

# 2021 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.



The collage displays various advertising platforms:

- JNM (The Journal of Nuclear Medicine) Website:** Shows the current issue (September 2020) with a citation index of 7,887. It features a 'FEATURED ARTICLE' on intraoperative <sup>68</sup>Ga-PSMA Cerenkov Luminescence Imaging for Surgical Margins in Radical Prostatectomy.
- JNMT (Journal of Nuclear Medicine Technology) Website:** Shows the current issue (September 2020) and lists recent popular articles.
- Molecular Imaging News:** A digital news section with articles such as 'Study evaluates new flexible PET scanner' and 'Novel drug combo reduces size of glioma brain tumor in mouse models'.
- 2019 Annual Meeting Program Book:** A print advertisement for the 2019 Annual Meeting in Anaheim, California, held from June 22-25, 2019. It includes a QR code for more information.
- SNMMI Website:** Shows the main navigation menu and a featured video titled '2019-20 SNMMI President'.

**Contact Team SNMMI**  
**Cunningham Associates**

Charlie Meitner, Kevin Dunn, Jim Cunningham  
T: 201.767.4170 ■ F: 201.767.8065  
Email: TeamSNMMI@cunnasso.com

**SNMMI**

1850 Samuel Morse Dr.  
Reston, VA 20190

# 2021 PRINT AND DIGITAL ADVERTISING OPPORTUNITIES



## CONTENTS

### PAGES 3-5: JNM & JNMT PRINT ADVERTISING OPPORTUNITIES

- Pages 3 & 5** ■ JNM Print Advertising Opportunities/ Specifications
- Pages 4 & 5** ■ JNMT Print Advertising Opportunities/ Specifications

### PAGES 6-11: SNMMI DIGITAL ADVERTISING OPPORTUNITIES

- Page 6** ■ JNM & JNMT Online
- Page 7** ■ JNM & JNMT e-Alert Advertising
- Page 8** ■ SNMMI.org
- Pages 9** ■ SNMMI e-Newsletter Advertising
- Pages 10 & 11** ■ SNMMI Email Blast Advertising

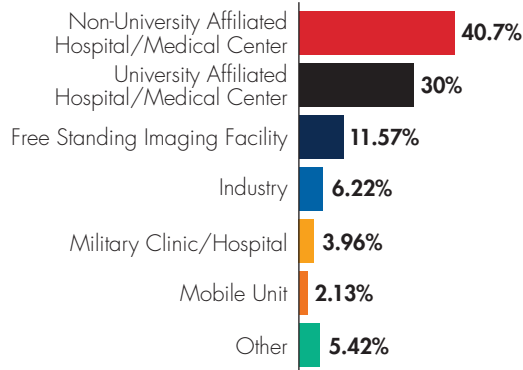
### PAGES 12-14: SNMMI MEETINGS MARKETING OPPORTUNITIES

- Page 12** ■ 2021 Annual Meeting Preview Issue & Annual Meeting Website
- Page 13** ■ 2021 Annual Meeting & Mid-Winter Meeting Opportunities
- Page 14** ■ 2021 SNMMI Annual Meeting and Mid-Winter Meeting Onsite Opportunities

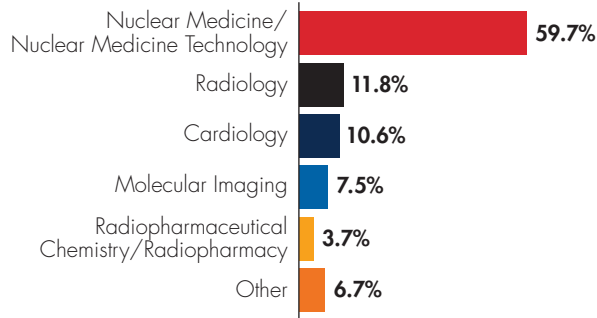
## SNMMI MEMBER DEMOGRAPHICS

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.

