

2014

Advertising Opportunities

Support | Vision | Success | SOLUTION



ADVERTISING OFFICE

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At the Society of Nuclear Medicine and Molecular Imaging (SNMMI)—the largest professional association of nuclear medicine and molecular imaging professionals worldwide—our mission is to improve human health by advancing nuclear medicine, molecular imaging and radionuclide therapy. To achieve this goal, SNMMI has taken steps to pull together and integrate the entire community of professionals involved with the profession.

This is why all the major players in the field interact with the society: *it is the essential path to achieving direct interaction with the nuclear medicine and molecular imaging professionals.* And SNMMI offers many ways for you to take that path.

SNMMI's flagship journal, *The Journal of Nuclear Medicine (JNM)*, has been the leading peer-reviewed nuclear medicine journal for decades. Covering both basic science and clinical research, JNM publishes the best papers on the most current advances in the field. JNM's monthly print issues have a long shelf life and a high pass-along rate. The society also publishes the *Journal of Nuclear Medicine Technology (JNMT)* on a quarterly basis.

The *JNM and JNMT websites* are high-traffic sites; clinicians and researchers, members and non-members all visit the sites often for key information. You can also access a committed audience of SNMMI journal readers through *JNM/JNMT alerts*, for which users must opt-in to receive monthly issue contents and articles published ahead of print. Another option, new in 2013, is the SNMMI journals app for iPhone/iPad/iPod Touch.

SNMMI will debut a brand-new www.snmami.org website this year, which is a gateway for the professional community, related medical professionals and the public. The new website will automatically adjust to the medium used to view it (computer, tablet or mobile phone), has a modern design, and offers audience-focused segmentation. SNMMI will offer additional advertising opportunities associated with its popular events. SNMMI's *Annual Meeting* is the largest educational conference and trade show on nuclear medicine and molecular imaging in the world, with strong attendance from a wide range of facilities and institutions. Advertisements in the *program book* will reach all attendees multiple times as they access the book throughout the meeting. The *abstract book* reaches all attendees and has an extended shelf life, often kept and referred to for years. The *meeting websites* are visited before, during and after the meeting for educational content and up-to-date meeting information. These sites have high traffic and a high level of repeat visits.

Even more advertising opportunities include the *Uptake* newsletter, which reaches all of SNMMI's technologist members, with back-page visibility. Additionally, SNMMI offers a number of focused *email blasts* that reach various member groups and meeting attendees.

Please contact us today for more information!



jnm print advertising

READERSHIP

JNM reaches 16,000 nuclear medicine and molecular imaging professionals each month.



BONUS DISTRIBUTION

January:	SNMMI Mid-Winter Meeting
April:	Pre-conference issue (SNMMI Annual Meeting)
May:	SNMMI Annual Meeting issue
June:	SNMMI Annual Meeting issue
September:	EANM Annual Meeting issue
November:	RSNA Annual Meeting issue

EDITORIAL CONTENT

Every month, JNM brings readers around the globe clinical investigations, basic science reports, continuing education articles, book reviews, employment opportunities, and updates on rapidly changing issues in practice and research.

FEATURES

- Continuing education articles approved for 2.0 AMA/PRA category 1 credit and SAM credit
- VOICE-approved articles for continuing education credit
- Employment opportunities

BW RATES

Frequency	1 page	½ page	¼ page
1x	\$3,029	\$1,828	\$1,147
4x	\$2,896	\$1,610	\$1,070
6x	\$2,806	\$1,575	\$1,047
12x	\$2,549	\$1,452	\$975

COLOR RATES

Color/position	Cost
4-color	additional \$2,404
4-color plus 1 pms	additional \$2,564
2-color: additional (black + any 1 pms, non-metallic)	\$1,024

RECRUITMENT ADVERTISING

To place a recruitment box ad please email your ad copy (only for ads to be typeset by SNMMI) or final "press-ready PDF" to sklein@snmmi.org. For line ads, please email final copy to sklein@snmmi.org.

1 page	½ page	¼ page
\$2,390	\$1,558	\$1,136

LINE ADVERTISEMENTS

\$44 per line (Approximately 45 characters per line)

A rate estimate will be emailed to you for your approval. Box numbers are assigned by the SNMMI free of charge and are strictly confidential. Line advertisements are non-commissionable.

TYPESETTING

Type	Cost
Full page (7" x 10")	\$197
½ page horizontal (6 ⅞" x 4 ¾")	\$135
¼ page (3 ⅜" x 4 ¾")	\$103
Logo insertion	\$41

CLOSING DATES

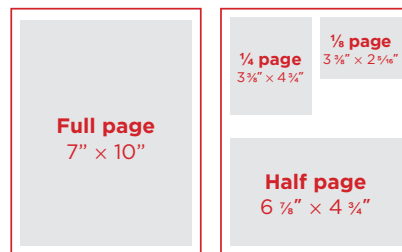
Reservations are due on the 10th of the month prior to the issue month. Advertising materials are due on the 18th of the month prior to the issue month.

SPECIFICATIONS

Keep live matter at least ½" from the trim and binding edges. Journals are perfect bound. For spreads and inserts please allow ⅛" for grind-off in the gutter.

MECHANICAL SPECIFICATIONS

Type	Dimensions
Trim size	8 ¼" width x 10 ⅞" depth
Bleed page	8 ¾" width x 11 ⅞" depth
Full page	7" width x 10" depth
½ horizontal	6 ⅞" width x 4 ¾" depth
¼ page	3 ⅜" width x 4 ¾" depth
⅛ page	3 ⅞" width x 2 ⅝" depth



PRINTING MATERIAL AND ARTWORK

SNMMI prefers electronic files as PRESS-READY PDF format for display and classified advertisements. JNM and JNMT print to SWOP standards. SWOP guidelines can be purchased at www.gain.net/store/index.cfm. For specifications, please contact the Associate Director, Advertising and Print, at 703.326.1191. Due to press variations, SNMMI cannot guarantee perfect alignment of type in all copies and will not be held liable for press variations. For advertisers supplying press-ready PDF files, please send files to sklein@snmmi.org or mail to:

Steve Klein
SNMMI
1850 Samuel Morse Dr.
Reston, VA 20190

Without an advertiser-supplied hard proof, SNMMI will not be held liable for quality issues.

