



# 2025 ASMIRT

ADVERTISING

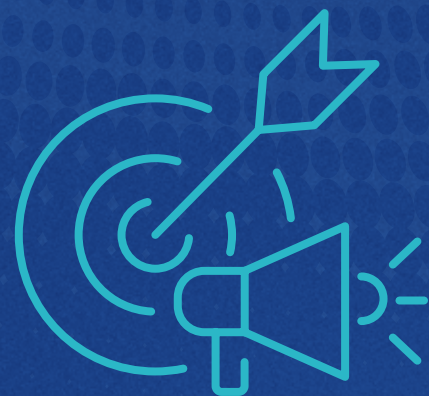
Advertising rates and artwork specifics for  
Spectrum and ASMIRT media opportunities

*Your practice. Your profession. Your future.*

[ASMIRT.org](https://www.asmirt.org)

## PROMOTE WITH ASMIRT

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



### Marketing opportunities include:

- ✓ ASMIRT website; over 9,200 unique visitors per month
- ✓ eNews/EDM; sent to over 12,500 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 = 8,400+ 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

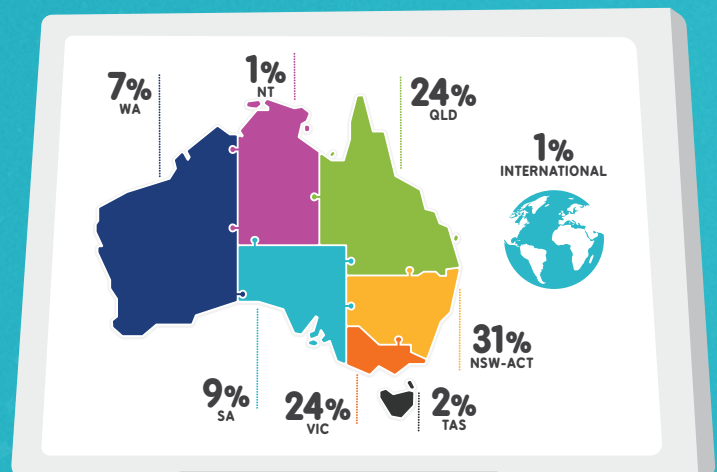
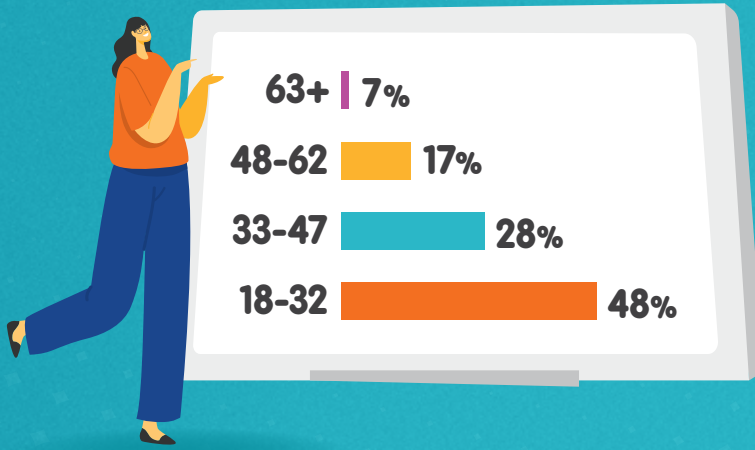
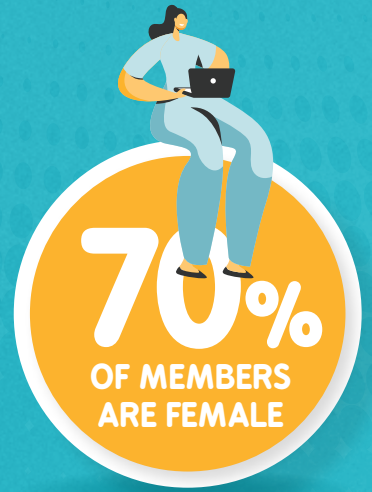
✉ david.leach@asmirt.org ☎ +61 3 9419 3336 🌐 www.asmirt.org