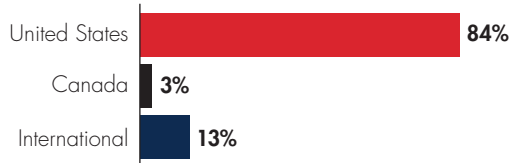
### WORKPLACE ENVIRONMENT



### 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.

- 7.887 impact factor makes JNM #4 out of 133 medical imaging journals worldwide
- 2.386 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.



## 2021 JNM PRINT ADVERTISING RATES

### GROSS BW RATES

Frequency	1 Page	½ Page
1x	\$3,250	\$1,960
3x	\$3,100	\$1,725
6x	\$3,000	\$1,690
12x	\$2,735	\$1,555

### COLOR RATES

Color/Position	Cost
4-Color	\$2,425 in addition to the BW rate
Inserts	BW earned rate times the number of pages. Contact <a href="mailto:TeamSNMMI@cunnasso.com">TeamSNMMI@cunnasso.com</a> 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	12/4/20	12/10/20
February	1/4	1/11
March	2/5	2/10
April	3/5	3/10
May	4/5	4/9
June	5/5	5/10
July	6/4	6/10
August	7/5	7/9
September	8/5	8/10
October	9/3	9/10
November	10/5	10/11
December	11/5	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](mailto: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.



## 2021 JNMT PRINT ADVERTISING RATES

### GROSS BW RATES

Frequency	1 Page	½ Page
1x	\$1,860	\$1,105
4x	\$1,645	\$1,045

### COLOR RATES

Color/Position	Cost
4-Color	\$2,425 in addition to the BW rate
Inserts	BW earned rate times the number of pages. Contact <a href="mailto:TeamSNMMI@cunnasso.com">TeamSNMMI@cunnasso.com</a> 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	2/5	2/10
June	5/5	5/10
September	8/5	8/10
December	11/5	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](mailto: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)

