

2022 PRINT AND DIGITAL ADVERTISING OPPORTUNITIES

The Society of Nuclear Medicine and Molecular Imaging (SNMMI) offers an array of print and online advertising opportunities to reach the key decision makers in the nuclear medicine and molecular imaging market throughout the year.



Contact Team SNMMI

Cunningham Associates

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SNMMI

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2022 PRINT AND DIGITAL ADVERTISING OPPORTUNITIES



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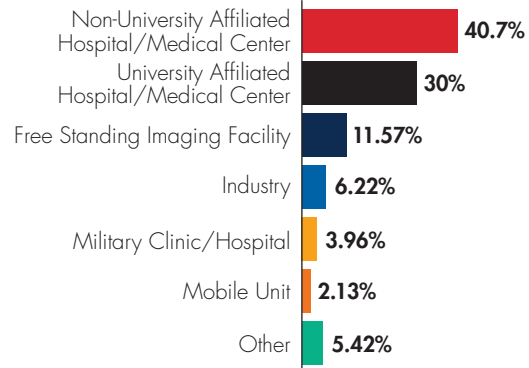
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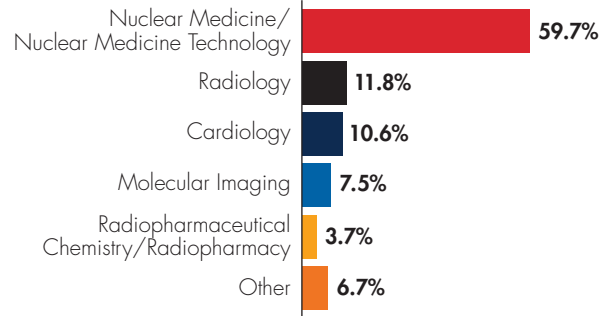
SNMMI MEMBER DEMOGRAPHICS

SNMMI is the leader unifying, advancing and optimizing nuclear medicine and molecular imaging, with the ultimate goal of improving human health. Our 16,000 members are the key buyers and decision makers in the nuclear medicine and molecular imaging market.

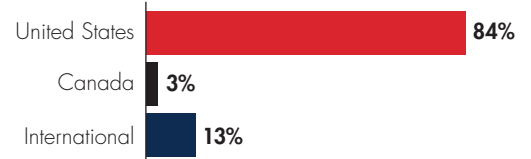
WORKPLACE ENVIRONMENT



AREA OF SPECIALTY



GEOGRAPHIC DISTRIBUTION



JNM PRINT ADVERTISING

JNM: The Journal of Nuclear Medicine/The Official Publication of SNMMI

PUBLISHER | Society of Nuclear Medicine and Molecular Imaging

EDITOR-IN-CHIEF | Johannes Czernin, MD

EDITORIAL

For more than 60 years JNM has led the field in nuclear medicine research and continues, each month, to provide more than 35,000 readers with the information they need to advance this rapidly expanding field.

- 10.057 impact factor makes JNM #3 out of 134 medical imaging journals worldwide
- 4.011 immediacy index consistently ranks among the highest of all medical imaging journals

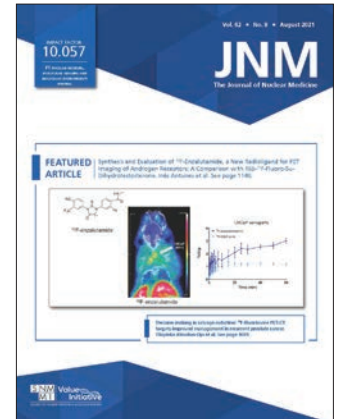
JNM is valued by its readers:

- 73% of survey respondents keep their print issues for more than one year
- 39% of survey respondents indicate they have been influenced by print advertisements in JNM

Frequency: Monthly | **Print Circulation:** 3,500 Paid | **Website:** JNM.snmjournals.org

Requirements for Acceptance of New Professional Products for Advertising:

The publisher reserves the right to reject advertising deemed inappropriate. All new ads must be submitted for approval.