# ASMIRT MEMBER DEMOGRAPHICS

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

Plus an additional 954  
CPD participants



## Age

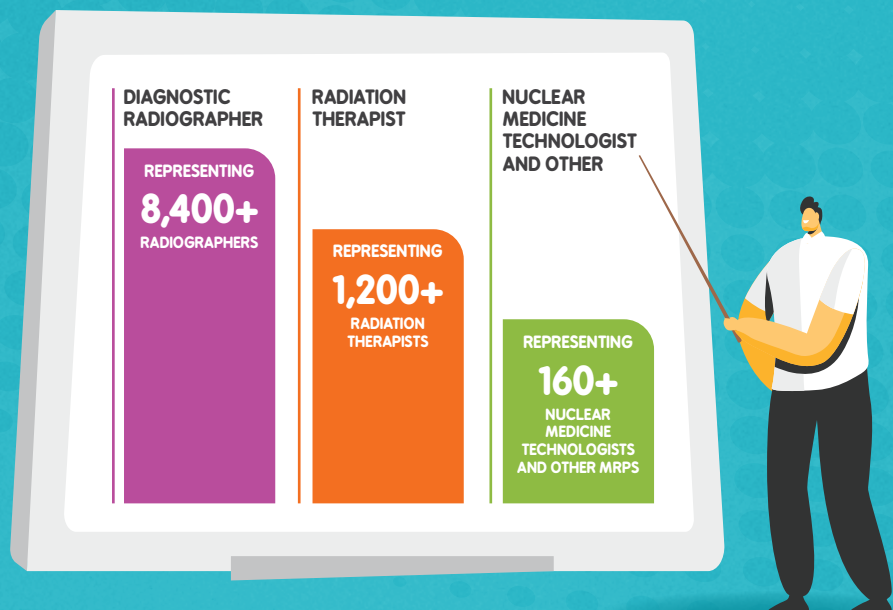
ASMIRT members range in age from 18 to 63+ years.

## Location

ASMIRT members are located Australia wide and internationally.

## Discipline

ASMIRT members practice across three main disciplines.



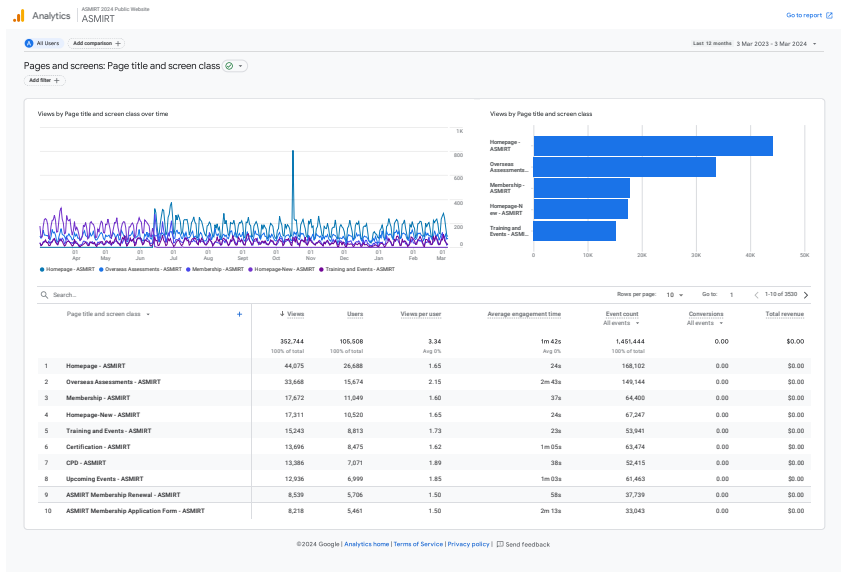
# WEBSITE ADVERTISING

9,200+ unique visitors per month



The ASMIRT website receives over 9,200+ unique visits and more than 31,000 page views per month.