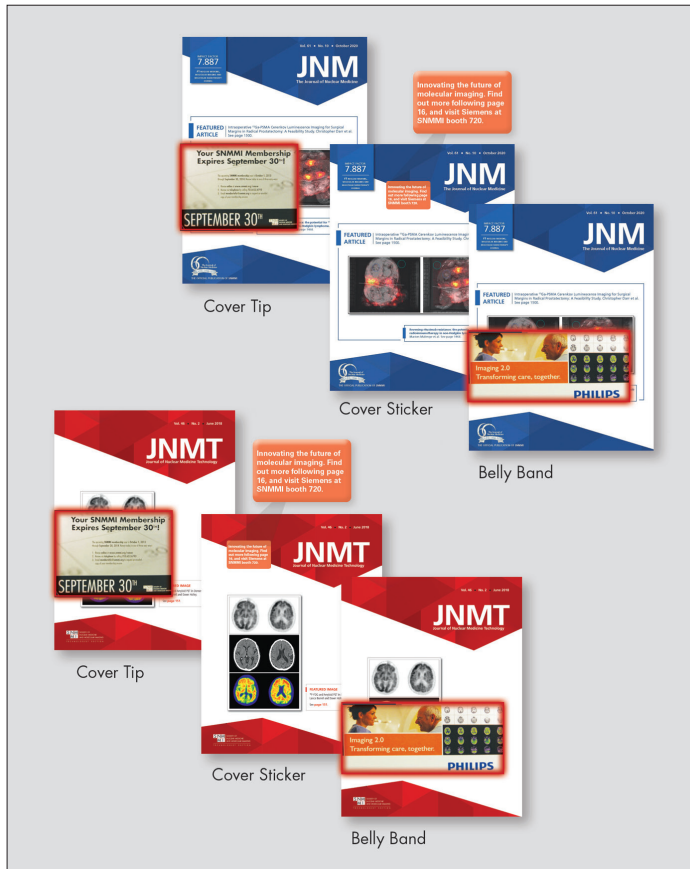
### Fold-out/bookmark

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

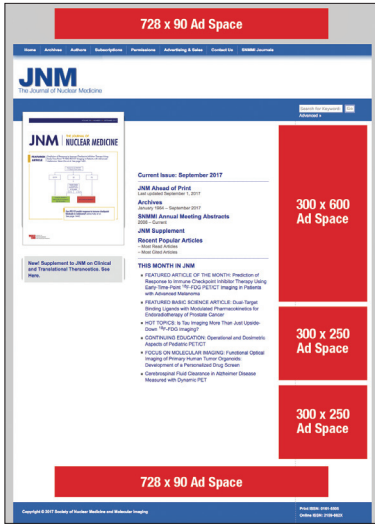
T: 201.767.4170 ■ F: 201.767.8065

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 170,000 monthly page views
- Offers a competitive CPM

### JNMT Online:

- Averages more than 30,000 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	\$5,000 (exclusive) \$3,000 (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.

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

# 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-in's 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-in's 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-in's 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-in's 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	\$5,000 (exclusive) \$3,000 (rotating)
Skyscraper (160 x 600)	75,000	\$2,000 (exclusive) \$1,200 (rotating)
<b>NEW FOR 2021</b> Bottom Sticky Banner (728 x 90) Home page only	175,000	\$4,000 (exclusive) \$2,500 (rotating)

### 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

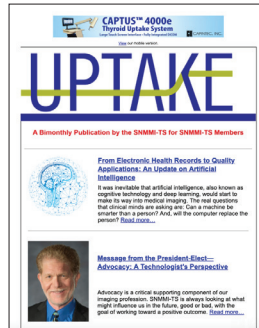
SNMMI e-Newsletter Advertising

## ■ 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 1<sup>st</sup> 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 15<sup>th</sup> of each month)

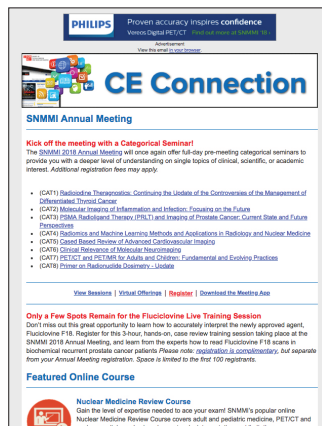
**Average Monthly Recipients:** 17,000 (4,850 physicians/scientists/lab professionals & 12,150 technologists)

**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 2021)
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.

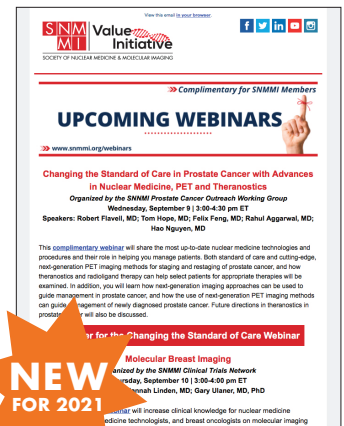
**Frequency:** Sent 4-7 times per month based on webinar calendar

**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.

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

# SNMMI DIGITAL ADVERTISING OPPORTUNITIES

SNMMI Email Blast Advertising

## SNMMI ANNUAL MEETING

June 12–15, 2021 | Washington, DC

### 2021 SNMMI ANNUAL MEETING SERIES

**Frequency:** Approximately 25 deployments between October 2020 & June 2021

**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 2021 Annual Meeting taking place June 12–15 in Washington, DC.

Position	Dimensions	Cost for Complete Term (Oct 2020–Jun 2021)
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  
1600 Summit Plaza Dr  
Reston, VA 20190  
703.738.8000  
Manage your email preferences.

## SNMMI 2021 MID-WINTER MEETING

January 28–30, 2021 | San Francisco, CA

### 2021 SNMMI MID-WINTER MEETING SERIES

**Frequency:** Approximately 15 deployments between September 2020 & January 2021

**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 2021 Mid-Winter Meeting taking place January 28–30 in San Francisco, CA.