2022 JNM PRINT ADVERTISING RATES

GROSS BW RATES

Frequency	1 Page	½ Page
1x	\$3,350	\$1,990
3x	\$3,195	\$1,775
6x	\$3,090	\$1,740
12x	\$2,815	\$1,600

COLOR RATES

Color/Position	Cost
4-Color	\$2,475 in addition to the BW rate
Inserts	BW earned rate times the number of pages. Contact TeamSNMMI@cunnasso.com for quantity, specs and shipping instructions

PREMIUM POSITIONS

Position	Cost
Cover 4	+50% of BW rate
Cover 2	+25% of BW rate
Page 1 or page 2	+25% of BW rate

BONUS DISTRIBUTION

June: SNMMI Annual Meeting
September: EANM Meeting
November: RSNA Annual Meeting

CLOSING DATES

Issue Date	Reservation Deadline	Materials Deadline
January	12/3/21	12/9/21
February	1/4	1/11
March	2/4	2/10
April	3/4	3/10
May	4/5	4/8
June	5/5	5/10
July	6/3	6/10
August	7/5	7/8
September	8/5	8/10
October	9/2	9/9
November	10/5	10/11
December	11/4	11/10

RECRUITMENT ADVERTISING

Display recruitment ads in JNM also receive a free 30-day post within the SNMMI online Career Center.

To place a recruitment ad, please email your ad copy (for line ads or ads to be typeset by SNMMI) or final press-ready PDF to TeamSNMMI@cunnasso.com.

JNM RECRUITMENT DISPLAY RATES – BW

1 Page	½ Page	¼ Page
\$2,565	\$1,710	\$1,270

Line Advertisements

\$48 per line (approximately 45 characters per line)

JNMT PRINT ADVERTISING

JNMT: Journal of Nuclear Medicine Technology/The Official Publication of SNMMI-TS

PUBLISHER | Society of Nuclear Medicine and Molecular Imaging Technologist Section

EDITOR-IN-CHIEF | Kathy S. Thomas, MHA, CNMT, PET, SNMMI-TS

EDITORIAL

Published quarterly, *JNMT* focuses on technology, quality assurance, radiation safety and the clinical applications of nuclear medicine. Each issue features continuing education articles written by leading educators in nuclear medicine technology as well as news and updates on practice, licensure, and credentialing for nuclear medicine technologists.

- The only peer-reviewed publication dedicated to nuclear medicine technology with more than 8,000 readers
- VOICE-approved articles for CE credit
- Multifaceted topics, from imaging and therapy to radiation safety

Frequency: Quarterly (March, June, September, December) | **Print Circulation:** 3,000 Paid

Website: tech.snmjournals.org

Requirements for Acceptance of New Professional Products for Advertising:

The publisher reserves the right to reject advertising deemed inappropriate. All new ads must be submitted for approval.



2022 JNMT PRINT ADVERTISING RATES

GROSS BW RATES

Frequency	1 Page	½ Page
1x	\$1,915	\$1,140
4x	\$1,695	\$1,075

COLOR RATES

Color/Position	Cost
4-Color	\$2,475 in addition to the BW rate
Inserts	BW earned rate times the number of pages. Contact TeamSNMMI@cunnasso.com for quantity, specs and shipping instructions

PREMIUM POSITIONS

Position	Cost
Cover 4	+50% of BW rate
Cover 2	+25% of BW rate
Page 1 or page 2	+25% of BW rate

BONUS DISTRIBUTION

- June:** SNMMI Annual Meeting
September: RSNA & EANM Meetings
December: SNMMI Mid-Winter Meeting

CLOSING DATES

Issue Date	Reservation Deadline	Materials Deadline
March	2/4	2/10
June	5/5	5/10
September	8/5	8/10
December	11/4	11/10

RECRUITMENT ADVERTISING

Display recruitment ads in *JNMT* also receive a free 30-day post within the SNMMI online Career Center.

To place a recruitment ad, please email your ad copy (for line ads or ads to be typeset by SNMMI) or final press-ready PDF to TeamSNMMI@cunnasso.com.

JNMT RECRUITMENT DISPLAY RATES – BW

1 Page	½ Page	¼ Page
\$1,300	\$805	\$645

Line Advertisements

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

JNM/JNMT PRINT ADVERTISING

ADVERTISING INCENTIVE PROGRAMS

- Advertising in *JNM* and *JNMT* may be combined for frequency discount.
- Advertise in *JNM* or *JNMT* and the corresponding email alerts and receive 20% off email alerts. (Based on availability)

ADDITIONAL MARKETING OPPORTUNITIES*

Belly Band – \$10,800 (includes printing)
 Blow-ins – \$5,000
JNM Cover Tip – \$7,000 if supplied/\$8,500 if we print
JNMT Cover Tip – \$6,500 if supplied/\$8,000 if we print
 Cover Sticker – \$6,500 (includes printing)

Fold-out/bookmark

Gatefolds – \$15,900
 Outsert – \$10,800

Larger units, tip-ins

Rates upon request

*Non-cancellable



Earned Rates: Earned rates are based on the total number of insertions (full or fractional pages) placed within a 1-year period in both *JNM* & *JNMT*

Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser accept "dual responsibility" for payment if the agency does not remit within 90 days.

Print Cancellations: Cancellations may not be made after the closing date unless agreed upon by both parties in writing.