INSERT REQUIREMENTS

JNM is a perfect-bound journal. Special ink charges apply for inserts. Please call the Associate Director, Advertising and Print, at 703.326.1191 for information on specifications and charges.

- 2-page insert 3 times earned B/W rate
- 4-page insert 6 times earned B/W rate
- 6-page insert 8 times earned B/W rate
- 8-page insert 10 times earned B/W rate

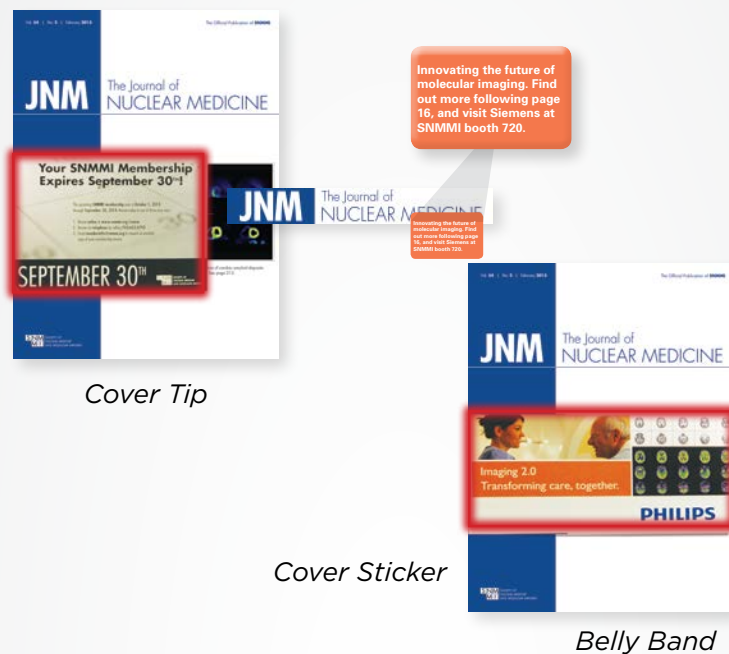
INSERT SPECIFICATIONS

SNMMI reserves the right to limit the number of inserts that are accepted each month. Depending on the layout of the individual issue, four or five inserts will be the maximum. For printing and delivery specifications, contact the Associate Director, Advertising and Print, at 703.326.1191. Inserts must be printed to a size of 8 1/2" in width x 11 1/8" in depth.

Trimming: Journal trim size is 8 1/4" in width x 10 7/8" in depth. Please allow 1/8" for grind-off in the gutter and keep all live matter at least 1/4" inside the trim. Folding, special trimming, and additional costs resulting from postal variations, etc., are charged extra. Business reply cards are not accepted.

Stock: 70 lb. text minimum/100 lb. text maximum.

Note: SNMMI cannot be held liable for the production quality of advertiser-supplied inserts.



COMBINATION INCENTIVE PROGRAM

Advertising in JNM and JNMT may be combined for frequency discount. Reserve 3 or more print ads in JNM and JNMT and receive a free digital banner ad **(based on availability)**.

Advertise in print JNM and email alerts and receive 20% off email alerts **(based on availability)**.

NEW! COVER/PREFERRED POSITION RATES*

Belly band – \$10,300 (includes placement + printing)

Blow-ins – \$4,500

Back cover – 50% additional premium of b/w rate

Inside front cover, page 1, page 2 – 25% additional premium of b/w rate

Cover tip – \$6,000, plus manufacture of \$1,300

Cover sticker – \$6,000 (includes placement, printing)

Fold-out/bookmark

Gatefolds – \$15,900

Outsert – \$10,300

Larger units, gatefolds, tip-ins, outserts: Rates upon request

*Non-cancellable



jnmt print advertising

READERSHIP

JNMT reaches 10,000 nuclear medicine and molecular imaging professionals each month.



BONUS DISTRIBUTION

March: Pre-conference issue (SNMMI Annual Meeting)

June: SNMMI Annual Meeting issue

September: EANM Annual Meeting issue

EDITORIAL CONTENT

Every quarter, JNMT brings readers around the globe articles focused on quality assurance, radiation safety, and the clinical applications of nuclear medicine.

FEATURES

- VOICE-approved articles for continuing education credit
- Authors earn VOICE credit for published articles
- Employment opportunities
- Updates on rapidly changing issues in practice and research

BW RATES

Frequency	1 page	½ page	¼ page
1x	\$1,734	\$1,034	\$688
4x	\$1,538	\$976	\$630
6x	\$1,448	\$917	\$593
12x	\$1,357	\$859	\$555

COLOR RATES

Color/position	Cost
4-color	additional \$2,339
4-color plus 1 pms	additional \$2,564
2-color: additional (black + any 1 pms, non-metallic)	\$1,024

RECRUITMENT ADVERTISING

To place a recruitment box ad please email your ad copy (for ads to be typeset by SNMMI) or final “press-ready PDF” to sklein@snmmi.org. For line ads, please email final copy to sklein@snmmi.org.

1 page	½ page	¼ page
\$1,257	\$781	\$626

LINE ADVERTISEMENTS

\$38 per line (Approximately 45 characters per line)

A rate estimate will be emailed to you for your approval. Box numbers are assigned by the SNMMI free of charge and are strictly confidential. Line advertisements are non-commissionable.