The bulk of ASMIRT's website traffic goes to Overseas Assessments, Membership, Training and Events, and Continuing Professional Development/ Certification pages.



## Website Advertising Rates:

| Ad position         | Ad duration | AU\$    | Artwork size (pixels)                    | Details   |
|---------------------|-------------|---------|--|---|
| Banner Display      | 1 month     | \$1,100 | 1000 x 200                               | Built to display at the bottom of all pages of the website  |
|                     | 3 months    | \$2,750 |  |   |
| Job Vacancy Listing | 6 weeks     | \$460   | Logo - med-high res transparent PNG file | Job vacancy listings, featuring logos and links, are located in the latest jobs section of the website and also feature at the bottom of select ASMIRT member news and events emails. |
|                     | 3 months    | \$695   |  |   |

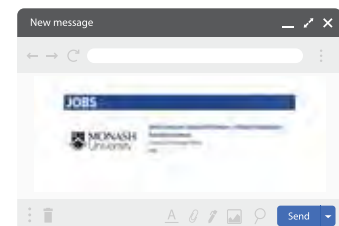
Correctly sized and formatted artwork is required at least 5 business days prior to the start date of the banner ad booking.



BANNER DISPLAY EXAMPLE



JOB VACANCY LISTING EXAMPLE

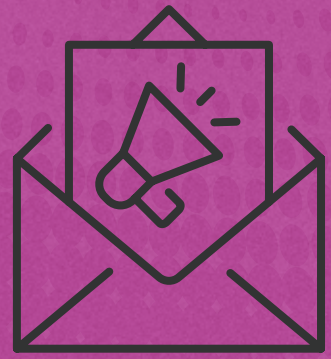


E-NEWS JOB VACANCY LISTING EXAMPLE



# EMAIL ADVERTISING

**12,500+** eNews recipients weekly



ASMIRT eNews reaches over 12,500+ industry professionals weekly, offering opportunities for banner and article advertisements, as well as job listings. With an impressive 55% open rate—significantly above the healthcare industry benchmark of 34.65% (Source: MailChimp) and 4% click rate—ASMIRT eNews demonstrates strong engagement from its dedicated audience.

**Emails delivered:** 12,500+

**Open rate:** 55%

**Click rate:** 4%

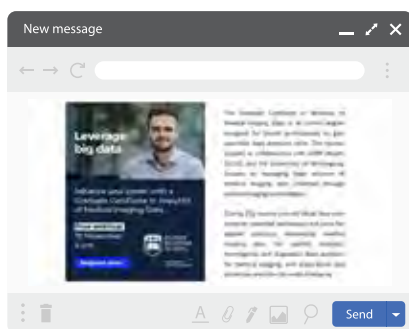
The data are an average of the last 10 e-news (Sep-Nov 2024)



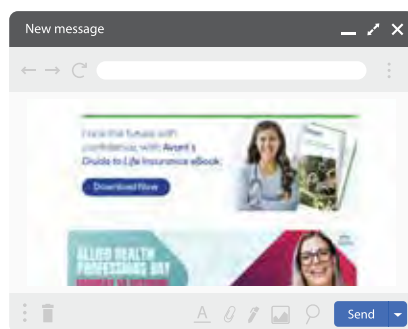
## Email Advertising Rates

| Ad position | Ad duration | AU\$  | Artwork size (pixels) | Details  |
|-------------|-------------|-------|-----------------------|--|
| Article Ad  | 1 email     | \$715 | 505 x 560             | Located in body of eNews under appropriate section – 30-60 words |
| Banner Ad   | 1 email     | \$715 | 600 x 200             | Located in body of eNews under appropriate section               |
| Survey Ad   | 1 email     | \$680 | 600 x 200             | Located in body of eNews under appropriate section               |

