



2026 ASMIRT ADVERTISING

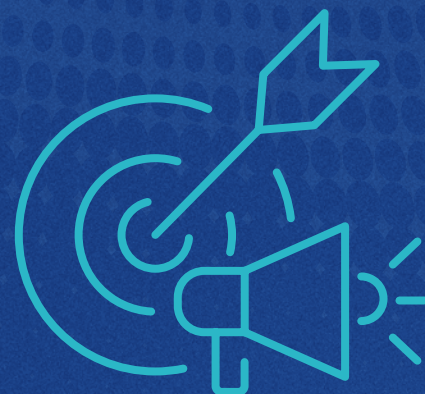
Advertising rates and artwork specifics
for ASMIRT media opportunities

Your practice. Your profession. Your future.

ASMIRT.org

PROMOTE WITH ASMIRT

Promote your products and services through ASMIRT – the peak body for medical imaging, radiation therapy, mammography and nuclear medicine professionals.



Marketing opportunities include:

- ✓ ASMIRT website; over 10,000 unique visitors per month
- ✓ eNews/EDM; sent to over 12,900 MRS industry professionals weekly
- ✓ Recruitment / job ads; recruit direct to your target market
- ✓ Conference and events; event activation at over 60 events per year
- ✓ Spectrum magazine print and online advertising; distribution = 8,700+ in print
- ✓ JMRS; the scientific Journal of ASMIRT and NZSMIRT = 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 and budget.

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

11,000⁺ Members

Plus an additional 954
CPD participants

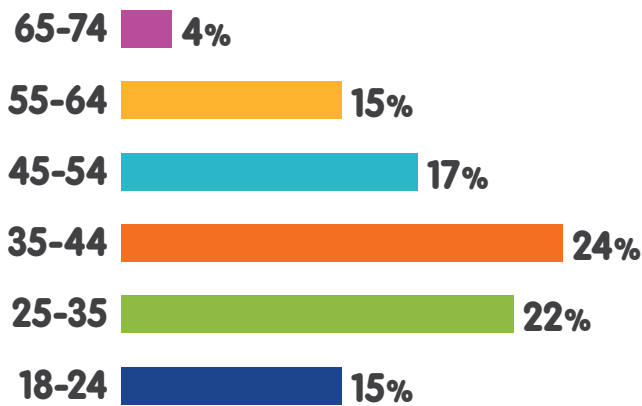


56%

WORK
FULL TIME

30%

WORK PART-TIME
OR CASUAL



Age

ASMIRT members range in age from 18 to 74+ years.

Location

ASMIRT members are located Australia wide and internationally.

Discipline

ASMIRT members practice across three main disciplines.

DIAGNOSTIC
RADIOGRAPHERS

77%

RADIATION
THERAPISTS

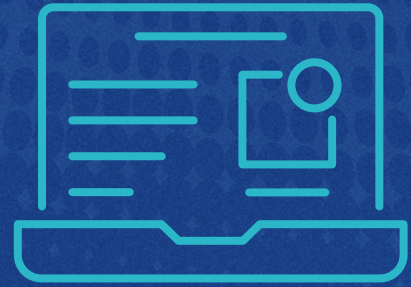
16%

NUCLEAR
MEDICINE
TECHNOLOGISTS
AND OTHER MRPS

7%

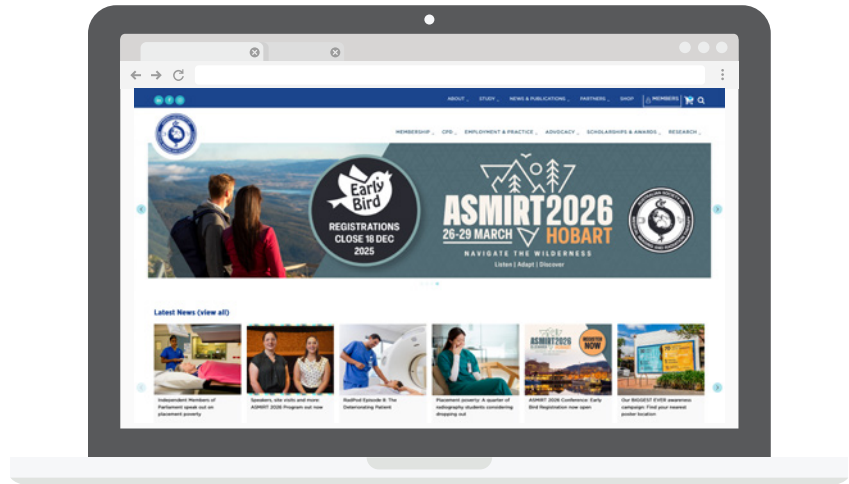
WEBSITE ADVERTISING

10,000+ unique visitors per month



The ASMIRT website receives over 10,000+ unique visits and more than 31,000 page views per month.

