

# 2024 SNMMI MEDIA KIT



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# SNMMI AUDIENCE

SNMMI is the leading global organization transforming the science and practice of diagnostic and therapeutic nuclear medicine. With 14,000+ members worldwide, SNMMI represents nuclear and molecular imaging professionals, all of whom are committed to advancing the field.

## WORKPLACE ENVIRONMENT

- 41% Non-University Affiliated Hospital/Medical Center
- 30% University Affiliated Hospital/Medical Center
- 12% Freestanding Imaging Facility
- 6% Industry
- 4% Military Clinic/Hospital
- 7% Other

## AREA OF SPECIALITY

- 60% Nuclear Medicine/Technology
- 12% Radiology
- 10% Cardiology
- 7% Molecular Imaging
- 4% Radiopharmaceutical Chemistry/Radiopharmacy
- 7% Other

## GEOGRAPHIC DISTRIBUTION

- 83% United States
- 3% Canada
- 14% International

## CONTACT TEAM SNMMI

### Cunningham Associates

- > Kevin Dunn: [kdunn@cunnasso.com](mailto:kdunn@cunnasso.com)
- > Jim Cunningham: [jcunningham@cunnasso.com](mailto:jcunningham@cunnasso.com)
- > Cynthia Kucera: [ckucera@cunnasso.com](mailto:ckucera@cunnasso.com)

Tel: 201.767.4170

Fax: 201.767.8065

Email: [TeamSNMMI@cunnasso.com](mailto:TeamSNMMI@cunnasso.com)

### SNMMI

- > 1850 Samuel Morse Dr.  
Reston, VA 20190

# JNM PRINT ADVERTISING



*The Journal of Nuclear Medicine (JNM)*—self-published by the Society of Nuclear Medicine and Molecular Imaging (SNMMI)—offers readers around the globe clinical and basic science investigations, continuing education articles, state-of-the-art reviews, employment opportunities, and updates on rapidly changing issues in practice and research.

According to the 2022 Journal Citation Reports (released in June 2023), JNM ranks sixth in impact among 203 medical journals worldwide in the radiology, nuclear medicine and medical imaging category.

Full-issue PDFs of JNM are available from the journal websites – including all print advertising

**Editor in Chief:** Johannes Czernin, MD

**Frequency:** Monthly

**Print Circulation:** 3,500 Paid

**Website:** [JNM.snmjournals.org](http://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.

**9.3**  
IMPACT FACTOR

**4.6**  
IMMEDIACY INDEX

**31,896**  
TOTAL CITATIONS

## 4-COLOR PRINT AD RATES

Frequency	1 Page	½ Page
1X	\$6,000	\$4,600
3x	\$5,840	\$4,380
6x	\$5,735	\$4,345
12x	\$5,450	\$4,200

## GROSS BW PRINT AD RATES

Frequency	1 Page	½ Page
1X	\$3,450	\$2,050
3x	\$3,290	\$1,830
6x	\$3,185	\$1,795
12x	\$2,900	\$1,650

## INSERTS

BW earned rate times the number of pages. Contact [teamSNMMI@cunasso.com](mailto:teamSNMMI@cunasso.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

<b>January:</b>	SNMMI Mid-Winter Meeting
<b>June:</b>	SNMMI Annual Meeting
<b>September:</b>	EANM Meeting SNMMI Therapeutics Conference
<b>November:</b>	RSNA Annual Meeting

## CLOSING DATES

Issue Date	Reservation Deadline	Materials Deadline
January	12/4/23	12/11/23
February	1/4/24	1/11/24
March	2/5/24	2/9/24
April	3/4/24	3/11/24
May	4/4/24	4/10/24
June	5/4/24	5/10/24
July	6/3/24	6/10/24
August	7/3/24	7/10/24
September	8/2/24	8/9/24
October	9/4/24	9/9/24
November	10/4/24	10/11/24
December	11/4/24	11/11/24

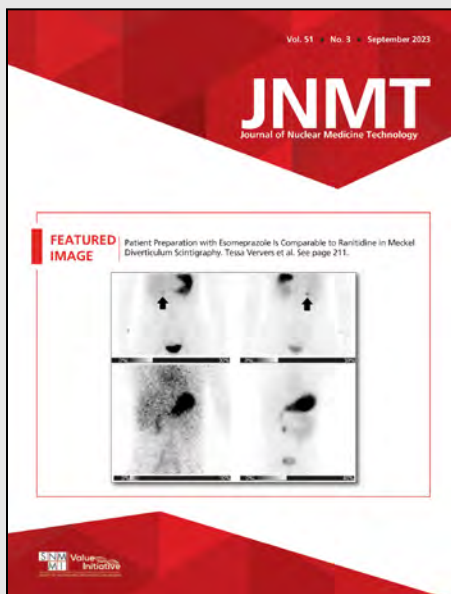
## RECRUITMENT ADVERTISING

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 ads to be typeset by SNMMI) or final press-ready PDF to [teamSNMMI@cunasso.com](mailto:teamSNMMI@cunasso.com)

## Recruitment Display Rates – BW

1 Page	½ Page	¼ Page
\$2,700	\$1,795	\$1,335

# JNMT PRINT ADVERTISING



*Journal of Nuclear Medicine Technology (JNMT)*—published by the Society of Nuclear Medicine and Molecular Imaging (SNMMI)—is the only peer-reviewed publication dedicated to nuclear medicine technology. Published quarterly, 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. Current credentialing, continuing education and licensure requirements are reported regularly.