ADVERTISING SPECIFICATIONS

Live Matter Specifications

Keep live matter at least 1/2" from the trim and binding edges. For spreads and inserts please allow 1/8" for grind-off in the gutter.

Type of Binding

Perfect bound

MECHANICAL SPECIFICATIONS

Type	Dimensions
Trim size	8 1/4" width x 10 7/8" depth
Bleed page	8 3/4" width x 11 1/8" depth
Full page	7" width x 10" depth
1/2 horizontal	6 7/8" width x 4 3/4" depth
1/2 vertical	3 3/8" width x 9 5/8" depth
1/4 page	3 3/8" width x 4 3/4" depth

REPRODUCTION REQUIREMENTS

Electronic Submission of Advertising Materials:

- Press Ready PDF Files Only
- 4c PDF files must be 300 dpi high-resolution CMYK
- All fonts and graphics must be embedded
- All ads must have crop marks

ADDRESSES

Contracts, insertion orders and reproduction materials:

Cunningham Associates

Katie Tuzzolino

180 Old Tappan Road ■ Old Tappan, NJ 07675

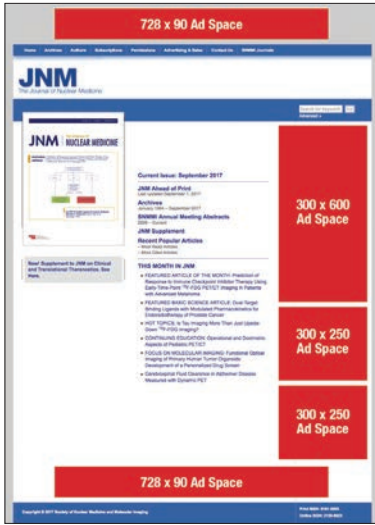
T: 201.767.4170 ■ F: 201.767.8065

Email: ktuzzolino@cunnasso.com

SNMMI DIGITAL ADVERTISING OPPORTUNITIES

Journal Website Advertising

JNM ONLINE (jnm.snmjournals.org)



The Journal of Nuclear Medicine online provides access to all 16,000+ SNMMI members, who are thought leaders in the field and key buyers and decision makers. In addition to nuclear medicine professionals, JNM is accessed by referring physicians and others seeking the latest research on nuclear medicine and molecular imaging.

JNMT ONLINE (tech.snmjournals.org)



The Journal of Nuclear Medicine Technology online provides access to all 16,000+ SNMMI members, with particular emphasis on the nuclear medicine technologist.

JNM Online:

- Averages more than 1,000,000 monthly page views
- Offers a competitive CPM

JNMT Online:

- Averages more than 125,000 monthly page views
- Targets nuclear medicine technologists
- Offers a competitive CPM

JNM ONLINE ADVERTISING RATES

Position	Impressions/ Month	Cost/Month
Leaderboard (728 x 90)	170,000+	\$5,500 (exclusive) \$3,250 (rotates with 1 other advertiser)
Right-side Tower (300 x 600)	150,000+	\$3,000 (exclusive)
Right-side Top Tower (300 x 250)	150,000+	\$3,000 (exclusive)
Right-side Bottom Tower (300 x 250)	150,000+	\$2,000 (exclusive)
Bottom Leaderboard (728 x 90)	170,000+	\$4,000 (exclusive) \$2,000 (rotating)

JNMT ONLINE ADVERTISING RATES

Position	Impressions/ Month	Cost/Month
Leaderboard (728 x 90)	30,000+	\$1,500 (exclusive)
Right-side Tower (300 x 600)	25,000+	\$750 (exclusive)
Right-side Top Tower (300 x 250)	25,000+	\$750 (exclusive)
Right-side Bottom Tower (300 x 250)	25,000+	\$500 (exclusive)
Bottom Leaderboard (728 x 90)	30,000+	\$500 (exclusive)

WEB ADVERTISING SPECIFICATIONS

Jpg, gif, rich media, 3rd party tag, click-through url. Third party serving is allowed. Limited to a maximum of three loops per 30-45 seconds for animated creatives. User enabled media is allowed. File size, 150 KB maximum.

SNMMI DIGITAL ADVERTISING OPPORTUNITIES

Journal e-Alert Advertising

Banner ads are available on the following *JNM* e-Alerts

■ JNM E-TOC ALERT (TABLE OF CONTENTS)

Frequency: Monthly

Opt-ins receive an email containing the full table of contents with direct links to articles whenever a new issue is published online.