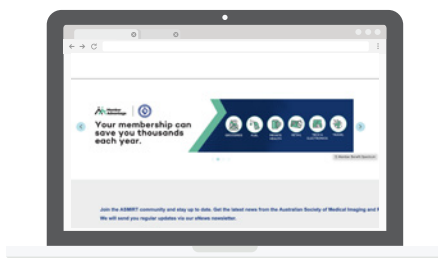
The bulk of ASMIRT's website traffic goes to Overseas Assessments, Membership, Training and Events, and Continuing Professional Development/ Certification pages.



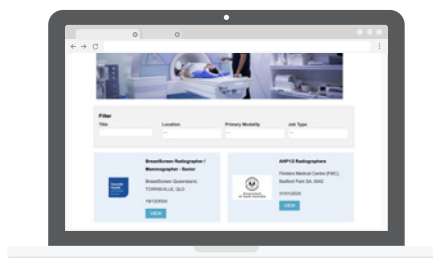
Website Advertising Rates:

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		

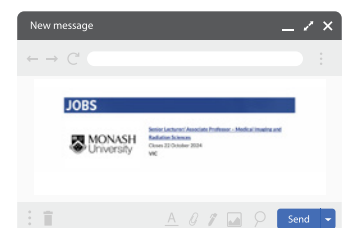
Correctly sized and formatted artwork is required at least 5 business days prior to the start date of the banner ad booking.



BANNER DISPLAY EXAMPLE



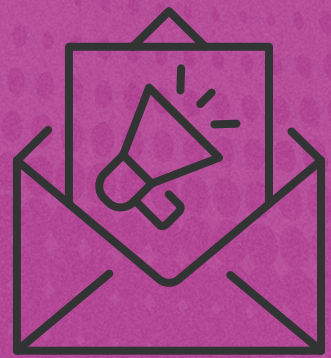
JOB VACANCY LISTING EXAMPLE



E-NEWS
JOB VACANCY LISTING EXAMPLE

EMAIL ADVERTISING

12,900+ eNews recipients weekly



ASMIRT eNews reaches over 12,900+ industry professionals weekly, offering opportunities for banner and article advertisements, as well as job listings. With an impressive 58% 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: 12,900+

Open rate: 58%

Click rate: 4%

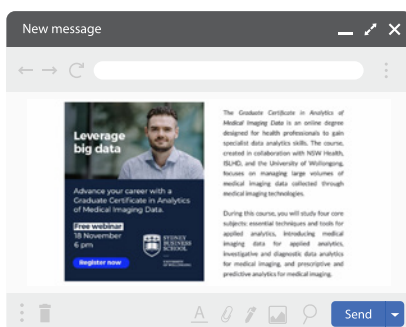
The data are an average of eNews from Oct 2024 - Nov 2025



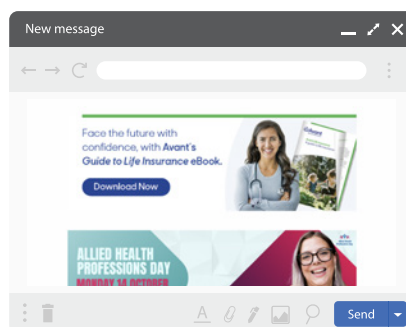
Email Advertising Rates

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

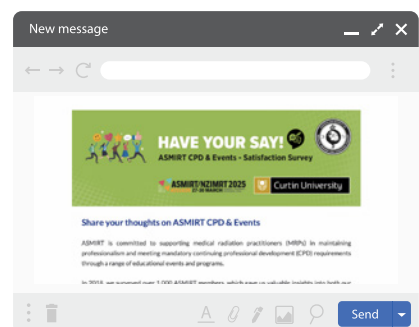
Correctly sized and formatted artwork is required at least 5 business days prior to the start date of the banner ad booking.



ARTICLE AD EXAMPLE



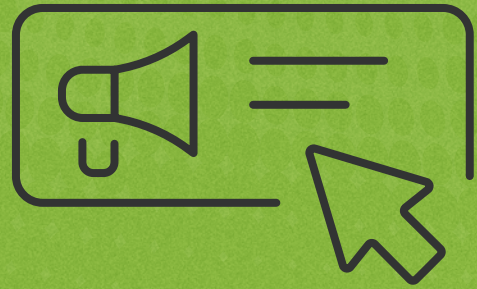
BANNER AD EXAMPLE



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 and are included on weekly ASMIRT emails to 12,900+ medical radiation science professionals. 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.