**Editor in Chief:** Kathy S. Thomas, MHA, CNMT, PET, SNMMI-TS

**Frequency:** Quarterly (March, June, September, December)

**Print Circulation:** 3,000 Paid

**Website:** [tech.snmjournals.org](http://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.

## 4-COLOR PRINT AD RATES

Frequency	1 Page	½ Page
1X	\$4,525	\$3,725
4x	\$4,295	\$3,660

## GROSS BW PRINT AD RATES

Frequency	1 Page	½ Page
1x	\$1,975	\$1,175
4x	\$1,745	\$1,110

## INSERTS

BW earned rate times the number of pages. Contact [teamSNMMI@cunasso.com](mailto:teamSNMMI@cunasso.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 2	+25% of BW rate

## BONUS DISTRIBUTION

<b>June:</b>	SNMMI Annual Meeting
<b>September:</b>	EANM Meeting SNMMI Therapeutics Conference RSNA Annual Meeting

## 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 ads to be typeset by SNMMI) or final press-ready PDF to [teamSNMMI@cunasso.com](mailto:teamSNMMI@cunasso.com)

## Recruitment Display Rates – BW

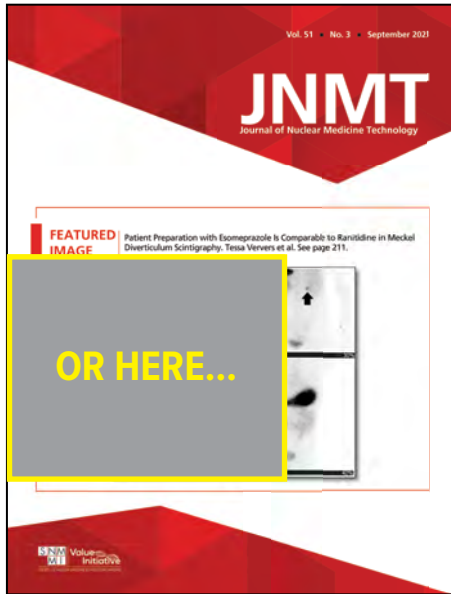
1 Page	½ Page	¼ Page
\$1,365	\$845	\$675

## CLOSING DATES

Issue Date	Reservation Deadline	Materials Deadline
March	2/2/24	2/9/24
June	5/3/24	5/10/24
September	8/5/24	8/9/24
December	11/4/24	11/8/24



# JNM/JNMT PRINT ADVERTISING



## AD SPECIFICATIONS

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

## 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 ADVERTISING OPPORTUNITIES\*

- Belly Band: \$11,500 (includes printing)
- Blow-ins: \$6,000
- JNM Cover Tip or Outsert: \$10,800 if supplied/\$11,300 if we print
- JNMT Cover Tip or Outsert: \$7,500 if supplied/\$9,500 if we print
- Cover Sticker: \$7,000 (includes printing)
- Fold-out/bookmark
  - › Gatefolds: \$17,900
  - › JNM Outsert: \$10,800 if supplied/\$11,300 if we print (Single leaf)
  - › JNMT Outsert: \$7,500 if supplied/\$9,500 if we print (Single leaf)
- Larger units, tip-ins: Rates upon request

\*Non-cancellable

## RATES AND BILLING POLICIES

- 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

## 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

## SHIPPING INSTRUCTIONS

- 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](mailto:ktuzzolino@cunnasso.com)

# PRINT ADVERTISING



## SNMMI 2024 ANNUAL MEETING MAGAZINE

This year, SNMMI aims to elevate the attendee experience by offering a revamped publication that complements the valuable education and research presented during the SNMMI Annual Meeting. The new Annual Meeting Magazine will be readily available to all attendees.

The SNMMI Annual Meeting Magazine will include:

- **Interviews with Key Speakers:** Get to know them and their focused presentations.
- **Essential Reading Selections:** Curated by the Scientific Program Committee, these are relevant articles from JNM and JNMT that relate to the meeting content.
- **Industry Corner:** This section will feature articles and updates from key industry partners and supporters.

Additionally, the SNMMI Annual Meeting Magazine will continue to feature:

- **Track Overviews:** The key topics that will be covered at the meeting will be highlighted. All session content will be easily accessible through the enhanced Annual Meeting app.
- **Exhibitor Listings:** Get an overview, booth details, and contact information for the 2024 exhibiting companies.
- **Product Categories:** Easily locate exhibiting companies by category.