TYPESETTING

Type	Cost
Full page (7" x 10")	\$197
½ page horizontal (6 7/8" x 4 3/4")	\$135
¼ page (3 3/8" x 4 3/4")	\$103
Logo insertion	\$41

CLOSING DATES

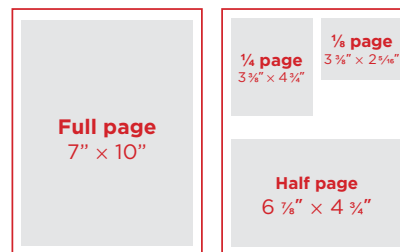
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SPECIFICATIONS

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MECHANICAL SPECIFICATIONS

Type	Dimensions
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Bleed page	8 3/4" width x 11 1/8" depth
Full page	7" width x 10" depth
½ horizontal	6 7/8" width x 4 3/4" depth
¼ page	3 3/8" width x 4 3/4" depth
1/8 page	3 7/8" width x 2 5/16" depth



PRINTING MATERIAL AND ARTWORK

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Steve Klein
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INSERT REQUIREMENTS

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- 2-page insert 3 times earned B/W rate
- 4-page insert 6 times earned B/W rate
- 6-page insert 8 times earned B/W rate
- 8-page insert 10 times earned B/W rate

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Stock: 70 lb. text minimum/100 lb. text maximum.

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COMBINATION INCENTIVE PROGRAM

Advertising in JNM and JNMT may be combined for frequency discount. Reserve 3 or more print ads in JNM and JNMT and receive a free digital banner ad **(based on availability)**.

Advertise in print JNMT and JNMT online and receive 25% off

Advertise in print JNMT and JNMT e-mail alerts and get 20% off email alerts **(based on availability)**.

NEW! COVER/PREFERRED POSITION RATES*

Belly band – \$10,300 (includes placement + printing)

Blow-ins – \$4,500

Back cover – 50% additional premium of b/w rate

Inside front cover, page 1, page 2 – 25% additional premium of b/w rate

Cover tip – \$6,000, plus manufacture of \$1,300

Cover sticker – \$6,000 (includes placement, printing)

Fold-out/bookmark

Gatefolds – \$15,900

Outsert – \$10,300

Larger units, gatefolds, tip-ins, outserts: Rates upon request

*Non-cancellable

SNMMI meetings print advertising



SNMMI Annual Meeting Program Book

READERSHIP

Provided to 5,000 professional SNMMI Annual Meeting attendees.

EDITORIAL CONTENT

The Annual Meeting Program Book provides attendees with a complete snapshot of the Annual Meeting, including all session listings and locations, exhibitor information, news, events, networking opportunities, and more. The Program Book is the must-have resource for anyone attending the meeting.

RATES

Color/position	Cost
1 page, 4c	\$5,200
1 page, bw	\$4,200
Back cover, 4c	\$7,995
Cover 2, 4c	\$6,850
Page 1, 4c	\$6,850

SNMMI Annual Meeting Abstract Book

READERSHIP

Provided to all Annual Meeting attendees, and widely used both during and after the meeting.

EDITORIAL CONTENT

The Annual Meeting Abstract Book contains the complete compilation of all accepted abstracts and posters from the Annual Meeting. Increase your visibility by advertising in the go-to reference source for the latest scientific research.

RATES

Color/position	Cost
1 page, 4c	\$6,442
Back cover, 4c	\$7,200

SNMMI Annual Meeting Preview Mailer

READERSHIP

Reaching over 18,000 SNMMI members and nonmembers, the 12-16 page Annual Meeting Preview Mailer is direct-mailed during the month of March and optimized for viewing on the SNMMI Annual Meeting website.

EDITORIAL CONTENT

The Annual Meeting Preview Brochure contains important meeting information, including housing registration, meeting highlights, education sessions, events, and exhibit information.

RATES

Color/position	Cost
½ page, 4c	\$2,300

SNMMI Mid-Winter Meeting Program Book

READERSHIP

SNMMI provides a Mid-Winter Meeting Program Book to all attendees.

EDITORIAL CONTENT

Ideal for generating additional exposure for your exhibit, the Mid-Winter Meeting Program Book includes meeting information, course and session information, presenters, abstracts, and a matrix. Premium positions are available.

RATES

Color/position	Cost
1 page, 4c	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.
Back cover, 4c	

JNM.snmjournals.org

Full-text HTML version of the print edition of *The Journal of Nuclear Medicine* (JNM). Ads appear on all pages including homepage, table of contents, full-text articles, and information pages.

WEBSITE USAGE

JNM website averages more than 700,000 monthly page views.



Geo Targeting
by Country

Now
Available

TECH.snmjournals.org

Full-text HTML version of the print edition of the *Journal of Nuclear Medicine Technology* (JNMT). Ads appear on all pages including homepage, table of contents, full-text articles, and information pages.

WEBSITE USAGE

JNMT website averages more than 75,000 monthly page views.



Now
Available

FEATURES

- Limited advertising space easily increases your ROI

Position	Impressions/month	Cost/month
Leaderboard (728 x 90)	700,000	\$5,000 (exclusive) \$3,000 (rotates with 1 other advertiser)
Right-side top tower (180 x 150)	700,000	\$3,000 (exclusive)
Right-side skyscraper (160 x 600)	700,000	\$3,000 (exclusive)
Secondary leaderboard (350 x 89)	500,000	\$2,500 (exclusive)
Left-side top tower (300 x 250)	100,000	\$1,000 (exclusive)
Left-side bottom tower (300 x 250)	100,000	\$1,000 (exclusive)

WEB ADVERTISING SPECIFICATIONS

File size, 50 kB maximum

FEATURES

- Targeted outreach of nuclear medicine technologists
- Limited advertising space easily increases your ROI

Position	Impressions/month	Cost/month
Leaderboard (728 x 90)	75,000	\$1,500 (exclusive)
Right-side top tower (180 x 150)	75,000	\$750 (exclusive)
Right-side skyscraper (160 x 600)	75,000	\$750 (exclusive)
Secondary leaderboard (350 x 89)	50,000	\$750 (exclusive)
Left-side top tower (300 x 250)	11,000	\$250 (exclusive)
Left-side bottom tower (300 x 250)	11,000	\$250 (exclusive)

REQUIRED WEBSITE FILE FORMAT

Jpg, gif, rich, media, 3rd party tag, click-through url. All rich media is accepted. Third party serving is allowed. Limited to a maximum of three loops per 30-45 seconds for animated creatives. User-enabled media is allowed.