Position	Registered Signups	Dimensions	Cost/Month
eTOC leaderboard	29,451	728 x 90	\$2,000
eTOC left-side skyscraper	29,451	160 x 600	\$1,500

■ JNM PUBLISH AHEAD OF PRINT (PAP)

Frequency: (4-6 times/month)

Opt-ins receive email alerts when new ahead-of-print articles are available 6 weeks in advance of print.

Position	Registered Signups	Dimensions	Cost/Month
PAP top leaderboard	1,190	728 x 90	\$1,000
PAP left-side skyscraper	1,190	160 x 600	\$750

■ CiteTrack ALERTS

Opt-ins receive email alerts whenever new content in *JNM* is published matching the selected criteria by keywords, authors or subject matter.

Position	Registered Signups	Dimensions	Cost/Month
CiteTrack top leaderboard	736	728 x 90	\$800
CiteTrack left-side skyscraper	736	160 x 600	\$500

Banner ads are available on the following *JNMT* e-Alerts

■ JNMT E-TOC ALERT (TABLE OF CONTENTS)

Frequency: Quarterly

Opt-ins receive an email containing the full table of contents with direct links to articles whenever a new issue is published online.

Position	Registered Signups	Dimensions	Cost/Month
eTOC leaderboard	1,267	728 x 90	\$500
eTOC left-side skyscraper	1,267	160 x 600	\$400



■ JNM E-ALERT BUNDLE*

- Get all *JNM* e-Alerts Leaderboard ads for \$3,000/month
- Get all *JNM* e-Alerts Skyscraper ads for \$2,000/month

*Based on availability

REQUIRED E-ALERT FILE FORMAT

Jpg, gif, click-through url. No rich media can be accepted. Static gif images only.

Contact TeamSNMMI@cunnasso.com or call 201.767.4170 for more information.

SNMMI DIGITAL ADVERTISING OPPORTUNITIES

SNMMI Website Advertising

■ SNMMI.org

Accessed by over 40,000 unique visitors per month, SNMMI.org features:

- The latest industry news
- Educational opportunities
- Updates on SNMMI programs and resources

SNMMI.org is the professions leading website for information on nuclear medicine and molecular imaging.

SNMMI.org:

- Averages over 175,000 page views per month
- Ads featured on approximately 70% of the site (Ads do not appear on the education, journals or meeting pages)
- Offers multiple banner sizes to fit your campaign and budget



Position	Page Views/ Month	Cost/Month
Leaderboard (728 x 90)	175,000	\$5,500 (exclusive) \$3,250 (rotating)
Skyscraper (160 x 600)	75,000	\$2,000 (exclusive) \$1,200 (rotating)
Bottom Sticky Banner (728 x 90)	23,000	\$4,500 (exclusive) \$2,750 (rotating)
Home page only		

Homepage (Bottom) Options (Based on availability)

Position	Page Views/ Month	Cost
300 x 100 Banner	28,000	\$1,000 per banner
600 x 100 Banner	28,000	\$1,200
728 x 90 Banner	28,000	\$1,500

The banner ad sizes listed in the above options only appear on the SNMMI.org Home page. A 180 x 150 banner can be supplied for bonus impressions on most interior pages.



WEB ADVERTISING SPECIFICATIONS

Jpg, gif, rich media, 3rd party tag, click-through url. Third party serving is allowed. Limited to a maximum of three loops per 30-45 seconds for animated creatives. User enabled media is allowed. File size, 150 KB maximum.

SNMMI DIGITAL ADVERTISING OPPORTUNITIES

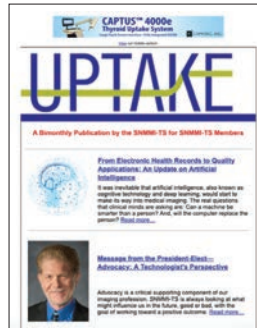
SNMMI e-Newsletter Advertising

UPTAKE

Devoted to Nuclear Medicine Technology

Average email audience:
8,000 Members of the SNMMI Technologists Section

Uptake is issued 6 times a year and provides readers with the latest in professional news for nuclear medicine technologists. Topics include advances in technology, new imaging agents, continuing education and more.



Position	Dimensions	Cost
Leaderboard	728 x 90	\$2,000 per deployment

Issue	Closing Dates
Jan/Feb	1/9
March/April	3/6
May/June	5/1
July/Aug	7/24
Sept/Oct	9/4
Nov/Dec	11/6

SNMMI MEMBER NEWS

Frequency: Monthly (Sent on/around the 1st of each month)

Average Monthly Recipients:
11,200

Average Open Rate: 30.3%

Average CTR: 8.7%

Average Forward Rate: 14%

Reach the SNMMI membership each month as the exclusive advertiser in the Member News email. This popular feature of SNMMI membership features the latest news, announcements, deadlines and special offers from the society.