### AD SPECIFICATIONS

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

### CLOSING DATES

Space Reservation: 4/25/24
Materials Due: 5/5/24

### PRINT AD POSITIONS/RATES

Ad Size	Position	Net Cost
Full Page (4-Color)	ROB	\$5,975
Full Page (B&W)	ROB	\$4,685
1/2 Page Horizontal (4-Color)	ROB	\$3,710

### PREMIUM POSITIONS

Position	Cost
Cover 4 (4-Color)	\$8,395
Cover 2 (4-Color)	\$7,330
Page 1 (4-Color)	\$7,315

### ADDITIONAL ADVERTISING OPPORTUNITIES

**One Page Industry Article:** \$5,975  
(The article may include color images and logos with a maximum of 750 words.)

**Ad/Article Spread:** \$10,500 (Includes full page 4-color Ad + one page Industry Article facing each other)

**Cover Tip:** \$8,500 Net (Includes printing)

**Blow-in Card:** \$6,500 Net  
(Contact Team SNMMI for specs & quantity)

# PRINT ADVERTISING

SNMMI SOCIETY OF NUCLEAR MEDICINE & MOLECULAR IMAGING

SEPTEMBER 2023 • NEWSLETTER

VALUE INITIATIVE

**Message from the Value Initiative Board Chair**  
SATOSHI MINOSHIMA, MD, PhD, VALUE INITIATIVE BOARD CHAIR

When the last Value Initiative Newsletter was published the Society of Nuclear Medicine and Molecular Imaging was preparing for our 2023 Annual Meeting in Chicago. I was happy to see so many familiar faces there to celebrate a year's tremendous progress in the field of nuclear medicine. The Value Initiative Alliance Board met to hear updates from the domain chairs in R&D, Quality of Practice, Outreach, Advocacy, and Workforce Pipeline & Training Education. These strategic priorities, laid out over six years ago, have guided the focus on the Value Initiative for the further development of nuclear medicine. At the Annual Meeting, we had a focused discussion of worldwide pipeline based on national data. We also had a chance to welcome several of our colleagues to their first Annual Meeting as the new domain vice-chairs.

In the domain of Quality of Practice, we welcomed vice-chair Philip Kuo, MD, from Barnes MD Anderson Cancer Center and heard from Heather Jacome, MD, from the Dana-Farber Cancer Institute. Quality of Practice was created to expand integration of best practices in all aspects of nuclear medicine to optimize patient care and access. At the Annual Meeting, Dr. Jacome spoke about programs including:

- SNMMI's new radiopharmaceutical training programs.
- The designation of radiopharmaceutical therapy centers of excellence.
- An accreditation program in radiopharmaceutical therapy, created in collaboration with IAC (International Accreditation Commission).

In the domain of Research and Discovery, we welcomed vice-chair Suzanne Lapi, PhD, from the University of Alabama at Birmingham and heard from John Sunderland, PhD, from the University of Iowa. Research and Discovery was created to accelerate discovery research, and translation in nuclear medicine and molecular imaging through funding, education, and support for professionals. Dr. Sunderland updated attendees on:

- Collaborations with the Lobular Breast Cancer Alliance and Stand Up To Cancer which resulted in a \$300,000 Lobular Carcinoma Imaging Research Grant to Marina Sharik, MD, PhD, from the University of Wisconsin, Madison.
- The Mark Shof Fund Awards, totaling \$1 million, were given to researchers.

*Continued on page 2. See Message from the VI.*

## SNMMI VALUE INITIATIVE NEWSLETTER

**Frequency:** 3 Issues – January/May/October  
**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.

Ad Size	Position	Cost
Full Page (4-Color)	ROB	\$1,500
½ Page Horizontal (4-Color)	ROB	\$850

### AD SPECIFICATIONS

Type	Dimensions
Trim size	8 ¼" x 10 ⅞"
Bleed page	8 ¾" x 11 ⅛"
Full page	7" x 10"
½ horizontal	6 ⅞" x 4 ¾"

# AUDIO ADVERTISING



**Frequency:** Quarterly  
**Cost:** \$1,000 per podcast

## SNMMI PODCAST SERIES – SNMMI.BUZZSPROUT.COM

SNMMI has launched a new Podcast Series that offers engaging and relevant content to members of the nuclear medicine and molecular imaging community. Podcast advertising provides you with the opportunity to directly reach potential customers through an audio ad. The Sole-Sponsorship Opportunity includes a 25-30 second audio talk-up at the beginning of the Podcast and a 15-second spot in the middle. Podcasts are available for download from the SNMMI website and all major platforms such as Apple, Spotify, Google, and more. In 2023, SNMMI Podcasts had an average of over 700 downloads per episode.

Upcoming topics include:

- › Innovations in Radiopharmaceutical Therapies
- › Coding and Reimbursement Q&A
- › Dosimetry
- › Interviews with Nuclear Medicine Leaders
- › Patient-focused Podcasts