SNMMI website advertising

SNMMI.org

Featuring the latest industry news, educational opportunities, updates on SNMMI programs, and resources, **SNMMI.org** is the profession's one-stop shop for information on nuclear medicine and molecular imaging. Multiple advertising and banner size options are available.

WEBSITE USAGE

SNMMI's website averages more than 478,000 total page views per month. **SNMMI.org** welcomes more than 1,035,000 visitors per year from over 200 countries. 267,000 users visited the website more than 5 times.



FEATURES

- Multiple banner size options fit your campaign and your budget
- Limited advertising space easily increases your ROI

Position	Impressions/month	Cost/month
Leaderboard (550 x 70)	478,000	\$8,000 exclusive, \$4,000 rotating
Homepage (bottom) options (300 x 100, 600 x 100, 728 x 90)	478,000	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.

New! SNMMI.org Audience-Focused Landing Pages

These targeted landing pages will help you immediately reach your specific target audience. Exclusive advertising placement is available. (Targeted pages include physicians, technologists, scientists, healthcare providers, patients, and international members.)



FEATURES

- Exclusive and shared advertising opportunities to a specific targeted audience

Position	Impressions/month	Cost/month
Leaderboard (550 x 70)	N/A	\$1,500 exclusive, \$750 rotating
Banner (bottom) (728 x 90)	N/A	\$1,000 exclusive, \$500 rotating
Left sidebar (175 x 200, 175 x 400, 175 x 600)	N/A	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.

SNMMI meeting website advertising

SNMMI 2014 Annual Meeting Website

SNMMI Annual Meeting website features cutting-edge research, latest advancements, critical practical tools, networking opportunities with the best and the brightest in the field, and a crowded Expo featuring the latest in technological and scientific innovations.

WEBSITE USAGE

SNMMI Annual Meeting website reaches 5,000 professionals preparing to attend the SNMMI Annual Meeting. In the six months leading up to the meeting, the Annual Meeting site receives more than 600,000 page views.



FEATURES

- Multiple banner size options fit your campaign and your budget
- Limited advertising space easily increases your ROI

Position	Impressions/Year	Cost
Leaderboard (970 x 90)	600,000	\$15,000 (Dec-Sept)
Rectangular banner (180 x 150)	600,000	\$8,000-\$12,000 Contact Steve Klein at sklein@snmmi.org or 703.326.1191.

SNMMI 2014 Mid-Winter Meeting Website

This meeting packages a passion for learning into a program of first-class offerings highlighting the current and emerging technical, preclinical, and clinical applications of nuclear medicine and molecular imaging, plus chapter, council, and national governance meetings.



FEATURES

- Cost-effective option to reach engaged meeting attendees

Position	Impressions/month	Cost
Leaderboard (550 x 70)	20,000	\$2,000 (November-March)
Bottom banner (728 x 90)	20,000	\$1,500

uptake newsletter advertising



READERSHIP

Uptake reaches 10,000 SNMMI-TS members dedicated to nuclear medicine technology.

BONUS DISTRIBUTION

March/April: Pre-conference issue (SNMMI Annual Meeting)

May/June: SNMMI Annual Meeting issue

EDITORIAL CONTENT

Produced 6 times a year, Uptake provides readers with the latest in professional news for nuclear medicine technologists, including advances in technology, new agents, continuing education and more.

FEATURES

- Limited advertising space easily increases your ROI
- Available in both print and digital interactive media

RATES

Color/position	Cost
Back cover (includes ½ page 4C print, ½ page 4C digital Uptake, 160 x 200 banner)	\$4,500
May/June SNMMI meeting issue \$5,000 (includes ½ page 4C print, ½ page 4C digital Uptake, 160 x 200 banner)	\$5,000

Inside advertisement: SNMMI allows a total of only 1 inside advertisement.

This advertisement is limited to ½ page and full page 4C placement in print, ½ page 4C digital Uptake, 160 x 200 banner within issue eblast.

CLOSING DATES

Issue	Reservation	Materials
Jan/Feb	11/11	11/20
Mar/Apr	2/10	2/20
May/Jun	3/31	4/17
Jul/Aug	6/20	7/2
Sept/Oct	8/19	8/28
Nov/Dec	10/7	10/17



Uptake

Average email audience: 10,000 recipients

Produced six times per year, digital Uptake provides the latest in professional news for nuclear medicine technologists, including advances in technology, new agents, continuing education and more.

Position	Cost
Multiple	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.



MI Gateway

Average email audience: 600 recipients

Reach the highly defined and engaged members of SNMMI's Center for Molecular Imaging Innovation and Translation. Produced four times each year, this e-newsletter highlights the latest in molecular imaging, including PET, optical imaging and ultrasound.

Position	Dimensions	Cost
Leaderboard	468 x 60	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.



CTN Pathways

Average email audience: 500 recipients

Sent 2 times each year, the Clinical Trials Network e-newsletter Pathways provides imaging center personnel and molecular imaging professionals involved in clinical research with news and resources on the latest clinical trials research, announcements, and updates.

Position	Dimensions	Cost
Leaderboard	468 x 60	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.