Position	Dimensions	Cost
Leaderboard	728 x 90	\$1,500

CTN PATHWAYS E-NEWSLETTER

Frequency: 2 times per year (Jan, June)

Average Paid Recipients:
12,000

The Clinical Trials Network Pathways e-Newsletter targets imaging center personnel and molecular imaging professionals involved in clinical research. Each issue contains news and resources on the latest clinical trial research, announcements and updates.



Position	Dimensions	Cost
Left Leaderboard	728 x 90	\$750 per deployment

SNMMI VALUE INITIATIVE NEWSLETTER

Frequency: 2 times per year (January & July)

Average Recipients: 16,000+

The SNMMI Value Initiative Newsletter highlights upcoming initiatives and provides a different and enlightening perspective on the future in the field. Multiple ad positions are offered for each issue.



Position	Dimensions	Cost
Banner ad on email blast to all 16,000+ SNMMI members. (Limited to one advertiser per issue)	728 x 90	\$1,500
Full page, 4c ad located within the issue PDF	8 1/4" x 10 7/8"	\$1,500
Half page, 4c ad located within the issue PDF	8 1/4" x 5 3/8"	\$850

Banner Ad + PDF Ad Package:

Banner + Full Page – \$2,500 | Banner + 1/2 Page – \$2,000

REQUIRED EMAIL BLAST FILE FORMAT

Jpg, gif, click-through url. Static images only. No rich media can be accepted.

SNMMI DIGITAL ADVERTISING OPPORTUNITIES

SNMMI Email Blast Advertising

■ SNMMI SNAPSHOT

A new monthly email series recapping the month's biggest news items of interest to the nuclear medicine and molecular imaging community.

Frequency: Monthly (Sent at the end of each month)

Average Monthly Recipients: 11,480 (4,850 physicians/scientists/lab professionals & 6,630 technologists)

Average Open Rate: 30.6%

Average CTR: 6.3%

Average Forward Rate: 12.6%



Position	Dimensions	Cost/Month
Leaderboard	728 x 90	\$1,500

■ CE CONNECTION

Frequency: Monthly (Sent on/around the 15th of each month)

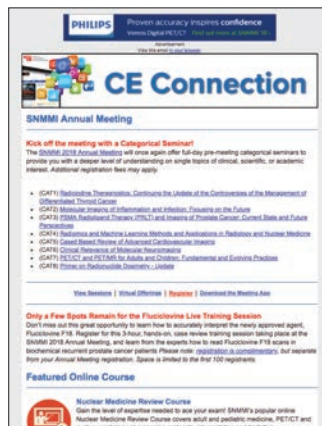
Average Monthly Recipients: 17,000 (4,850 physicians/scientists/lab professionals & 12,150 technologists)

Average Open Rate: 28%

Average CTR: 6%

Average Forward Rate: 16%

CE Connection is comprised of two separate email blasts, one targeting physicians/scientists and lab professionals and the other nuclear medicine technologists. Each issue provides the latest education, focused course information, resources and upcoming meetings and online events.



Position	Dimensions	Cost/Month
Leaderboard	728 x 90	\$1,500

■ NUCLEAR MEDICINE AND MOLECULAR IMAGING WEEK SERIES

Frequency: 6 deployments between June & September

Average Recipients: 15,000 per deployment (90,000 total)

Average Open Rate: 23%

Average CTR: 12%

Average Forward Rate: 7%

This four month email series targets SNMMI members and past purchasers. The content promotes Nuclear Medicine and Molecular Imaging Week activities and products.



Position	Dimensions	Cost (Jun – Sept 2022)
Leaderboard	728 x 90	\$7,500

■ UPCOMING WEBINARS SERIES

These are member-wide and targeted emails promoting our live webinar offerings. They are sent to both the full membership, targeted council/centers, and reminders to people who've shown an interest in the content.

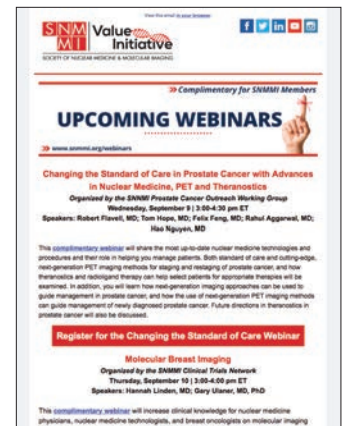
Frequency: Sent 4-7 times per month based on webinar calendar

Average Recipients: 5,900

Average Open Rate: 36.1%

Average CTR: 7.9%

Unique Forward Rate: 14.4%



Position	Dimensions	Cost/Month
Leaderboard	728 x 90	\$1,500

REQUIRED EMAIL BLAST FILE FORMAT

Jpg, gif, click-through url. Static images only. No rich media can be accepted.

