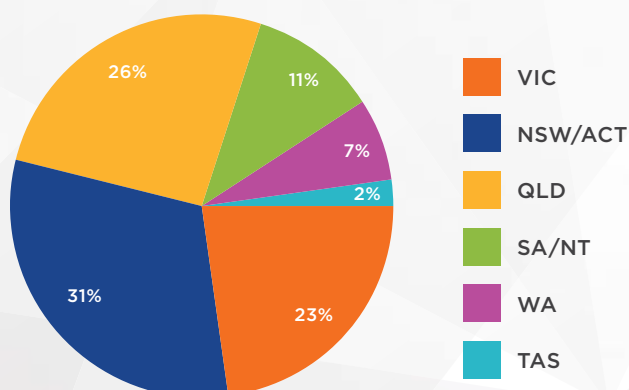
Frequency: 5 issues per year

Print Circulation: 8,500+

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

Circulation Statistics

Region Breakdown of Spectrum Distribution
As at Dec 2022



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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.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

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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

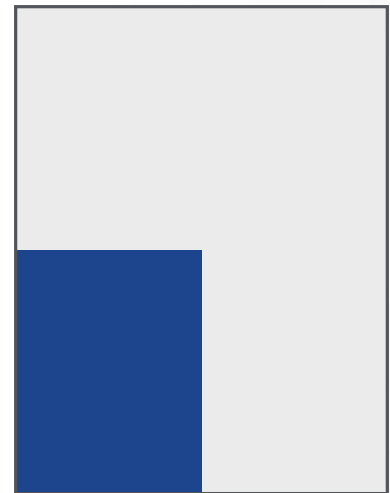
Two single pages with FPC Specifications



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



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



Quarter 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.

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JMRS Advertising

6,800+ 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

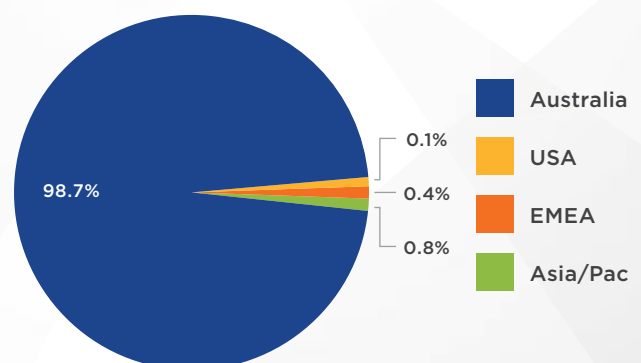
Editor in Chief: Cherry Agustin

Frequency: 4 issues per year

Print Circulation: 6,800+

Circulation Statistics

Region Breakdown of JRMS Distribution
As at Dec 2021



For all advertising enquiries contact David Leach

E: david.leach@asmirt.org T: +61 3 9419 3336 W: www.asmirt.org

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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