REQUIRED E-ALERTS FILE FORMAT

Jpg, gif, click-through URL. No rich media can be accepted.

JNM e-Alerts

15,000 registered subscribers

Banner ads appear on the following e-Alerts:

JNM TABLE OF CONTENTS (MONTHLY)

Receive a full table of contents with direct links to articles whenever a new issue has been published online.

Position	Registered signups	Dimensions	Cost/month
eTOC leaderboard	11,500	728 x 90	\$1,000
eTOC right-side skyscraper	11,500	160 x 600	\$750

JNM PUBLISH AHEAD OF PRINT (2X A WEEK)

Receive alerts when new ahead-of-print articles have been added online. Ahead-of-print articles are available 6 weeks in advance of print.

Position	Registered signups	Dimensions	Cost/month
PAP top leaderboard	1,050	728 x 90	\$1,000
PAP right-side skyscraper	1,050	160 x 600	\$750

CITETRACK ALERTS

Receive alerts by email whenever new content in JNM is published matching your criteria by keywords, authors, or subject matter.

Position	Registered signups	Dimensions	Cost/month
CiteTrack top leaderboard	3,000	728 x 90	\$1,000
CiteTrack right-side skyscraper	3,000	160 x 600	\$750

JNMT e-Alerts

6,500 registered subscribers

Banner ads appear on the following e-Alerts:

JNMT TABLE OF CONTENTS (QUARTERLY)

Receive a full table of contents with direct links to articles whenever a new issue has been published online.

Position	Registered signups	Dimensions	Cost/issue
eTOC leaderboard	3,800	670 x 90	\$1,000
eTOC right-side skyscraper	3,800	120 x 600	\$750

CITETRACK ALERTS

Receive alerts by email whenever new content in JNMT is published matching your criteria by keywords, authors, or subject matter.

Position	Registered signups	Dimensions	Cost/month
CiteTrack top leaderboard	2,800	728 x 90	\$750
CiteTrack right-side skyscraper	2,800	160 x 600	\$500



SNMMI Journals App

This iOS app, available for both the iPhone and iPad, gives users the ability to download, search, view, and save abstracts and full-text articles, including publish-ahead-of-print articles from both the *The Journal of Nuclear Medicine* (JNM) and *Journal of Nuclear Medicine Technology* (JNMT).

MOBILE USAGE

SNMMI journals app has been downloaded by more than 2,100 readers.



FEATURES

- Articles optimized for iOS and available in PDF format
- Full-screen images and figure-only/table-only views
- Ability to mark and store favorite articles offline
- Full search within issues and articles
- One-button access to publish-ahead-of-print articles
- Automatic tracking of viewing history
- Swipe to flip between articles
- Capacity to increase or decrease font size for easier reading
- Sharing feature that allows the reader to email articles to self for later reference

REQUIRED MOBILE FILE FORMAT

Banner graphics in png format in standard (no larger than 5 kB) and 2x retina sizes (no larger than 40 kB). Corporate logos in eps vector format.

Any action-specific information (mobile site URL, video URL, destination phone number, enlarged image, etc.)

MOBILE MECHANICAL SPECIFICATIONS

Position	Dimensions	Retina	Cost/month
iPhone splash screen	320 x 480	640 x 960	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.
iPhone/iPad banner	320 x 50	640 x 100	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.
iPhone splash screen	768 x 1,024	1,536 x 2,048	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.
iPad large banner	728 x 90	1,456 x 480	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.
iPad rectangle	300 x 250	600 x 500	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.

Mobile Optimized Website

Mobile web interface is optimized for most smartphones and tablet devices. The mobile site offers the same content as the desktop site reformatted to fit your screen.



FEATURES

- Enjoy full text or PDF versions of articles
- Quick access to journal archives
- Read forward with publish-ahead-of-print articles
- Simplified search
- Small-screen-friendly navigation and sharing tools

RATES

Ad Type	Dimensions	Cost/month
Mobile Banner	280 x 55	\$500

REQUIRED MOBILE OPTIMIZED WEBSITE FILE FORMAT

Jpg, gif, html5, 3rd party tag, click-through url. No Flash is allowed. Third party serving is allowed.

SNMMI email blast advertising



Member News

Average email audience: 15,000 recipients

Reach the entire SNMMI membership each month as a featured advertiser in the monthly Member News email. Sent on/around the 1st of each month, members catch up on the latest news, announcements, deadlines and special offers from SNMMI. These emails average a 22% open rate and 9.1% forward rate.

Position	Dimensions	Cost
Leaderboard	468 x 60	\$1,000

CE Connection

Average email audience: 5,000 physicians/scientists/lab professional; 9,000 technologists

Sent on/around the 15th of each month, this email—targeted in separate emails to physician/scientist and NM technologists—provides the latest education-focused course information, resources, and upcoming meetings and online events. These emails average a 23.5% open rate and 9.8% forward rate.

Position	Dimensions	Cost
Leaderboard	468 x 60	\$1,000

Nuclear Medicine and Molecular Imaging Week Series

Average email audience: 18,000 recipients

Reaching SNMMI members, and past purchasers too, this email series—sent **six** times between June and September—promotes Nuclear Medicine and Molecular Imaging Week activities and products. These emails average a 23% open rate and 4.6% forward rate.

Position	Dimensions	Cost
Leaderboard	468 x 60	\$8,000

Annual Meeting Series

Average email audience: 15,000-20,000 recipients

Targeting SNMMI members, customers and past meeting attendees, this **six**-month email series highlights upcoming deadlines, sessions of interest, meeting announcements, and new events for SNMMI's Annual Meeting, which takes place each June. These emails average a 28% open rate and 11% forward rate.