# DIGITAL ADVERTISING



**1,104,000** — MONTHLY PAGE VIEWS

**JNM WEBSITE BANNER ADVERTISING – JNM.SNMJOURNALS.ORG**

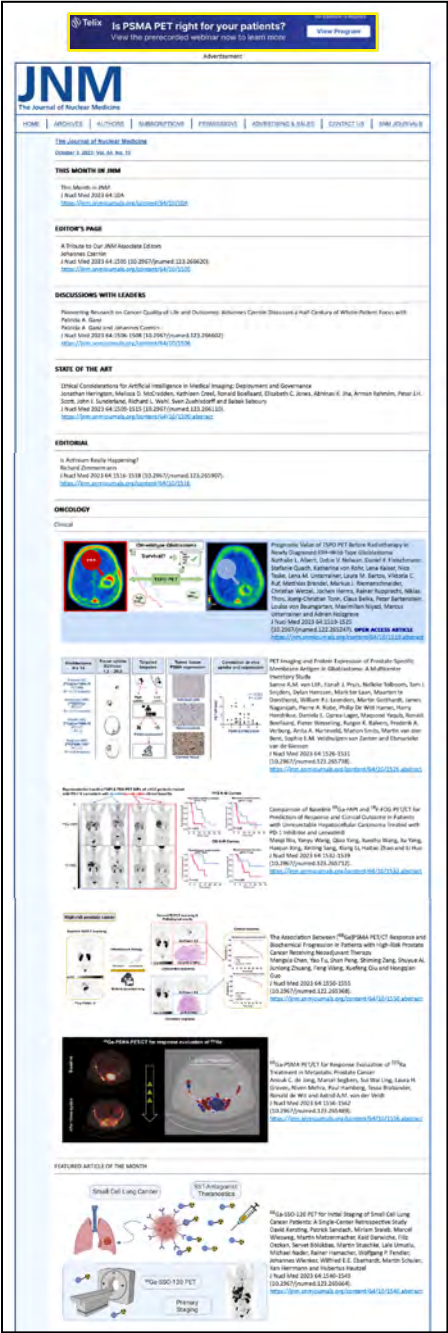
Digital advertising on *The Journal of Nuclear Medicine* online platform allows you to reach out to more than 14,000 SNMMI members, the thought leaders in the nuclear medicine field and decision-makers. In addition to nuclear medicine professionals, referring physicians and other individuals looking for the latest research on nuclear medicine and molecular imaging can also access JNM.

Position/Size (Pixels)	Impressions/ Month	Cost/Month
Top Leaderboard 728 × 90	170,000+	\$7,000 (exclusive)
Top Leaderboard 728 × 90	170,000+	\$4,000 (rotates with 1 other advertiser)
Side Wide Skyscraper 300 × 600	150,000+	\$3,750 (exclusive)
Side Inline Rectangle 300 × 250	150,000+	\$3,250 (exclusive)
Bottom Leaderboard 728 × 90	170,000+	\$5,500 (exclusive)
Bottom Leaderboard 728 × 90	170,000+	\$3,500 (rotates with 1 other advertiser)

All digital rates are net of agency commission.

WEB BANNER SPECIFICATIONS
TRACKING PIXELS ALLOWED: third-party tags and service, click-through url
FORMAT: jpeg, gif, rich media, user enabled media
MAXIMUM FILE SIZE: 150 KB
ANIMATION: maximum 3 loop per 45 seconds

# DIGITAL ADVERTISING



**FILE FORMAT**  
**FORMAT:** jpeg, gif (static images only)  
Click-through URLs

**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
Leaderboard	23,728	728x90	\$3,000
Left-side skyscraper	23,728	160x600	\$2,500

**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
Leaderboard	1,740	728x90	\$1,000
Left-side skyscraper	1,740	160x600	\$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
Leaderboard	750	728 x 90	\$800
Left- side skyscraper	750	160 x 600	\$500

All digital rates are net of agency commission.

**JNM E-ALERT BUNDLE\***

- > Get all JNM e-Alerts Leaderboard ads for \$4,000/month
- > Get all JNM e-Alerts Skyscraper ads for \$3,000/month

\*Based on availability

# DIGITAL ADVERTISING

140,000  
MONTHLY PAGE VIEWS

728x90

728x90

## JNMT WEBSITE BANNER ADVERTISING – [Tech.SNMJournals.org](http://Tech.SNMJournals.org)

Digital advertising on the *Journal of Nuclear Medicine Technology* online platform provides access to all 14,000+ SNMMI members, with particular emphasis on the nuclear medicine technologist.

Position/Size (Pixels)	Impressions/ Month	Cost/Month
Top Leaderboard 728 × 90	40,000+	\$2,100 (exclusive)
Side Wide Skyscraper 300 × 600	35,000+	\$1,100 (exclusive)
Side Top Inline Rectangle 300 × 250	35,000+	\$850 (exclusive)
Side Bottom Inline Rectangle 300 × 250	35,000+	\$600 (exclusive)
Bottom Leaderboard 728 × 90	35,000+	\$850 (exclusive)

All digital rates are net of agency commission.

### WEB BANNER SPECIFICATIONS

- TRACKING PIXELS ALLOWED: third-party tags and service, click-through url
- FORMAT: jpeg, gif, rich media, user enabled media
- MAXIMUM FILE SIZE: 150 KB
- ANIMATION: maximum 3 loop per 45 seconds

## JNMT E-TOC ALERT (TABLE OF CONTENTS)— BANNER ADVERTISING

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/Size (Pixels)	Registered Signups	Cost/Month
Leaderboard – 728 × 90	1,267	\$500
Left-side skyscraper – 160 × 600	1,267	\$400

### E-ALERT FILE FORMAT

- FORMAT: jpeg, gif (static images only)
- MAXIMUM FILE SIZE: 150 KB

# DIGITAL ADVERTISING



## SNMMI WEBSITE BANNER 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.

- Averages over 175,000 page views containing ads 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.