SNMMI DIGITAL ADVERTISING OPPORTUNITIES

SNMMI Email Blast Advertising

SNMMI ANNUAL MEETING

June 11–14, 2022 | Vancouver, Canada

2022 SNMMI ANNUAL MEETING SERIES

Frequency: Approximately 25 deployments between October 2021 & June 2022

Average Recipients: 15,000/20,000 per deployment (300,000-400,000 total)

Average Open Rate: 33%

Average CTR: 14.4%

Average Forward Rate: 18.5%

This nine month email series targets SNMMI members, customers and past meeting attendees. The content highlights upcoming deadlines, sessions of interest, meeting announcements and new events at the SNMMI 2022 Annual Meeting taking place June 11–14 in Vancouver, Canada.

Position	Dimensions	Cost for Complete Term (Oct 2021 – Jun 2022)
Leaderboard	728 x 90	\$25,000 or \$4,500/month

SNMMI 2019 Call for Abstracts!
Present Your Research. Increase Your Professional Recognition.

Distinguish yourself from your peers and earn the opportunity to present your original research to an international audience of leading nuclear medicine and molecular imaging professionals at the SNMMI 2019 Annual Meeting, June 22-25, 2019 in Anaheim, California, USA.

Original abstracts are being accepted on the following scientific tracks:

- Cardiovascular
- Neurosciences
- General Clinical Specialties
- Molecular Targeting Probes-Radioactive & Nonradioactive
- Instrumentation & Data Analysis
- Oncology: Basic and Translational
- Oncology: Clinical Therapy and Diagnosis
- Technologist/Technologist Student
- Educational Exhibits

[Learn More and Submit Your Abstract](#)

Abstract submission deadline: Tuesday, January 8, 2019

SNMMI Value Initiative
Society of Nuclear Medicine and Molecular Imaging
1900 General Motors Dr
Reston, VA 20190
703.708.9000
Manage your email preferences.

SNMMI 2022 MID-WINTER MEETING

January 27–29, 2022 | Orlando, FL

2022 SNMMI MID-WINTER MEETING SERIES

Frequency: Approximately 15 deployments between September 2021 & January 2022

Average Recipients: 13,200 per deployment (198,000 total)

Average Open Rate: 33.2%

Average CTR: 4%

Average Forward Rate: 10.3%

This five month email series targets SNMMI members, customers and past meeting attendees. The content highlights upcoming deadlines, sessions of interest, meeting announcements and new events at the SNMMI 2022 Mid-Winter Meeting taking place January 27–29 in Orlando, FL.

Position	Dimensions	Cost (Sept 2021 – Jan 2022)
Leaderboard	728 x 90	\$2,500

Make Your Plans for Palm Springs.

Register today and join your colleagues at the 2019 SNMMI Mid-Winter and ACNM Annual Meeting—January 17-19 in beautiful Palm Springs, California.

Use the meeting's hands-on format and intimate setting to learn and collaborate with leaders in the profession. You'll expand your knowledge on the latest clinical applications and best practices in the field during great sessions, including:

Interpretational Practicum on Imaging Thromboembolism
The session will focus on techniques and interpretation of current imaging studies applicable to the diagnosis of pulmonary thromboembolism. Those will include the planar scintigraphy, SPECT, and SPECT/CT approaches, as well as correlative imaging on contrast-enhanced CT, MRI, and conventional angiography.

Theranostic Agents: What's New and What's on the Horizon
The exciting field of theranostics is rapidly expanding. In July, the FDA approved a new therapy called cabotegravir (CAB) for the treatment of adults and adolescents age 12 and older with rare tumors of the adrenal gland (pheochromocytoma or paraganglioma). The VISION trial is a pharma-sponsored, multicenter trial of 177Lu-PSMA-617 in 750 patients with castrate resistant prostate cancer that is ongoing in the US and Canada. Additional agents are under investigation. In this session, get insight to what the not-too-distant future has in store for molecular imaging.

2019 Call for Abstracts

Abstract submissions are now being accepted for the 2019 ACNM Annual Meeting.

Take advantage of this unique opportunity to present your research to colleagues and luminaries from across the globe.

Learn more about submitting an abstract.
Abstract submission deadline: November 7, 2018

Explore Palm Springs!

Play in Palm Springs
Palm Springs is an oasis for outdoor adventure, arts and culture, gaming and entertainment. Explore the city's storied Hollywood legacy, Native American heritage and stunning collection of mid-century modern architecture.

Search things to do.

REQUIRED EMAIL BLAST FILE FORMAT

Jpg, gif, click-through url. Static images only. No rich media can be accepted.