Position	Dimensions	Cost (Sept 2020–Jan 2021)
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 ibibegarsen (I-131) 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.

Hotel | Exhibits | Register

[f](#) [in](#) [v](#) [t](#) [g+](#) [p](#)

**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 12–15, 2021 | Washington, DC

### PRE-SHOW OPPORTUNITIES

#### SNMMI ANNUAL MEETING PREVIEW ISSUES

The SNMMI will once again produce the popular Annual Meeting Preview Issues for the 2021 meeting in Washington, DC June 12–15.

These issues will feature information on the 2021 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)
- **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

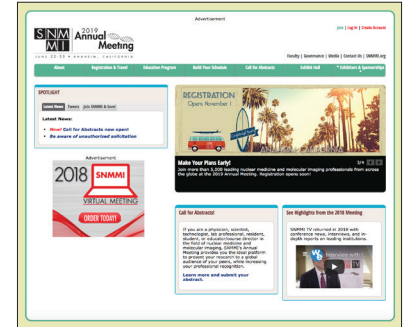
**March Issue:** 1/29/21  
**April Issue:** 3/2/21



## SNMMI 2021 ANNUAL MEETING WEBSITE

### The Annual Meeting Website features:

- Complete information on the 2021 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 2020 – July 2021

### ADVERTISING POSITIONS

Position	2020 Page Views	Cost
Leaderboard (728 x 90)	280,000+ total (Avg 35,000+/ month)	\$15,000 (Dec–July) or \$2,000/month
Skyscraper (160 x 600) on most interior pages	280,000+	\$15,000 (Dec–July) or \$2,000/month
Bottom Sticky Banner (728 x 90)	280,000+	\$15,000 (Dec–July) or \$2,000/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 2021 ANNUAL MEETING WEBSITE INTERSTITIAL AD

### Features:

- Large 550 x 480 Interstitial Ad
- Loads for 15 seconds before users reach the 2021 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:** \$18,000 for complete term



## 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.

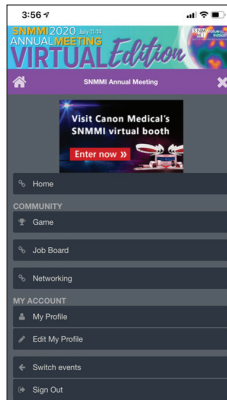
## ■ SNMMI 2021 ANNUAL MEETING APP

The 2021 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 2021
- **Cost:** \$10,000 per sponsor



## ■ SNMMI 2021 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 2021 MID-WINTER MEETING

January 28–30, 2021 | San Francisco, CA

## ■ SNMMI 2021 MID-WINTER MEETING WEBSITE

The Mid-Winter Meeting Website features:

- Complete information on the 2021 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, 2020 through January, 2021
- This site received over 51,500+ total page views in 2020



## ADVERTISING POSITIONS

Position	2020 Page Views	Cost
Leaderboard (728 x 90)	51,500+	\$1500 (Sept 2020 – Jan 2021)
Skyscraper (160 x 600)	51,500+	\$1500 (Sept 2020 – Jan 2021)

## 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

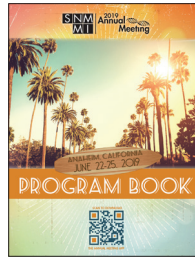
June 12–15, 2021 | Washington, DC

### ■ SNMMI 2021 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 × 10⅞" height
Bleed size	8¾" width × 11¼" height
Full page	7" width × 10" height
½ page horizontal	6⅞" width × 4¾" height

### CLOSING DATES

**Commitment:** 4/24/21 | **Materials:** 5/5/21

### ■ SNMMI 2021 ANNUAL MEETING POCKET GUIDE

**Reach:** 5,000

**Content:**

- SNMMI 2021 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 × 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 × 6⅞" height
Bleed size	4½" width × 7⅞" height

### CLOSING DATES

**Commitment:** 4/22/21 | **Materials:** 5/13/21