

2023 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 Website:** Shows the homepage for The Journal of Nuclear Medicine, featuring a search bar, navigation menu, and a featured article section.
- JNM Journal Cover:** Displays the cover of Volume 63, Number 8, August 2022, with a highlighted impact factor of 11.082.
- Program Book:** Shows the cover of the Vancouver 2022 SNMMI Annual Meeting Program Book, titled 'Advancing Precision Imaging & Therapy'.
- Newsletters:** Includes a screenshot of the 'Molecular Imaging News' newsletter with a list of articles.
- Video:** Shows a video player for the '2019 SNMMI President' address.

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

2023 PRINT AND DIGITAL ADVERTISING OPPORTUNITIES



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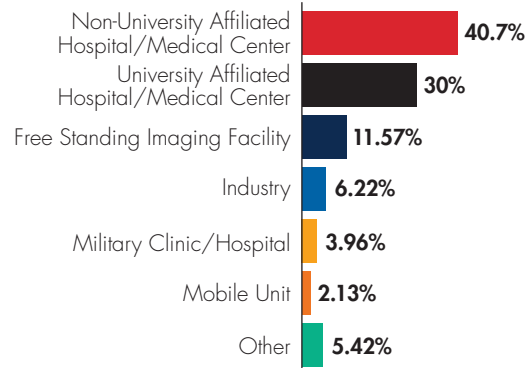
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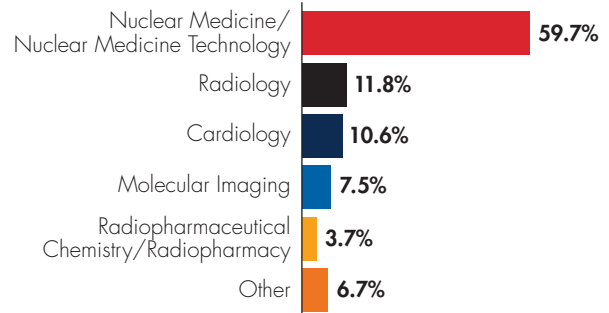
SNMMI MEMBER DEMOGRAPHICS

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.

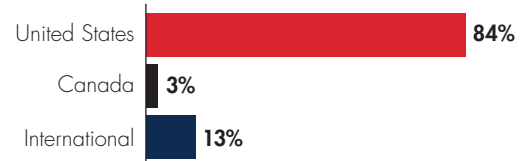
WORKPLACE ENVIRONMENT



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.

- **Impact Factor:** 11.082 makes JNM #4 out of more than 200 medical imaging journals worldwide
- **Immediacy Index:** 3.487 consistently ranks among the highest of all medical imaging journals

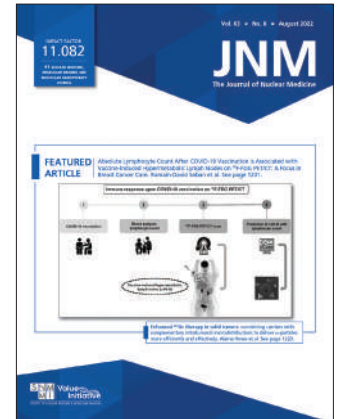
JNM is valued by its readers:

- 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.



2023 JNM PRINT ADVERTISING RATES

GROSS BW 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

COLOR RATES

Color/Position	Cost
4-Color	\$2,550 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

- January:** SNMMI Mid-Winter Meeting
June: SNMMI Annual Meeting
September: EANM Meeting
November: RSNA Annual Meeting

CLOSING DATES

Issue Date	Reservation Deadline	Materials Deadline
January	12/2/22	12/9/22
February	1/4	1/11
March	2/3	2/10
April	3/3	3/10
May	4/4	4/10
June	5/5	5/10
July	6/2	6/9
August	7/5	7/10
September	8/4	8/10
October	9/5	9/8
November	10/5	10/11
December	11/3	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
\$2,700	\$1,795	\$1,335

Line Advertisements

\$50 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.



2023 JNMT PRINT ADVERTISING RATES

GROSS BW RATES

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

COLOR RATES

Color/Position	Cost
4-Color	\$2,550 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	2/3	2/10
June	5/5	5/10
September	8/4	8/10
December	11/3	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
\$1,365	\$845	\$675

Line Advertisements

\$40 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 – \$11,500 (includes printing)
 Blow-ins – \$6,000
JNM Cover Tip – \$9,800 if supplied/\$10,300 if we print
JNMT Cover Tip – \$7,500 if supplied/\$9,500 if we print
 Cover Sticker – \$7,000 (includes printing)