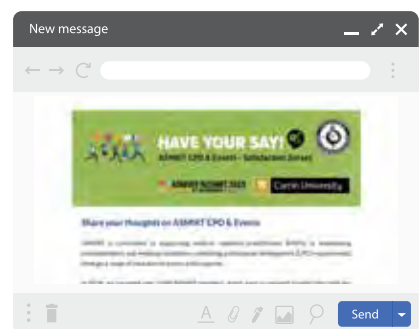
Correctly sized and formatted artwork is required at least 5 business days prior to the start date of the banner ad booking.



ARTICLE AD EXAMPLE



BANNER AD EXAMPLE



SURVEY AD 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 Vacancy Listing | 6 weeks     | \$460 | medium-high res image | Job vacancy listings, featuring logos and links, are located in the latest jobs section of the website and also feature at the bottom of select ASMIRT member news and events emails. |
|                             | 3 months    | \$695 |                       |   |

See [www.asmirt.org/careers-and-employment/jobs](http://www.asmirt.org/careers-and-employment/jobs)

### Placing a job vacancy listing

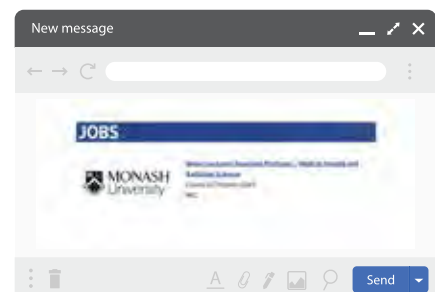
To place a job vacancy listing, please provide:

- 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 approx 24-48 hours.**



WEBSITE JOB VACANCY LISTING EXAMPLE



E-NEWS JOB VACANCY LISTING EXAMPLE

# 8,400<sup>+</sup> Spectrum recipients in print



## Spectrum

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

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.

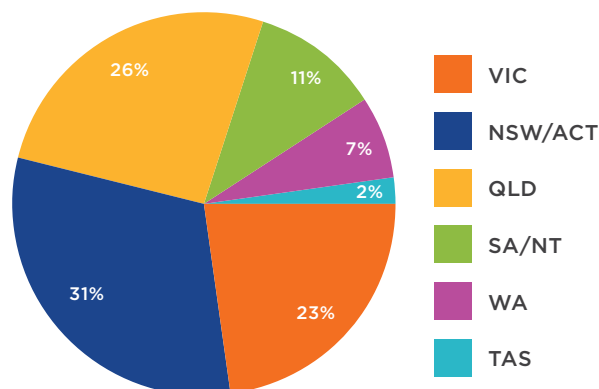
### Reach

**Print**      **Frequency:** 5 issues per year  
**Print Circulation:** 8,400+

**Digital**      **Online Circulation:** 1,200+ views  
(averaging 12 minutes viewing time)

### Circulation Statistics

Region Breakdown of Spectrum Distribution





# SPECTRUM ADVERTISING



Spectrum is posted to the homes and workplaces of over 8,400+ 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        | \$3,396              |
| Double Page Colour        | \$5,245              |
| Full Page Colour          | \$3,093              |
| Half Page Colour          | \$1,698              |
| Quarter Page Colour       | \$930                |
| Inside Front Cover Colour | \$3,234              |
| Inside Back Cover         | \$3,234              |
| Preferred Position        | \$3,234              |
| Cover Wrap                | Price on application |
| Bound Insert              | Price on application |
| Bookmark                  | Price on application |