Position	Dimensions	Cost
Leaderboard	468 x 60	\$1,000 SOLD OUT

Mid-Winter Meeting Series

Average email audience: 15,000 recipients

Targeting SNMMI members, customers and past meeting attendees, this **four**-month email series highlights upcoming deadlines, sessions of interest, meeting announcements, and new events for SNMMI's Mid-Winter Meeting. These emails average a 20% open rate and 8% forward rate.

Position	Dimensions	Cost
Leaderboard	468 x 60	\$2,500

Digital Newsline

Average email audience: 16,000 recipients

This monthly eblast accompanies the “News” section of *The Journal of Nuclear Medicine* in an interactive format. These emails average a 21% open rate and 8% forward rate.

Position	Dimensions	Cost/month
Leaderboard	468 x 60	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.



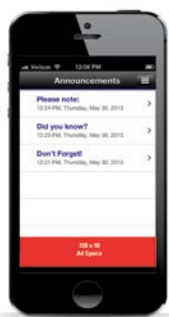
JNM Supplement on PET/MR Imaging

Guest Editors: Johannes Czernin, David Townsend, and Markus Schwaiger

Target date of publication: Summer 2014

This special issue of *The Journal of Nuclear Medicine* addresses the current state of and developments in PET/MR imaging. Contributions by leaders and pioneers of the field will range from the principles of PET/MR imaging to its applications in oncology, neurology and cardiology and its use for pediatric diseases. The supplement presents initial evidence supporting clinical PET/MR imaging and explores those indications for which PET/MR imaging could be used to the greatest benefit of patients.

For sponsorship opportunities, please contact Steve Klein at sklein@snmmi.org or 703.326.1191.



Annual Meeting App

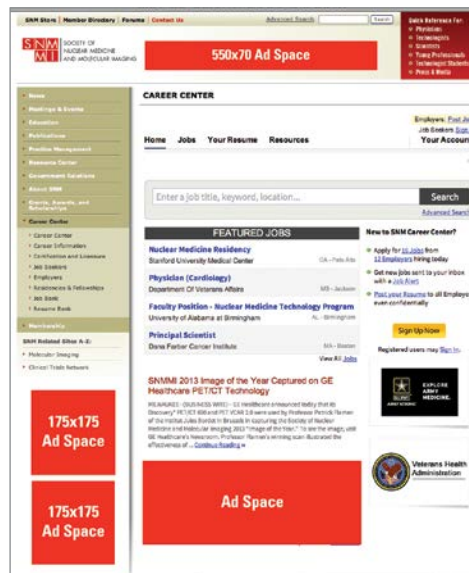
Limited advertising space will be available in the new app for the SNMMI 2014 Annual Meeting, June 7-11 in St. Louis, MO. The app will allow attendees to search and filter education sessions, create their own custom event itinerary, review exhibitors and search archives. Downloadable from the Apple/iTunes App Store, Google Play and the Amazon AppStore for Android.

For sponsorship opportunities, please contact Steve Klein at sklein@snmmi.org or 703.326.1191.

Position	Dimensions	Cost
Leaderboard	468 x 60	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.

Recruitment Advertisements

Target your recruiting and reach qualified candidates quickly and easily.



Classified ads can be purchased in any issue of *The Journal of Nuclear Medicine* or the *Journal of Nuclear Medicine Technology*. Final copy is due on the 10th of the following month (e.g., Jan 10 for the JNM issue mailing Feb 1; Feb 10 for the JNMT issue mailing March 1. JNMT issues mail in March, June, September and December).

If you prefer to advertise your job opening online, the SNMMI Career Center offers a premier web portal recruitment resource for the nuclear medicine and molecular imaging professional. Here, employers and recruiters can reach the most qualified talent pool with relevant work experience to fulfill staffing needs.

The SNMMI Career Center is FREE to post for qualified *Journal of Nuclear Medicine* display advertisers or is available for purchase for online-only recruitment.

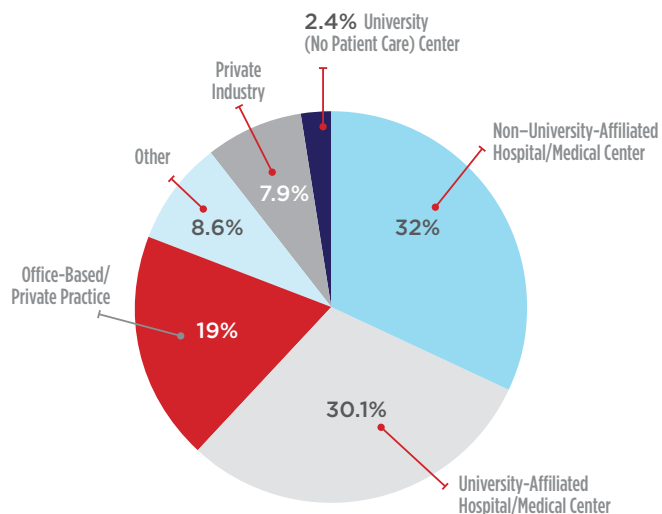
Position	Dimensions	Cost/month
Multiple options available	Multiple sizes available	Contact Steve Klein at sklein@snmmi.org or 703.326.1191.

demographics and studies

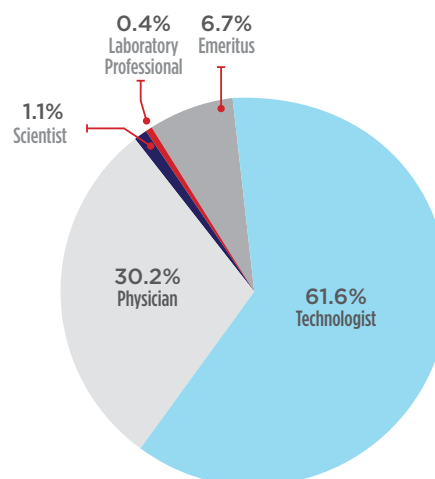
SNMMI Member Demographics

SNMMI strives to be a leader in unifying, advancing and optimizing molecular imaging, with an ultimate goal of improving human health. With 18,000 members worldwide, SNMMI represents nuclear and molecular imaging professionals, all of whom are committed to the advancement of the field.