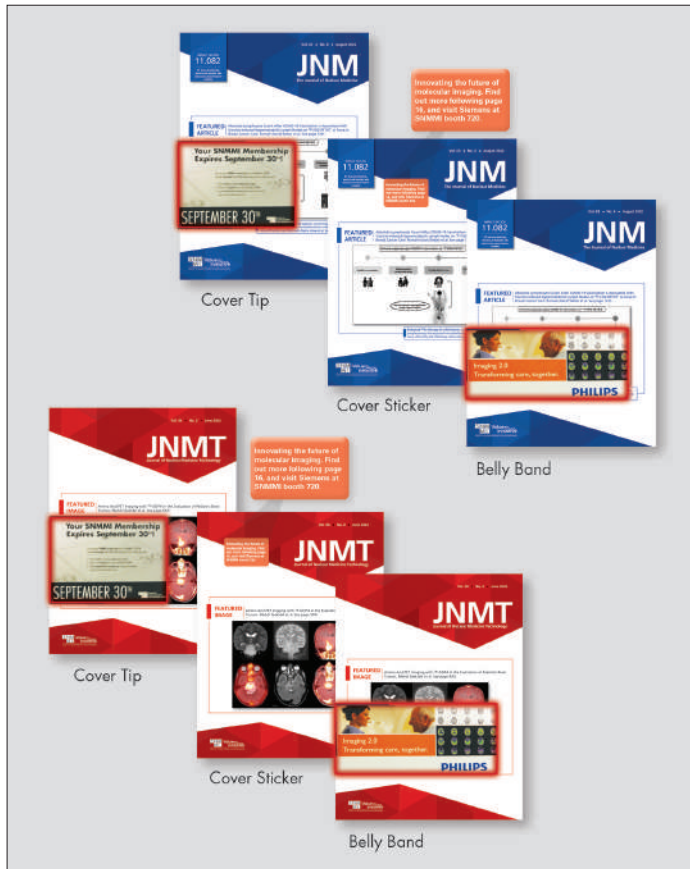
Fold-out/bookmark

Gatefolds – \$17,900
 Outsert – \$10,800 (single leaf)

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

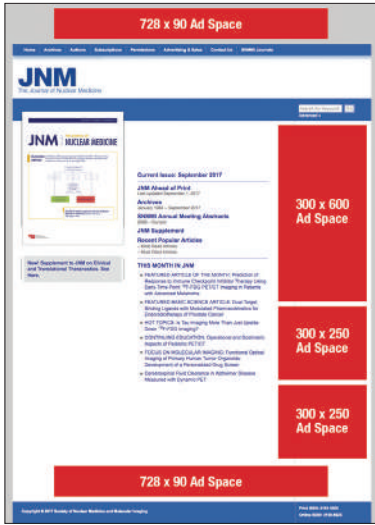
T: 201.767.4170 ■ F: 201.767.8065

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 1,160,000 monthly page views
- Offers a competitive CPM

JNMT Online:

- Averages more than 140,000 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+	\$6,000 (exclusive) \$3,500 (rotates with 1 other advertiser)
Right-side Tower (300 x 600)	150,000+	\$3,500 (exclusive)
Right-side Top Tower (300 x 250)	150,000+	\$3,000 (exclusive)
Right-side Bottom Tower (300 x 250)	150,000+	\$2,500 (exclusive)
Bottom Leaderboard (728 x 90)	170,000+	\$5,000 (exclusive) \$3,000 (rotating)

JNMT ONLINE ADVERTISING RATES

Position	Impressions/ Month	Cost/Month
Leaderboard (728 x 90)	30,000+	\$2,000 (exclusive)
Right-side Tower (300 x 600)	25,000+	\$1,000 (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+	\$750 (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	\$2,500
eTOC left-side skyscraper	29,451	160 x 600	\$2,000

■ 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 \$3,500/month
- Get all *JNM* e-Alerts Skyscraper ads for \$2,500/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

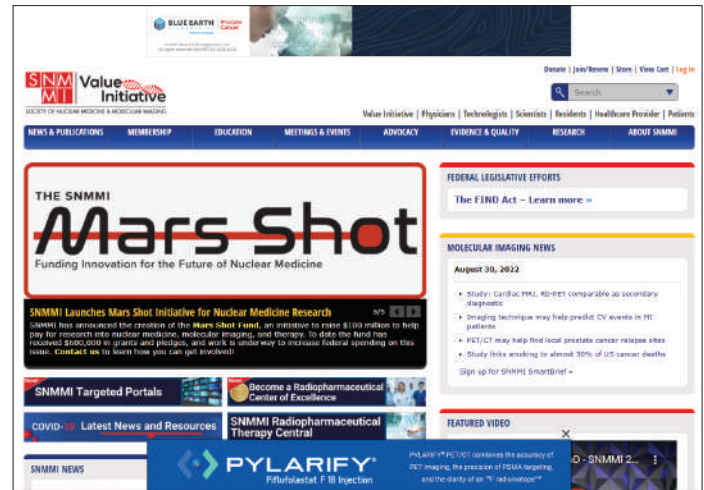


Position	Page Views/ Month	Cost/Month
Leaderboard (728 x 90)	175,000	\$6,000 (exclusive) \$3,500 (rotating)
Skyscraper (160 x 600)	75,000	\$3,000 (exclusive) \$1,500 (rotating)
Bottom Sticky Banner (728 x 90) Home page only	23,000	\$5,000 (exclusive) \$3,000 (rotating)