For all advertising enquiries contact David Leach

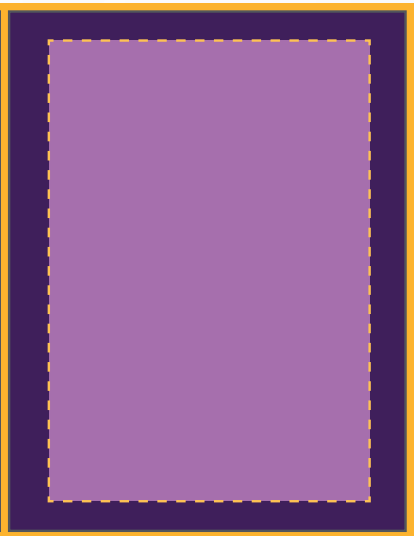
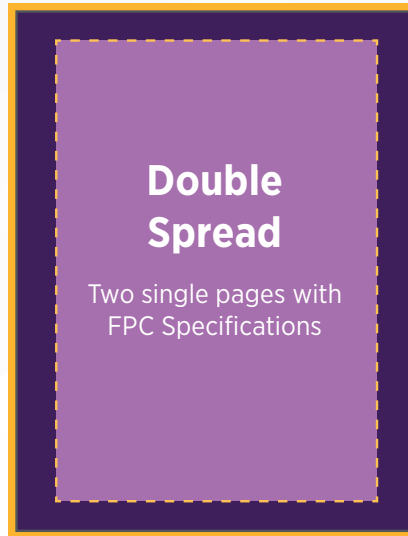
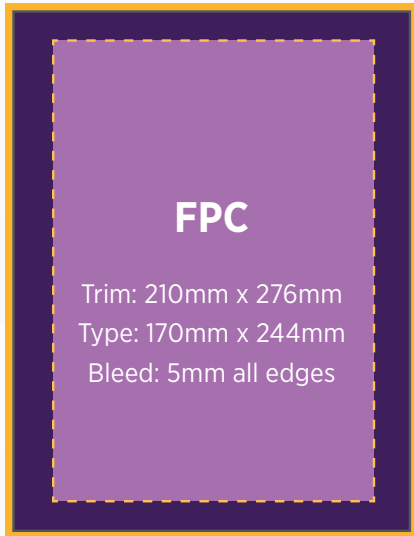
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FOLLOW US     @ASMIRTorg

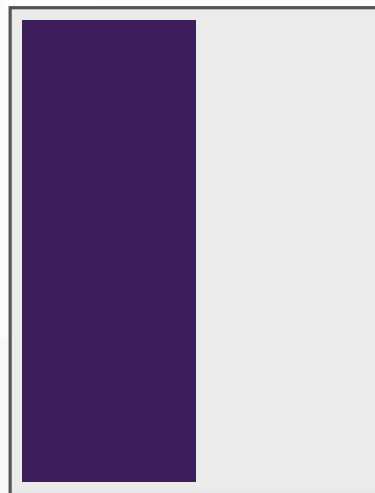


Artwork Specifications

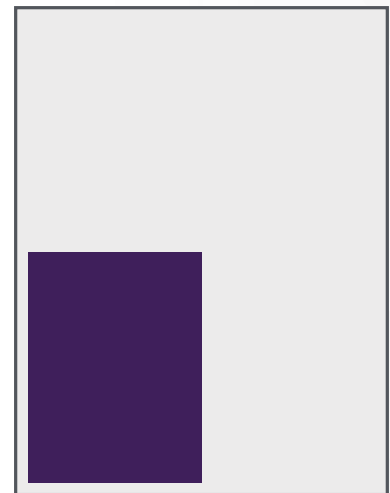
All advertising artwork is to be emailed or sent via Quickcut or dropbox to Linnea Mitchell-Taverner. corporatesalesaustralia@wiley.com



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.

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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.



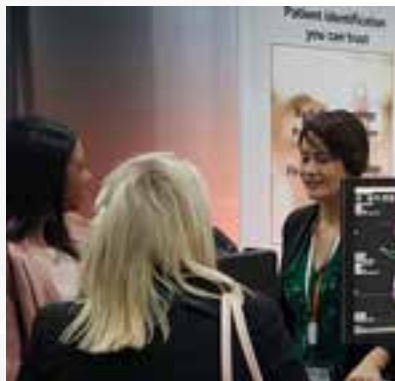
ASMIRT holds over 70 MRS industry events throughout Australia each year. These events range from evening and half-day seminars and workshops, to weekend conferences and our main annual conference.