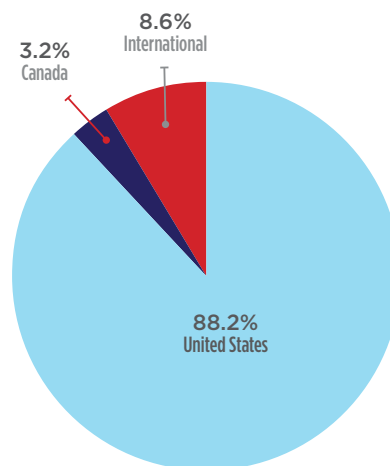
PERCENTAGE	WORKPLACE ENVIRONMENT
32.0%	Non-University-Affiliated Hospital/Medical Center
30.1%	University-Affiliated Hospital/Medical Center
19.0%	Office-Based/Private Practice
8.6%	Other
7.9%	Private Industry
2.4%	University (No Patient Care)



PERCENTAGE	MEMBER TYPE
61.6%	Technologist
30.2%	Physician
1.1%	Scientist
0.4%	Laboratory Professional
6.7%	Emeritus



PERCENTAGE	GEOGRAPHIC DISTRIBUTION
88.2%	United States
3.2%	Canada
8.6%	International

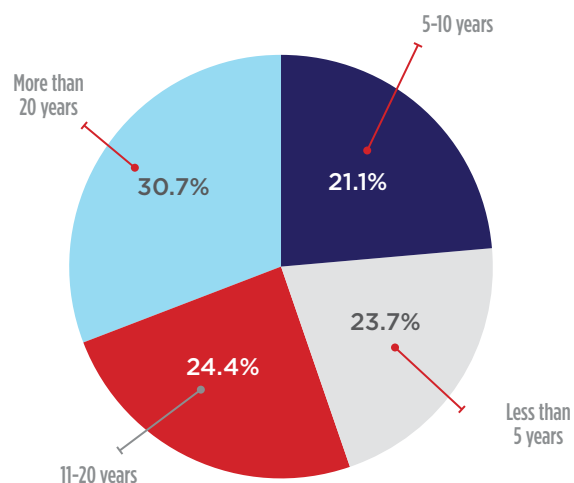


SNMMI has members in more than
75countries

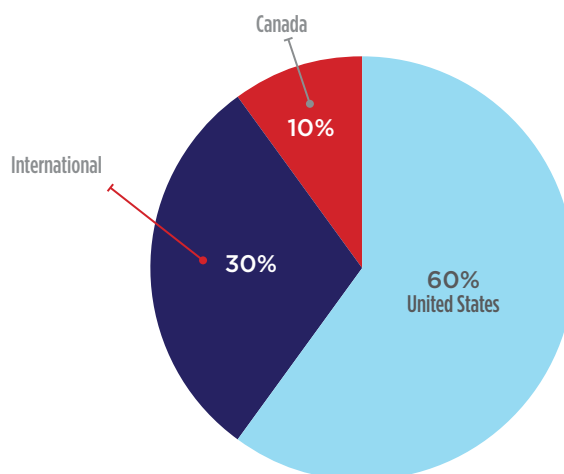
Annual Meeting Demographics

Learn more about meeting attendees at the profession's largest nuclear medicine and molecular imaging event. Attendees represent seasoned professionals in the field and an increased international presence. Reaching this highly sought-after audience of physicians, scientists, laboratory professionals, and technologists craving the latest technologies and products has never been easier. Be sure your company is represented!

PERCENTAGE	YEARS IN THE PROFESSION
23.7%	Less than 5 years
21.1%	5-10 years
24.4%	11-20 years
30.7%	More than 20 years



PERCENTAGE	ATTENDEES BY REGION
60.0%	United States
30.0%	International
10.0%	Canada



EXHIBITING

If your products and services provide solutions for today's nuclear medicine and molecular imaging professionals, then exhibiting at a SNMMI meeting is a MUST! SNMMI offers two world-class events each year, catering to thousands of influential attendees.

SNMMI 2014 Annual Meeting

June 7-11, 2014

St. Louis, MO

www.snmmi.org/am2014

The SNMMI 2014 Annual Meeting is the profession's largest event focused exclusively on meeting the educational and networking needs of the nuclear medicine and molecular imaging community. Reaching an international audience of physicians, scientists, laboratory professionals, and technologists craving the latest technologies and products has never been easier. Be sure your company is represented!

Expected Attendance: 5,000+ professional attendees

Exhibiting Companies: 175+

SNMMI 2014 Mid-Winter Meeting

February 6-9, 2014

Palm Springs, CA

www.snmmi.org/mwm2014

With an anticipated 500 attendees, this unique opportunity to get face-to-face with leaders in the field of nuclear medicine and molecular imaging is restricted to only 25 exhibiting companies. Reserve your booth today - exhibit space at the Mid-Winter Meeting is tabletop format).