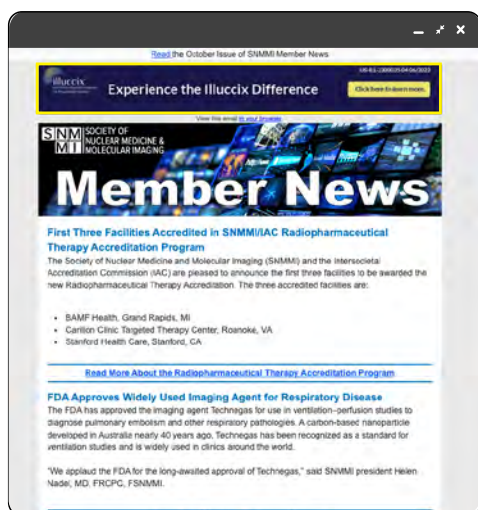
Position/Size (Pixels)	Page Views/Month	Cost/Month
Leaderboard — 728 × 90	175,000	\$7,000 (exclusive)
Leaderboard — 728 × 90	175,000	\$4,000 (rotates with 1 other advertiser)
Skyscraper — 160 × 600 <i>Interior Pages Only</i>	75,000	\$3,500 (exclusive)
Skyscraper — 160 × 600 <i>Interior Pages Only</i>	75,000	\$2,000 (rotates with 1 other advertiser)
Bottom Sticky Banner Homepage Only — 728 × 90	23,000	\$5,500 (exclusive)
Bottom Sticky Banner Homepage Only — 728 × 90	23,000	\$3,500 (rotating)
Bottom Banner Homepage Only — 728 × 90	28,000	\$2,000 (rotates with 1 other advertiser)

## WEB BANNER SPECIFICATIONS

<b>TRACKING PIXELS ALLOWED:</b> third-party tags and service, click-through url
<b>FORMAT:</b> jpeg, gif, rich media, user enabled media
<b>MAXIMUM FILE SIZE:</b> 150 KB
<b>ANIMATION:</b> maximum 3 loop per 45 seconds



# DIGITAL ADVERTISING



**10,480**  
AVERAGE RECIPIENTS

**45%**  
AVERAGE OPEN RATE

**5%**  
AVERAGE CTR

## SNMMI MEMBER NEWS — e-NEWSLETTER ADVERTISING

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

Advertise exclusively to SNMMI members each month in the Member News email containing the latest news, announcements, deadlines and special offers from the society.

**Position:** Leaderboard

**Size (Pixels):** 728 × 90

**Cost:** \$3,000 per deployment

### E-ALERT FILE FORMAT

**FORMAT:** jpeg, gif (static images only)

Click-through URLs



**10,298**  
AVERAGE RECIPIENTS

**45%**  
AVERAGE OPEN RATE

**4%**  
AVERAGE CTR

## SNMMI SNAPSHOT — e-NEWSLETTER ADVERTISING

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

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

**Position:** Leaderboard

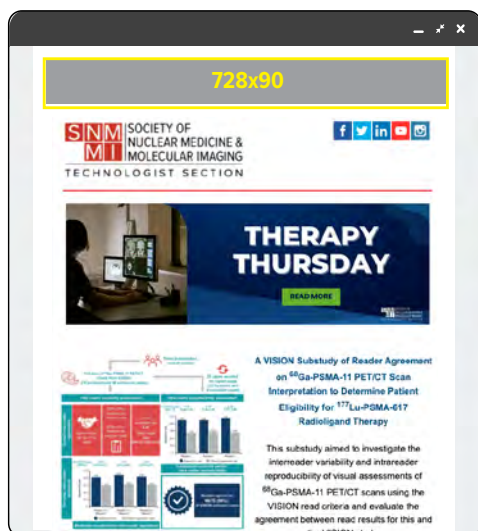
**Size (Pixels):** 728 × 90

**Cost:** \$3,000 per deployment

### E-ALERT FILE FORMAT

**FORMAT:** jpeg, gif (static images only)

Click-through URLs



**6,725**  
AVERAGE RECIPIENTS

**46.3%**  
AVERAGE OPEN RATE

**2.8%**  
AVERAGE CTR

## SNMMI-TS THERAPY THURSDAY — e-NEWSLETTER ADVERTISING

**Frequency:** Weekly (*Sent on Thursdays*)

SNMMI-TS Therapy Thursday provides members with resources and updates from around the world in radiopharmaceutical therapy every Thursday.

**Position:** Leaderboard

**Size (Pixels):** 728 × 90

**Cost:** \$1,000 per deployment

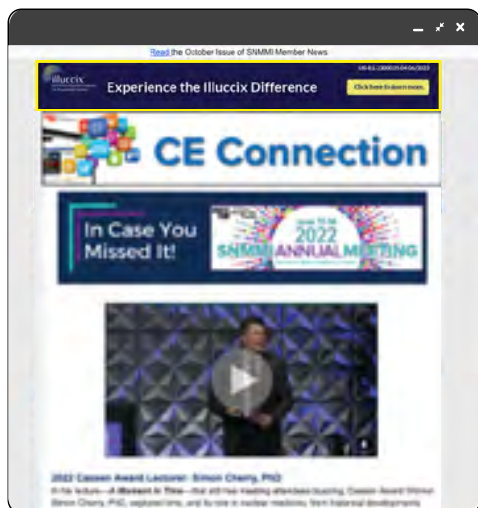
### E-ALERT FILE FORMAT

**FORMAT:** jpeg, gif (static images only)

Click-through URLs



# DIGITAL ADVERTISING



**17,000**  
AVERAGE MONTHLY  
RECIPIENTS

**28%**  
AVERAGE OPEN RATE

**6%**  
AVERAGE CTR

## CE CONNECTION — e-NEWSLETTER ADVERTISING

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

CE Connection consists of two separate email newsletters targeting physicians/scientists, lab professionals, and nuclear medicine technologists. Each issue provides the latest education, course information, resources, upcoming meetings, and online events.