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



For all advertising enquiries contact David Leach

E: david.leach@asmirt.org T: +61 3 9419 3336 W: www.asmirt.org

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Conference Snap Shot

4
DAYS



210+
PRESENTATIONS



15
WORKSHOPS
/ SPONSOR
SEMINARS



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

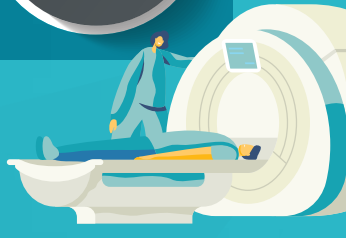


In 2023 the majority of delegates were medical imaging professionals

39%
RADIATION
THERAPY



52%
MEDICAL
IMAGING



10%
OTHER



65+
EXHIBITION
SPACES



12
INTERNATIONAL
INVITED
SPEAKERS



94%
OF ATTENDEES



94% of attendees would recommend ASMIRT to their colleagues.

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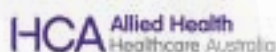
Conference Sponsors and Exhibitors

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



For all advertising enquiries contact David Leach

E: david.leach@asmirt.org T: +61 3 9419 3336 W: www.asmirt.org

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Advertising Booking Form



Advertiser contact details

Contact Name:

Company Name:

ABN:

Address:

Phone:

Email:

Australian Society of Medical Imaging and Radiation Therapy
Office: Suite 1040, Level 10,
1 Queens Road, Melbourne VIC 3004
Postal: PO Box 16234,
Collins Street West, VIC 8007
Australia
T: +61 3 9419 3336
www.asmirt.org
ABN: 26 924 779 836

Spectrum Advertising

<input type="checkbox"/> Double Page	<input type="checkbox"/> Half Page
<input type="checkbox"/> Full Page - IFC	<input type="checkbox"/> Quarter Page
<input type="checkbox"/> Full Page - IBC	<input type="checkbox"/> Insert (inside front of magazine)
<input type="checkbox"/> Full Page - OBC	<input type="checkbox"/> Onsert (outside magazine, inside wrapping)
<input type="checkbox"/> Full Page - Other _____	

Volume and Issue No.

<input type="checkbox"/> Vol.31: No.1 March 2024
<input type="checkbox"/> Vol.30: No.2 May 2024
<input type="checkbox"/> Vol.31: No.3 July 2024
<input type="checkbox"/> Vol.31: No.4 September 2024
<input type="checkbox"/> Vol.31: No.5 December 2024

JMRS Advertising

<input type="checkbox"/> Full Page - IFC	<input type="checkbox"/> Full Page - Colour
<input type="checkbox"/> Full Page - IBC	<input type="checkbox"/> Full Page - Mono
<input type="checkbox"/> Full Page - OBC	
<input type="checkbox"/> Full Page - Other _____	

Volume and Issue No.

<input type="checkbox"/> Vol.71: No.1 March 2024
<input type="checkbox"/> Vol.71: No.2 June 2024
<input type="checkbox"/> Vol.71: No.3 September 2024
<input type="checkbox"/> Vol.71: No.4 December 2024

Website Ads

<input type="checkbox"/> Tile Display Ad
<input type="checkbox"/> Banner Display Ad
<input type="checkbox"/> Job Vacancy Listing

Ad preferred start/close date

Preferred starting date:

Preferred closing date:

Ad duration

<input type="checkbox"/> 1 month
<input type="checkbox"/> 3 months

eNews Ads

<input type="checkbox"/> Article Ad
<input type="checkbox"/> Banner Ad
<input type="checkbox"/> Job Listing
<input type="checkbox"/> Survey eDM

Preferred advertising date

	Article Ad	Banner Ad	Job Listing
Date 1:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date 2:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date 3:	<input type="text"/>	<input type="text"/>	<input type="text"/>

Combo Ad

<input type="checkbox"/> Combined webpage and eNews job listing

Total Invoice \$:

All artwork

Email PDF or JPEG artwork to communications@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.

Other enquiries

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

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.

Credit Card details

Agency commission applicable

Amount \$:

Card Type: VISA MCARD AMEX

Credit Card Number:

Expiry Date: CVV:

Name on Card:

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

Signed:

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.

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FOLLOW US     @ASMITorg



ASMIRT

Australian Society of Medical Imaging
and Radiation Therapy

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T: +61 3 9419 3336

W: www.asmirt.org

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