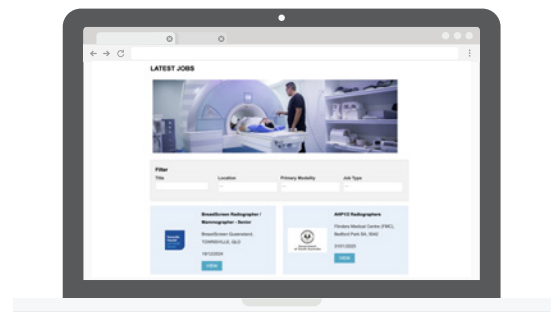
Job Vacancy Listing Advertising Rates

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		

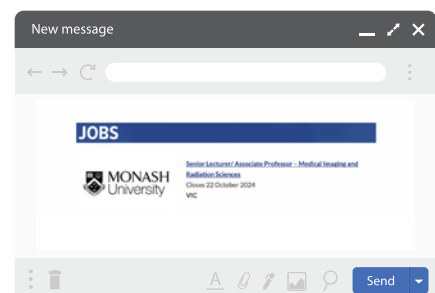
See www.asmirt.org/careers-and-employment/jobs

Placing a job vacancy listing

1. Email communications@asmirt.org to set up your user name and password. This can take 24-48 hours for first time account set up. Include the following information in your email: Company name, Invoice Postal Address, Invoice Email Address, Contact Person Name, Contact Person Email, Contact Person Mobile and Recruiter.
2. You will receive an email with your Username and login details, where you can log into the partners portal, authenticate using two factor authentication
3. Upload your job ad/s with logo, job specific information, relevant links, application process etc.
4. Once your job listing has been submitted, it will be reviewed and approved by us. Please note that if you make any changes, the listing will be resubmitted for approval.
5. Once the job listing is live, you'll be able to view, print and pay the invoice directly from your account. The preferred payment method is credit card.



WEBSITE JOB VACANCY LISTING EXAMPLE



E-NEWS JOB VACANCY LISTING EXAMPLE

SPECTRUM ADVERTISING

8,700⁺ **Spectrum**
recipients
in print



Spectrum

Spectrum is ASMIRT's exclusive member magazine.

Spectrum seeks to inform members on all matters affecting the profession, in a magazine style. Regular topics include clinical tips and insights, new technology and instillations, Q&A's with industry professionals, continuing professional development, education, legislation, accreditation, standards and international updates.

New for 2026, Spectrum will have themed issues, with topics covered in depth. To learn about the themed issues please contact the advertising team for options that may suit your business.

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.



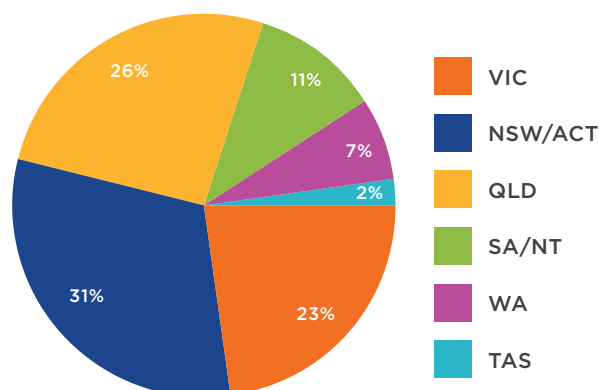
Reach

Print **Frequency:** 5 issues per year
Print Circulation: 8,700+

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 8,700+ 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	\$3,497
Double Page Colour	\$5,402
Full Page Colour	\$3,185
Half Page Colour	\$1,748
Quarter Page Colour	\$957
Inside Front Cover Colour	\$3,331
Inside Back Cover	\$3,331
Preferred Position	\$3,331
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.33: No.1	March 2026	23 January 2026	2 February 2026	17 February 2026
Vol.33: No.2	May 2026	25 March 2026	8 April 2026	21 April 2026
Vol.33: No.3	July 2026	22 May 2026	3 June 2026	19 June 2026
Vol.33: No.4	September 2026	22 July 2026	4 August 2026	18 August 2026
Vol.33: No.5	December 2026	22 October 2026	3 November 2026	19 November 2026



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



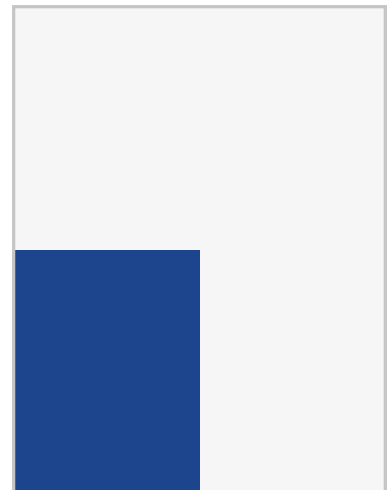
Half Page Horizontal

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.