**Position:** Leaderboard

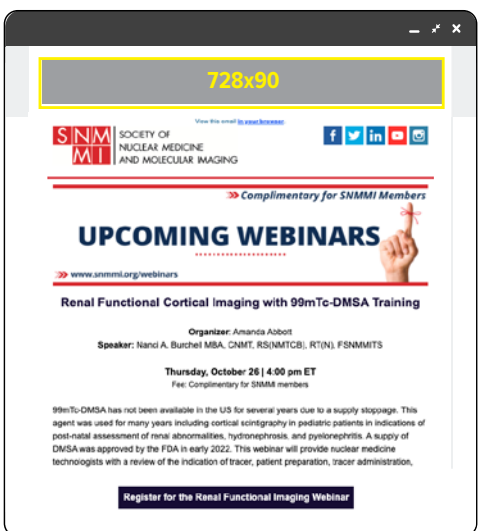
**Size (Pixels):** 728 × 90

**Cost:** \$3,000 per deployment

### E-ALERT FILE FORMAT

**FORMAT:** jpeg, gif (static images only)

Click-through URLs



**6,500**  
AVERAGE RECIPIENTS

**57%**  
AVERAGE OPEN RATE

**5%**  
AVERAGE CTR

## UPCOMING WEBINARS SERIES — Email ADVERTISING

**Frequency:** Sent 2-3 times per month based on webinar calendar

These emails promote our live webinars to members, councils/centers, and those interested in the topic.

**Position:** Leaderboard

**Size (Pixels):** 728 × 90

**Cost:** \$2,000 per deployment

### E-ALERT FILE FORMAT

**FORMAT:** jpeg, gif (static images only)

Click-through URLs

# DIGITAL ADVERTISING



**3,839**  
AVERAGE RECIPIENTS  
PER DEPLOYMENT

**55%**  
AVERAGE OPEN RATE

**4%**  
AVERAGE CTR

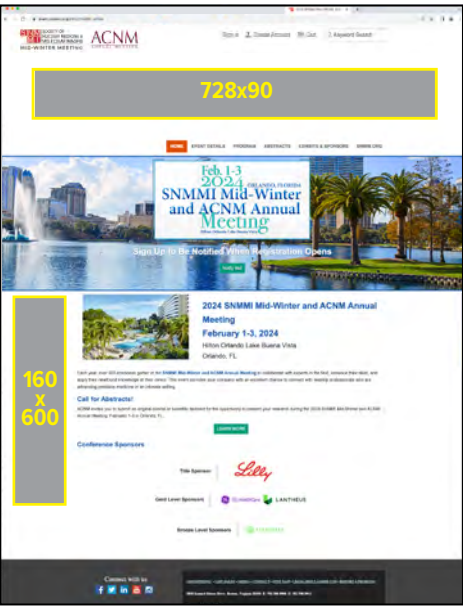
## 2024 SNMMI MID-WINTER MEETING EMAIL SERIES

**Frequency:** Approximately 15 Emails (*September 2023 – January 2024*)

This email series is designed for SNMMI members, customers, and past meeting attendees. It includes information on upcoming deadlines, sessions of interest, meeting announcements, and new events for the SNMMI 2024 Mid-Winter Meeting, which will be held on February 1-3 in Orlando, FL.

**Position:** Leaderboard  
**Size (Pixels):** 728 × 90  
**Cost:** \$3,000

**E-ALERT FILE FORMAT**  
**FORMAT:** jpeg, gif (static images only)  
Click-through URLs



## SNMMI 2024 MID-WINTER MEETING WEBSITE BANNER ADVERTISING – [WWW.SNMMI.ORG/MWM](http://WWW.SNMMI.ORG/MWM)

The Mid-Winter Meeting Website provides complete information about the 2024 Mid-Winter Meeting. It also offers highlights of current and emerging technical, preclinical, and clinical applications of Nuclear Medicine and Molecular Imaging. In addition, the website includes Chapter, Council, and National Governance Meetings information.

The website is accessible by Nuclear Medicine Professionals who seek information about the SNMMI Mid-Winter Meeting. The website will be live from September 2023 to January 2024. In 2023, the site received over 56,440 total page views.

Position/Size (Pixels)	Page Views	Cost/Month
Leaderboard — 728 × 90	56,440	\$1,000 –Sept/Oct/Nov
Leaderboard — 728 × 90	56,440	\$2,000 –Dec/Jan
Skyscraper — 160 × 600	41,500	\$1,000 –Sept/Oct/Nov
Skyscraper — 160 × 600	41,500	\$2,000 –Dec/Jan

## WEB BANNER SPECIFICATIONS

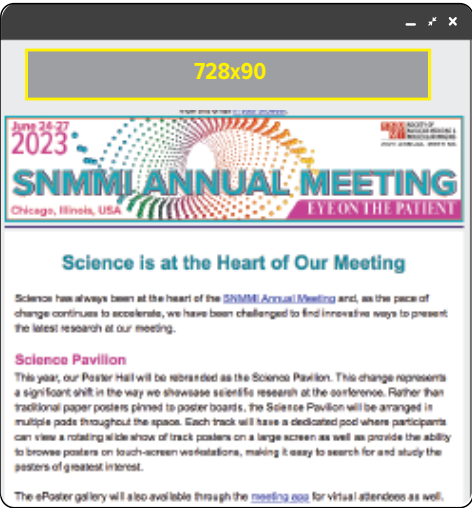
**TRACKING PIXELS ALLOWED:** third-party tags and service, click-through url