Contact TeamSNMMI@cunnasso.com or call 201.767.4170 for more information.

SNMMI MEETINGS MARKETING OPPORTUNITIES

Reach the key buyers and decision makers in the nuclear medicine and molecular imaging market by utilizing the SNMMI family of marketing opportunities. SNMMI provides targeted vehicles year round to reach your top prospects, enhance your companies visibility and drive traffic to your booth.

SNMMI ANNUAL MEETING

June 11–14, 2022 | Vancouver, Canada

PRE-SHOW OPPORTUNITIES

SNMMI ANNUAL MEETING PREVIEW ISSUES

The SNMMI will once again produce the popular Annual Meeting Preview Issues for the 2022 meeting in Vancouver, Canada June 11–14.

These issues will feature information on the 2022 Annual Meeting including:

- Categorical Seminars
- Physician/Scientist Focused Sessions
- Schedule at-a-Glance
- Technologists Focused Sessions
- Special Programming
- Exhibit Hall Information & Exhibitor Listings
- Hotel & Host City Information
- Registration Information

Features:

- **Frequency:** 2 Print/Digital Issues (March & April)
- A 3rd Digital Only Preview Issue will be distributed in June prior to the meeting
- **Distribution:** Print Edition 20,000/Digital Edition 40,000
- **Advertising:** Limited to a maximum of four per issue (1 page 4c)

RATES

Color/Position	Cost Per Issue	Cost for Two Issues
Cover 2 (1 page, 4c)	\$7,000	\$12,000
Run-of-Book (1 page, 4c)	\$5,000	\$9,000

ADVERTISING SPECIFICATIONS

Trim Size: 8¼" W x 10⅞" H

Bleed Size: 8¾" W x 11⅞" H

CLOSING DATES

March Issue: 1/28/22 | **April Issue:** 3/2/22



SNMMI 2022 ANNUAL MEETING WEBSITE

The Annual Meeting Website features:

- Complete information on the 2022 Annual Meeting
- Cutting-edge Research
- Latest Advancements in the field
- Critical Practice tools
- Networking Opportunities with thought leaders
- The Expo featuring the latest in Technological & Scientific Innovation



Website Usage:

- Accessed by Nuclear Medicine Professionals seeking information about the SNMMI Annual Meeting
- Website is live from December 2021 – July 2022

ADVERTISING POSITIONS

Position	2021 Page Views	Cost
Leaderboard (728 x 90)	280,000+ total (Avg 35,000+/ month)	Dec – March \$2,000 per month/ April – June \$4,000 per month
Skyscraper (160 x 600) on most interior pages	280,000+	Dec – March \$2,000 per month/ April – June \$4,000 per month
Bottom Sticky Banner (728 x 90)	280,000+	Dec – March \$2,000 per month/ April – June \$4,000 per month

WEB ADVERTISING SPECIFICATIONS

Jpg, gif, rich media, 3rd party tag, click-through url.

Third party serving is allowed. Limited to a maximum of three loops per 30-45 seconds for animated creatives.

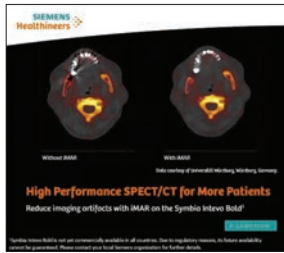
User enabled media is allowed. File size, 150 KB maximum.

SNMMI MEETINGS MARKETING OPPORTUNITIES

■ SNMMI 2022 ANNUAL MEETING WEBSITE INTERSTITIAL AD

Features:

- Large 550 x 480 Interstitial Ad
- Loads for 15 seconds before users reach the 2022 Annual Meeting Home Page
- Ad will appear once every 3 days per IP address
- Available for complete term of Dec–Sept
- **Total Ad Impressions:** 160,000+
- **Cost:** \$3,000 per month



ADVERTISING SPECIFICATIONS

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

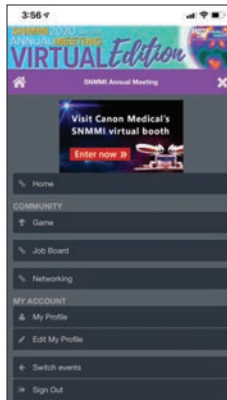
■ SNMMI 2022 ANNUAL MEETING APP

The 2022 Annual Meeting App will include information on:

- Annual Meeting Schedules, Sessions, Workshops and Events
- Continuing Education Programs
- Scientific Programs

Features:

- Limited to a maximum of three sponsors whose ads will rotate
- Received over 430,000 banner ad impressions in 2019
- Average CTR – 1.173%
- **Multi-Rotation Splash Screen Placement:** This sponsorship allows up to three different ad placements to rotate each time the app is opened or refreshed. Rotation of ads is set to be random and equal rate.
- **Specs:** 1080 x 1920 px (720 x 1620 of visual space plus 300 px padding)
- 1024 x 160 px Interactive Banner (32 x 5 aspect ratio) on the bottom of most pages
- Sponsors can rotate up to 3 banners
- Sponsors also receive daily push notifications during the three days of exhibits
- Recognition on all Marketing Pieces promoting the app including signage at the meeting
- **Duration:** May & June 2022
- **Cost:** \$10,000 per sponsor



■ SNMMI 2022 ANNUAL MEETING REGISTRATION CONFIRMATION EMAIL SERIES

- Exclusive sponsorship
- Banner ad/Logo featured along the top of each Annual Meeting registrant's confirmation email
- Outstanding exposure
- **Cost:** \$5,000

SNMMI 2022 MID-WINTER MEETING

January 27–29, 2022 | Orlando, FL

■ SNMMI 2022 MID-WINTER MEETING WEBSITE

The Mid-Winter Meeting Website features:

- Complete information on the 2022 Mid-Winter Meeting
- Offerings Highlighting current & emerging technical, preclinical and clinical applications of Nuclear Medicine and Molecular Imaging
- Chapter, Council and National Governance Meetings

Website Usage:

- Accessed by Nuclear Medicine Professionals seeking information about the SNMMI Mid-Winter Meeting
- Website is live from September, 2021 through January, 2022
- This site received over 51,500+ total page views in 2021



ADVERTISING POSITIONS

Position	2021 Page Views	Cost
Leaderboard (728 x 90)	51,500+	\$1500 (Sept 2021 – Jan 2022)
Skyscraper (160 x 600)	51,500+	\$1500 (Sept 2021 – Jan 2022)

WEB ADVERTISING SPECIFICATIONS

Jpg, gif, rich media, 3rd party tag, click-through url. Third party serving is allowed. Limited to a maximum of three loops per 30-45 seconds for animated creatives. User enabled media is allowed. File size, 150 KB maximum.

SNMMI MEETINGS MARKETING OPPORTUNITIES

SNMMI ANNUAL MEETING ONSITE OPPORTUNITIES

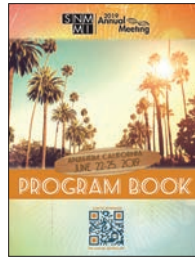
June 11-14, 2022 | Vancouver, Canada

■ SNMMI 2022 ANNUAL MEETING PROGRAM BOOK

Reach: Available to all meeting attendees

Content:

- Provides attendees with information on the Annual Meeting
- Includes floor plans and Exhibit Hall Information



ADVERTISING POSITIONS

Position	Net Cost
1 Page 4c ROB	\$5,800
1 Page BW ROB	\$4,550
Back Cover, 4c	\$8,150
Cover 2, 4c	\$7,115
Page 1, 4c	\$7,100
½ Page Horizontal, 4c	\$3,600

High Impact Marketing Opportunities

- Belly Band: \$8,200 Net (Includes printing)
- Cover Tip: \$7,200 Net (Includes printing)
- Blow-in Card: \$6,400 Net
- Contact Team SNMMI for specs & quantity

ADVERTISING SPECIFICATIONS

Type	Dimensions
Trim size	8¼" width x 10⅞" height
Bleed size	8¾" width x 11¼" height
Full page	7" width x 10" height
½ page horizontal	6⅞" width x 4¾" height

CLOSING DATES

Commitment: 4/25/22 | **Materials:** 5/5/22

■ SNMMI 2022 ANNUAL MEETING POCKET GUIDE

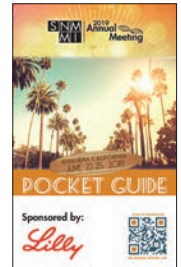
Reach: 5,000

Content:

- SNMMI 2022 Annual Meeting Schedule-at-a Glance
- Exhibitor Listings including Booth Numbers
- Exhibit Hall Floor Map

Features: Distributed to all Annual Meeting Attendees

Convenient Size: 6.875" Height x 4.25" Width



ADVERTISING POSITIONS

Position	Net Cost
1 Page 4c ROB	\$2,100
1 Page BW ROB	\$1,100
Back Cover, 4c	\$3,200
Cover 2, 4c	\$2,700

ADVERTISING SPECIFICATIONS

Type	Dimensions
Trim size	4¼" width x 6⅞" height
Bleed size	4½" width x 7⅞" height

CLOSING DATES

Commitment: 4/22/22 | **Materials:** 5/13/22