## Spectrum Issues and Deadlines

| Volume:<br>Issue No. | Issue cover date | Booking deadline | Ad deadline     | Insert due date  |
|----------------------|------------------|------------------|-----------------|------------------|
| Vol.32: No.1         | March 2025       | 24 January 2025  | 3 February 2025 | 18 February 2025 |
| Vol.32: No.2         | May 2025         | 17 March 2025    | 28 March 2025   | 17 April 2025    |
| Vol.32: No.3         | July 2025        | 23 May 2025      | 3 June 2025     | 19 June 2025     |
| Vol.32: No.4         | September 2025   | 22 July 2025     | 4 August 2025   | 19 August 2025   |
| Vol.32: No.5         | December 2025    | 22 October 2025  | 3 November 2025 | 19 November 2025 |





## Artwork Specifications

All advertising artwork is to be emailed or sent via FTP to David Leach. [David.Leach@asmirt.org](mailto:David.Leach@asmirt.org)

**FPC**

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

**Double Spread**

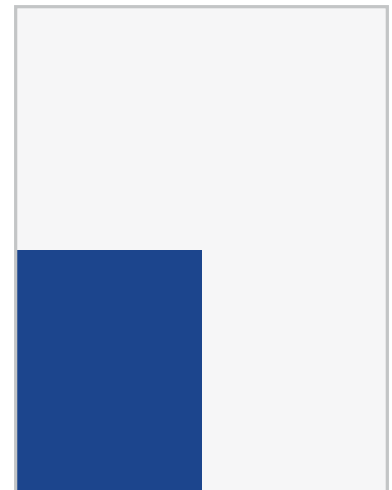
Two single pages with FPC Specifications



**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.

# JMRS ADVERTISING

**6,800+** Journal recipients in print



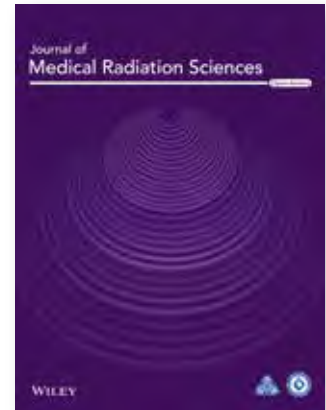
## JMRS

### 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, nuclear medicine technicians and sonographers working in the public and private health sectors.

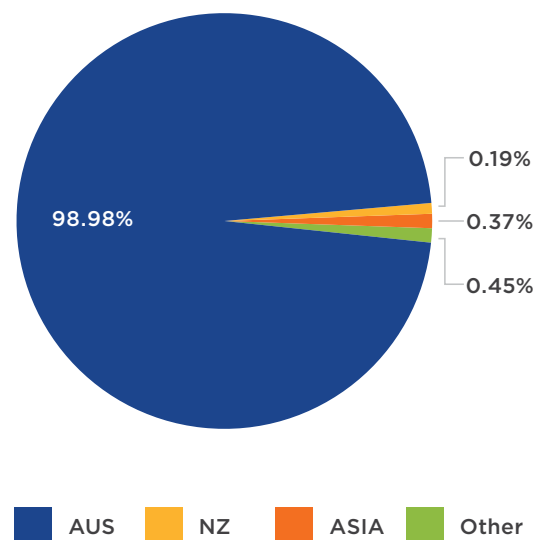
**Please note: print copies of JMRS are provided to ASMIRT members only.**

### Reach

|                |   |
|----------------|---|
| <b>Print</b>   | Frequency: 4 issues per year<br>Print Circulation: 6,800+   |
| <b>Digital</b> | Unique Visitors on Wiley Online Library: 108,500+<br>Average Monthly Page Views: 19,200+<br>Full Text Downloads: 170,900+ |

### Circulation Statistics

Print Circulation by Region







Pricing below is in AUD and is established based on publication origin. Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

## JMRS Advertising Rates

| Ad Size  | Australian Dollars          |
|--|-----------------------------|
| Full Page Mono   | \$2,330                     |
| Full Page Colour   | \$4,245                     |
| Half Page Mono   | \$1,265                     |
| Half Page Colour   | \$3,180                     |
| Double Page Spread Colour  | 2 pages at earned page rate |
| Bookmark / Bound Insert / Loose Inserts / Outserts / Cover Tips / Belly Bands / Wrap | Price on application        |