**FORMAT:** jpeg, gif, rich media, user enabled media

**MAXIMUM FILE SIZE:** 150 KB

**ANIMATION:** maximum 3 loop per 45 seconds

# DIGITAL ADVERTISING



**10,854**  
AVERAGE RECIPIENTS  
PER DEPLOYMENT

**46%**  
AVERAGE OPEN RATE

**4%**  
AVERAGE CTR

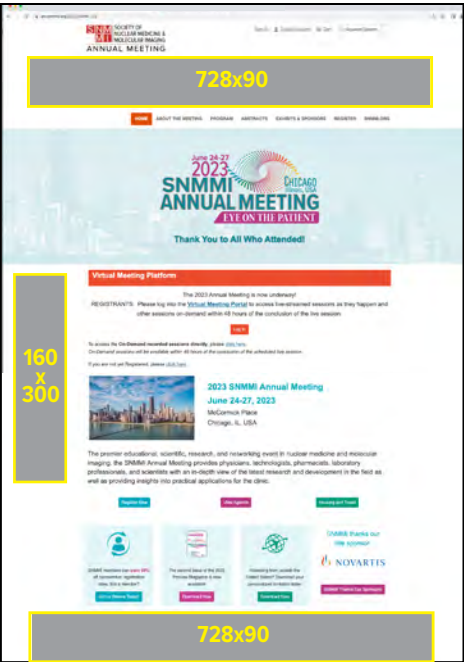
## 2024 SNMMI ANNUAL MEETING EMAIL SERIES

**Frequency:** Approximately 56 Emails (*October 2023 – June 2024*)

This email series targets SNMMI members, customers, and past meeting attendees. It provides information on upcoming deadlines, sessions of interest, and new events at the SNMMI 2024 Annual Meeting, taking place in Toronto from June 8-11.

<b>Position:</b> Leaderboard
<b>Size (Pixels):</b> 728 × 90
<b>Cost:</b> \$25,000 – Series \$3,500 – Jan/Feb \$4,500 – March/April \$6,500 – May/June

<b>E-ALERT FILE FORMAT</b>
<b>FORMAT:</b> jpeg, gif (static images only)
Click-through URLs



## SNMMI 2024 ANNUAL MEETING WEBSITE BANNER ADVERTISING – WWW.SNMMI.ORG/AM

The Annual Meeting Website provides comprehensive information on the 2024 Annual Meeting, including cutting-edge research, the latest advancements in the field, critical practice tools, networking opportunities with thought leaders, and the Expo featuring the latest in technological and scientific innovation. The website is designed for nuclear medicine professionals seeking information about the SNMMI Annual Meeting. It will be live from December 2023 to July 2024.

Position/Size (Pixels)	Page Views	Cost/Month
Leaderboard — 728 × 90	158,500	Dec – March \$3,000 per month
Leaderboard — 728 × 90	158,500	April – June \$6,000 per month
Skyscraper — 160 × 600 (on most interior pages)	80,000	Dec – March \$3,000 per month
Skyscraper — 160 × 600 (on most interior pages)	80,000	April – June \$6,000 per month
Bottom Sticky Banner — 728 × 90	33,300	Dec – March \$3,000 per month
Bottom Sticky Banner — 728 × 90	33,300	April – June \$6,000 per month

## WEB BANNER SPECIFICATIONS

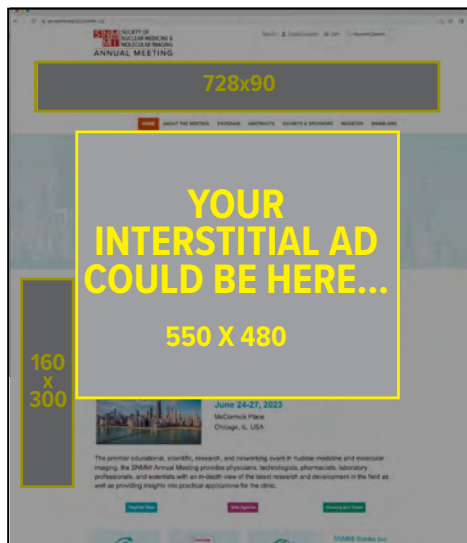
**TRACKING PIXELS ALLOWED:** third-party tags and service, click-through url

**FORMAT:** jpeg, gif, rich media, user enabled media

**MAXIMUM FILE SIZE:** 150 KB

**ANIMATION:** maximum 3 loop per 45 seconds

# DIGITAL ADVERTISING



## SNMMI 2024 ANNUAL MEETING WEBSITE INTERSTITIAL AD

### Features:

- > Large 550 × 480 Interstitial Ad
- > Ad displays for 15 seconds before the expected 2024 Annual Meeting Home Page
- > Ad will appear once every 3 days per IP address
- > Available for complete term
- > Total Ad Impressions: 160,000+
- > Cost: Dec–March: \$2,000 per month April/May/June: \$3,500 per month