Expected Attendance: 500 professional attendees

Exhibiting Companies: 25

For more information on becoming an Exhibitor at an upcoming SNMMI Meeting, please contact:

Catherine Michaels, CMP

Associate Director, Meeting Services

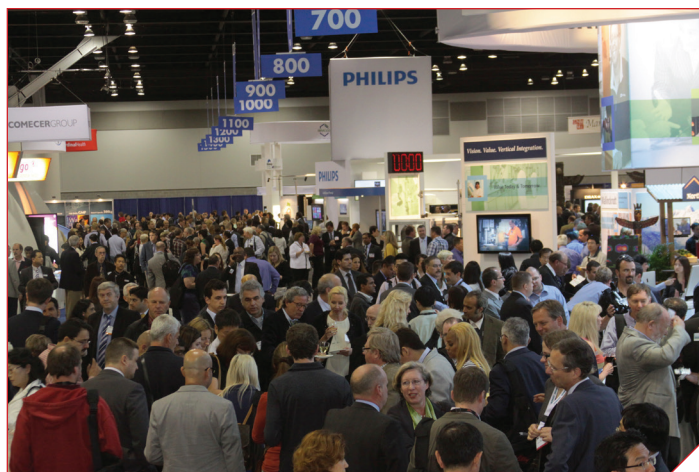
1850 Samuel Morse Drive

Reston, VA 20190

Direct: 703.652.6764

Fax: 703.709.9274

cmichaels@snmmi.org



Industry Promotional Opportunity Program (IPOP)

SNMMI's Industry Promotional Opportunity Program (IPOP) is designed to maximize your company's exposure while providing maximum benefits for your Annual Meeting support. Annually, companies like yours form alliances with SNMMI through yearly support of SNMMI and SNMMI-TS programs including, but not limited to, our Annual and Mid-Winter Meeting exhibit space purchases, Education, Commercial Advertising, and your Annual Meeting sponsorship support dollars. We will combine your yearly support with your booth rental and promotional opportunities and then assign an appropriate support category: Bronze, Silver, Gold, Platinum and Diamond.

Simply join IPOP by exhibiting at our Annual Meeting and choosing promotional opportunities listed below.

Learn more about IPOP.

www.snmmi.org/ipop

Increase your visibility and extend the reach of your products and services at the profession's largest event focused exclusively on meeting the educational and networking needs of the nuclear medicine and molecular imaging community—SNMMI's Annual Meeting—with these effective promotional opportunities, including:

- Ancillary Events
- Attendee Break in the Exhibit Hall
- Bottled Water
- Charging Station "Power Tower"
- Digital Plasma Wall
- Educational Grants
- Elevator Door Stickers
- Escalator Runner
- First Time Supporter's Program
- Floor Stickers
- Hand Sanitizers
- Hanging Banner in the Convention Center
- Hotel Keys
- Internet Kiosks
- Lanyards and Badge Holders
- Meetings Workbook
- Monitors
- Online Meeting Planner
- Presidents' Reception Sponsorship
- Promotional Panels
- Registration Bags
- Registration Bag Inserts
- Registration Confirmation Email Banner
- Relaxation Station
- Room Drop
- Shuttle Bus Headrest Covers
- Shuttle Bus Videos
- Shuttle Bus Wraps

Technologist Opening Plenary Sponsorship
Unrestricted Annual Meeting Grant
Welcome Reception Entertainment
Wireless Internet Buyout



Hanging Banner in the Convention Center Sponsorship \$5,000 per banner

Catch the attention of attendees in the Convention Center and near the Registration Foyer with a personalized hanging banner. *Call for more information*



Escalator Runner Sponsorship \$3,000 each

Attendees are bound to "see" your company name and booth number as they ride the escalators to and from the first and second levels of the Convention Center. *Call for more details.*



Internet Kiosks Sponsorship \$8,000 for 4 kiosks

Internet kiosks will be in high-traffic locations throughout the convention center, including the registration area and the exhibit hall. Your company logo and booth number will be displayed on signage and the splash screen.



Mailing and Email List Sales

SNMMI's targeted lists are an effective way to reach out to decision makers within the imaging community with an interest and professional investment in nuclear medicine and molecular imaging. Promote and advertise products and services your company offers as well as information on company-sponsored educational programs to our targeted audience.

Available lists:

- SNMMI Members/Subscribers
- SNMMI Meeting Attendees

For more information, counts or to place an order:

Contact INFOCUS Marketing at 800-708-5478, sales@infocusmarketing.com or view list details online:

<http://www.infocusmarketing.com/lists/snmmt>

<http://www.infocusmarketing.com/lists/snmmt-mtg>


List Selects Include:

CERTIFICATION	
ABIM	American Board of Internal Medicine
ABNM	American Board of Nuclear Medicine
ABR	American Board of Radiology
AART(CT)	American Registry of Radiologic Technologists (CT)
AART(N)	American Registry of Radiologic Technologists (N)
AART(R)	American Registry of Radiologic Technologists (R)
BCNP	Board Certified Nuclear Pharmacist
NMTCB	Nuclear Medicine Technology Certification Board
NMTCB(NCT)	Nuclear Medicine Technology Certification Board (NCT)
NMTCB(PET)	Nuclear Medicine Technology Certification Board(PET)
	Other
RPH	Registered Pharmacist

DEGREE
AA
AAS
AS
BA
BS
BSC
DO
MB
MBA
MD
MS
Other
PHARM
PHD

JOB FUNCTION	SECONDARY MODALITY
Cardiology Technologist	Cardiology
Chief Technologist	Computer Science
Consultant	Internal Medicine
Healthcare Administrator	Medical Physics
Mid-Management	Molecular Imaging
Nuclear Medicine Physician	Nuclear Medicine (General)
Nuclear Medicine Technologist	Nuclear Medicine Technology
Other	Other
PET Technologist	Radiology
Product Research and Development	Radionuclide Therapy
Radiation Safety Officer	Radiopharmaceutical Chemistry
Radiologist	Radiopharmacy
Radiopharmacist	
Research Scientist	
Resident	
Sales and Marketing	
Staff Technologist	
Teacher/Educator	
Technical Director	
Upper-Management	

PRIMARY MODALITY
Cardiology
Medical Physics
Molecular Imaging
Nuclear Medicine (General)
Nuclear Medicine Technology
Oncology
Other
Radiochemistry
Radiology
Radiopharmacy



Society of Nuclear Medicine and Molecular Imaging

1850 Samuel Morse Dr. | Reston, VA 20190 | www.snmmi.org/mediakit