## Frequency Insertion Rates Colour

| Frequency | Full Page Colour (AUD) | Full Page Mono (AUD) |
|-----------|------------------------|----------------------|
| 1x        | \$4,245                | \$2,330              |
| 3x        | \$4,155                | \$2,240              |
| 6x        | \$4,065                | \$2,150              |
| 12x       | \$3,975                | \$2,060              |
| 24x       | \$3,875                | \$1,960              |

## JMRS Issues and Deadlines

| Volume: Issue No. | Issue cover date | Booking deadline | Copy deadline    | Insert due date  |
|-------------------|------------------|------------------|------------------|------------------|
| Vol 72: No.1      | March 2025       | 14 February 2025 | 19 February 2025 | 10 March 2025    |
| Vol.72: No.2      | June 2025        | 16 May 2025      | 21 May 2025      | 6 Jun 2025       |
| Vol.72: No.3      | September 2025   | 15 August 2025   | 20 August 2025   | 8 September 2025 |
| Vol.72: No.4      | December 2025    | 14 November 2025 | 19 November 2025 | 8 December 2025  |



## Artwork Specifications

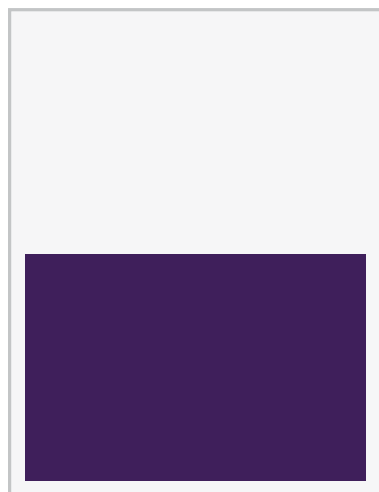
All advertising artwork is to be emailed or sent via FTP to David Leach. [David.Leach@asmirt.org](mailto:David.Leach@asmirt.org)

### FPC

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

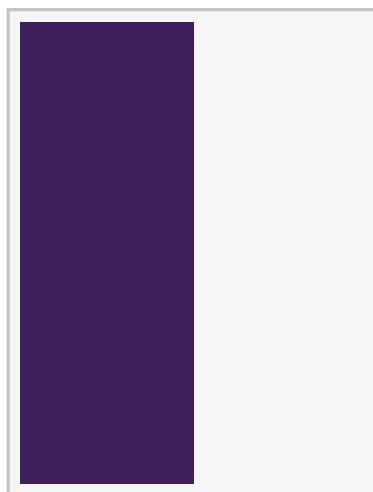
### Double Spread

Two single pages with FPC Specifications



### Half Page Horizontal

170mm (wide) x 115mm (deep)



### Half Page Vertical

80mm (wide) x 244mm (deep)

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



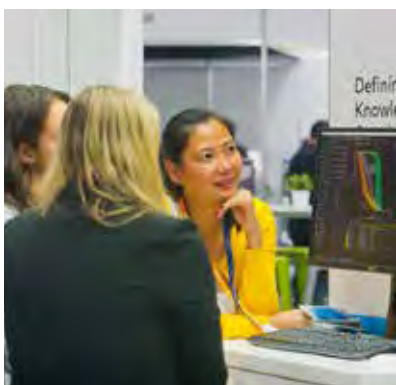
Nothing beats the opportunity to get in front of your target audience. Face-to-face interaction with industry professionals is essential at some stage in every campaign or client relationship.