### WEB BANNER SPECIFICATIONS

**TRACKING PIXELS ALLOWED:** third-party tags and service, click-through url

**FORMAT:** jpeg, gif, rich media, user enabled media

**MAXIMUM FILE SIZE:** 150 KB

**ANIMATION:** maximum 3 loop per 45 seconds



## SNMMI ANNUAL MEETING DIGITAL PREVIEW MAGAZINES

The Annual Meeting Preview e-Magazines for the upcoming June 8-11, 2024 Annual Meeting in Toronto offer full-page digital advertisement. These magazines provide detailed information about the event 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

**Frequency:** 2 digital only issues (April/May)

**Distribution:** 40,000 per issue

**Advertising:** Full page four color digital ads

**Size:** 8¼" W × 10⅞" H

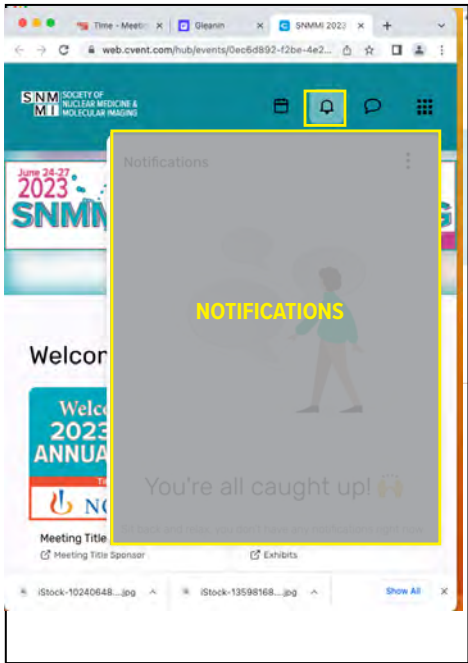
**Cost:** \$3,500 – 1 Page / 1 Issue  
\$6,500 – 2 Page / 2 Issues

### CLOSING DATES

April Preview: 3/11/24

May Preview: 4/10/24

# DIGITAL ADVERTISING



## SNMMI 2024 ANNUAL MEETING APP PUSH NOTIFICATIONS

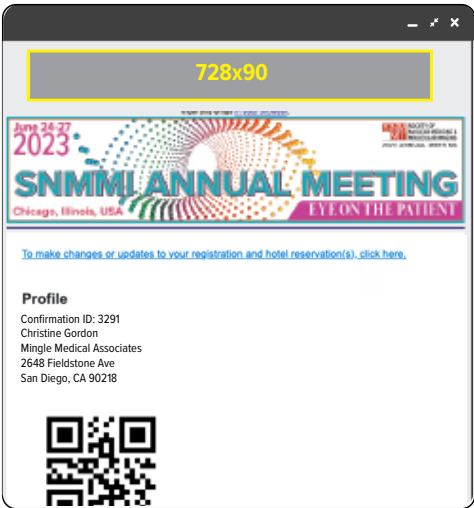
The 2024 Annual Meeting App will include information on:

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

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**Cost:** \$2,000 per push notification  
*(Push notification only: exhibitors have the option of purchasing push notifications only during the three days of exhibits)*

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## SNMMI 2024 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

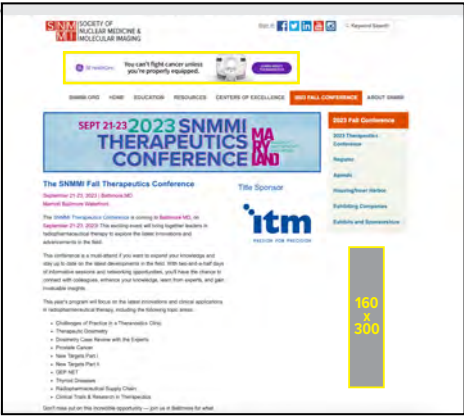
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**Cost:** \$7,000

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# DIGITAL ADVERTISING



## SNMMI 2024 THERAPEUTICS CONFERENCE WEBSITE BANNER ADVERTISING – [WWW.SNMMI.ORG/TC24](http://WWW.SNMMI.ORG/TC24)

The SNMMI 2024 Therapeutics Conference is a highly anticipated event that will be held from September 19-21 at the Bethesda Marriott in Bethesda, MD. If you are interested in promoting your brand or services, you can take advantage of the website banner ads available on the Therapeutics Conference Website.

In 2023, the Therapeutics Conference Website had over 35,000 page views, and it is expected to be live in September 2024. The website features the latest innovations and clinical applications in radiopharmaceutical therapy, along with discussions on the challenges of practice in a Theranostic Clinic, therapeutic dosimetry, prostate cancer, GEP-NET, and much more.

If you want to stay up-to-date with the latest developments and advancements in the field of radiopharmaceutical therapy, the SNMMI 2024 Therapeutics Conference is an event you don't want to miss..

Position/Size (Pixels)	2023 Page Views	Cost/Month
Leaderboard — 728 × 90	35,000	\$2,000 – Sept/Oct/Nov
Skyscraper — 160 × 600	35,000	\$2,000 –Sept/Oct/Nov

### WEB BANNER SPECIFICATIONS

<b>TRACKING PIXELS ALLOWED:</b> third-party tags and service, click-through url
<b>FORMAT:</b> jpeg, gif, rich media, user enabled media
<b>MAXIMUM FILE SIZE:</b> 150 KB
<b>ANIMATION:</b> maximum 3 loop per 45 seconds