JMRS ADVERTISING

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



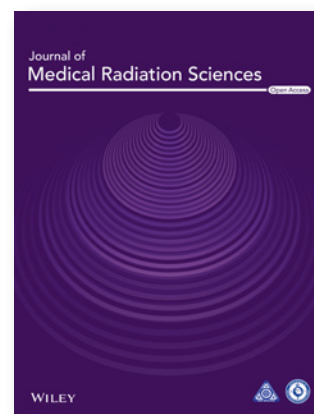
JMRS

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.

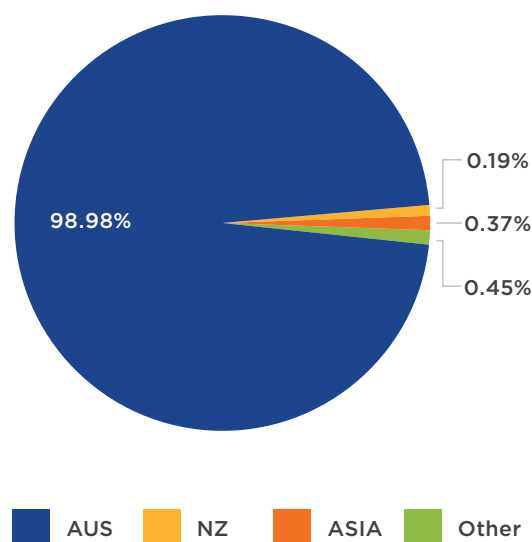
Please note: print copies of JMRS are provided to ASMIRT members only.

Reach

Print **Frequency:** 4 issues per year
Print Circulation: 6,800+

Circulation Statistics

Print Circulation by Region



JMRS ADVERTISING



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

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
Vol 73: No.1	March 2026	21 January 2026	23 January 2026
Vol.73: No.2	June 2026	24 April 2026	29 April 2026
Vol.73: No.3	September 2026	23 July 2026	27 July 2026
Vol.3: No.4	December 2026	22 October 2026	27 October 2026



Artwork Specifications

All advertising artwork is to be emailed or sent via FTP to David Leach. 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 60 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 2026, 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 or by phone on +61 3 9419 3336



ASMIRT 2026 HOBART
26-29 MARCH
Listen | Adapt | Discover
NAVIGATE THE WILDERNESS



CONFERENCE SNAP SHOT

In 2025 over 1,000 people attended the ASMIRT conference in Adelaide.

4

DAYS



150

PRESENTATIONS



18

WORKSHOPS
/ SPONSOR
SEMINARS



50

POSTER
PRESENTATIONS



38%

RADIATION
THERAPY



52%

MEDICAL
IMAGING



10%

OTHER/
MANAGEMENT



70

EXHIBITION
SPACES



5

INTERNATIONAL
INVITED
SPEAKERS



96%

OF ATTENDEES



96% 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.

<input type="checkbox"/> Vol.33: No.1 March 2026
<input type="checkbox"/> Vol.33: No.2 May 2026
<input type="checkbox"/> Vol.33: No.3 July 2026
<input type="checkbox"/> Vol.33: No.4 September 2026
<input type="checkbox"/> Vol.33: No.5 December 2026

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.73: No.1 March 2026
<input type="checkbox"/> Vol.73: No.2 June 2026
<input type="checkbox"/> Vol.73: No.3 September 2026
<input type="checkbox"/> Vol.73: No.4 December 2026

Website Ads

<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
<input type="checkbox"/> 6 weeks	<input type="checkbox"/> 3 months

eNews Ads

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

Preferred advertising date

	Article Ad	Banner Ad	Survey Ad
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"/>

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 \$160 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 david.leachs@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 with the payment remittance advice.






ASMIRT

Australian Society of Medical Imaging
and Radiation Therapy

ASMIRT.org

For all advertising enquiries contact David Leach

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

Your practice. Your profession. Your future.

FOLLOW US    @ASMIRTorg