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](https://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 2025, ASMIRT is opening opportunities for your company to become an Industry Partner, where there will be several options 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](mailto:david.leach@asmirt.org) or by phone on +61 3 9419 3336





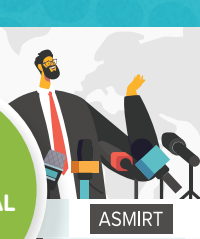
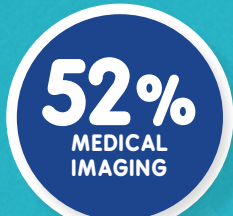
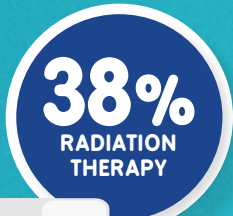
# CONFERENCE SNAP SHOT



In 2023 over 1,000 people attended the ASMIRT conference in Sydney. In 2024 over 722 people attended the ASMIRT conference in Darwin.



In 2023 and 2024 the majority of delegates were medical imaging professionals



94% of attendees would recommend ASMIRT to their colleagues.



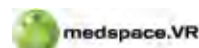
# CONFERENCE SPONSORS & EXHIBITORS

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



# ASMIRT 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.

Vol.32: No.1 March 2025

Vol.32: No.2 May 2025

Vol.32: No.3 July 2025

Vol.32: No.4 September 2025

Vol.32: No.5 December 2025

## 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.

Vol.72: No.1 March 2025

Vol.72: No.2 June 2025

Vol.72: No.3 September 2025

Vol.72: No.4 December 2025

## Website Ads

Banner Display Ad

Job Vacancy Listing

## Ad preferred start/close date

Preferred starting date:

Preferred closing date:

## Ad duration

6 weeks

3 months

## eNews Ads

Article Ad

Banner Ad

Survey Ad

## Preferred advertising date

| Article Ad                   | Banner Ad                    | Survey Ad                    |
|------------------------------|------------------------------|------------------------------|
| Date 1: <input type="text"/> | Date 1: <input type="text"/> | Date 1: <input type="text"/> |
| Date 2: <input type="text"/> | Date 2: <input type="text"/> | Date 2: <input type="text"/> |
| Date 3: <input type="text"/> | Date 3: <input type="text"/> | Date 3: <input type="text"/> |

**Total Invoice**    \$:

### All artwork

Email PDF or JPEG artwork to [communications@asmirt.org](mailto: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](mailto: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.

## Timelines

### Job ads

A 24-48-hour turnaround time is standard for the upload of a job advertisement webpage. Times may be longer over weekends, public holidays and during peak ASMIRT event periods.

### Website banner ads

Correctly sized and formatted artwork is required at least 5 business days prior to the start date of the booking.

### Email ads

Correctly sized and formatted artwork and text (if applicable) is required at least 5 business days prior to the date of the email send.

### Spectrum ads

Correctly sized and formatted artwork for Spectrum magazine must be received by due dates as specified on page 8 of this document.

## 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

Cancellations received more than 60 days before the publication or campaign artwork deadline date will have no cancellation fee.

Cancellations received between 60-21 days before campaign artwork deadline date will be subject to a 25% cancellation fee. If requested, we will endeavor to transfer the dates of the booking without penalty to a future date, subject to advertising space availability.

Cancellations received less than 21 days before campaign artwork deadline date will be charged a 100% cancellation fee. Any creative or production costs incurred before cancellation will be charged in full.

On receipt of a cancellation request, ASMIRT will use reasonable commercial endeavours to ensure the Advertising is not published or for online advertising, that it is withdrawn, however ASMIRT will not be liable for any loss or damage that may be caused by the publication of advertising canceled by the customer after the materials due date.

Cancellation emails must be sent to [communications@asmirt.org](mailto:communications@asmirt.org)

## Invoices

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

Agency commission of up to 10% is applicable for agencies and is included in the quoted rates.

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](mailto:finance@asmirt.org) with the payment remittance advice.








# ASMIRT

Australian Society of Medical Imaging  
and Radiation Therapy

[asmirt.org](http://asmirt.org)

For all advertising enquiries contact David Leach

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