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

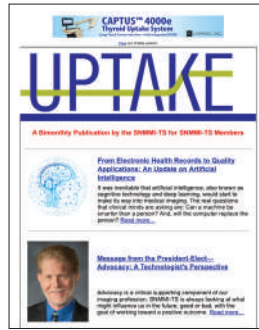
SNMMI e-Newsletter Advertising

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 1st of each month)

Average Monthly Recipients:
10,500

Average Open Rate: 39.2%

Average CTR: 5.5%

Average Forward Rate: 24.9%

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	\$2,000

CTN PATHWAYS E-NEWSLETTER

Frequency: 2 times per year (Jan, June)

Average Paid Recipients:
10,500

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	\$2,000

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	\$2,000

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 2023)
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 2-3 times per month based on webinar calendar

Average Recipients: 6,500

Average Open Rate: 57%

Average CTR: 4.9%

Unique Forward Rate: 26.3%



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 24–27, 2023 | Chicago, IL

2023 SNMMI ANNUAL MEETING SERIES

Frequency: Approximately 25 deployments between November 2022 & June 2023

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

Average Open Rate: 45%

Average CTR: 4.7%

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 2023 Annual Meeting taking place June 24–27 in Chicago, IL.

Position	Dimensions	Cost for Complete Term (Oct 2022–Jun 2023)
Leaderboard	728 x 90	\$25,000 (all nine months) OR \$5,000/month (May and June only)



SNMMI 2023 MID-WINTER MEETING

January 26–28, 2023 | San Francisco, CA

2023 SNMMI MID-WINTER MEETING SERIES

Frequency: Approximately 15 deployments between September 2022 & January 2023

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

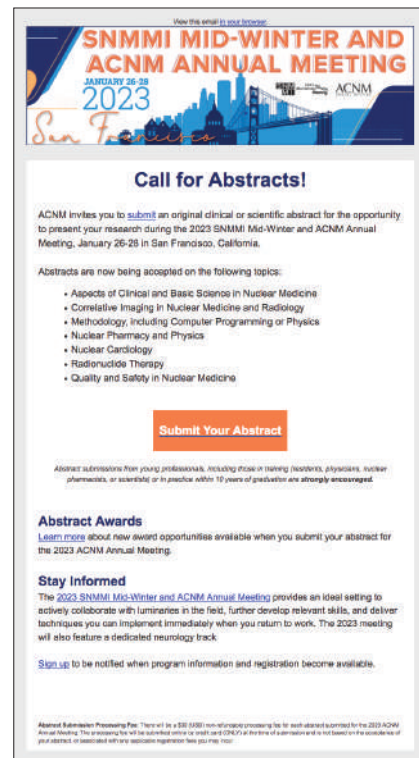
Average Open Rate: 44%

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 2023 Mid-Winter Meeting taking place January 26–28 in San Francisco, CA.

Position	Dimensions	Cost (Sept 2022–Jan 2023)
Leaderboard	728 x 90	\$2,500



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 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 24–27, 2023 | Chicago, IL

PRE-SHOW OPPORTUNITIES

SNMMI ANNUAL MEETING PREVIEW ISSUES

The SNMMI will once again produce the popular Annual Meeting Preview Issues for the 2023 meeting in Chicago, IL June 24–27.

These issues will feature information on the 2023 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:** 3 digital only issues (April/May/June)
- **Distribution:** 20,000 per issue
- **Advertising:** Full page four color digital ads

RATES

Cost For One Issue	Cost For Two Issues	Cost For Three Issues
\$3,500 per page	\$3,250 per page (Total cost \$6,500)	\$3,000 per page (Total cost \$9,000)

ADVERTISING SPECIFICATIONS

Trim Size: 8¼" W x 10⅞" H

Bleed Size: 8¾" W x 11⅞" H

CLOSING DATES

April: 3/10/23 | **May:** 4/10/23 | **June:** 5/10/23



SNMMI 2023 ANNUAL MEETING WEBSITE

The Annual Meeting Website features:

- Complete information on the 2023 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 2022 – July 2023

ADVERTISING POSITIONS

Position	2022 Page Views	Cost
Leaderboard (728 x 90)	280,000+ total (Avg 35,000+/month)	Dec – March \$2,500 per month/ April – June \$5,000 per month
Skyscraper (160 x 600) on most interior pages	280,000+	Dec – March \$2,500 per month/ April – June \$5,000 per month
Bottom Sticky Banner (728 x 90)	280,000+	Dec – March \$2,500 per month/ April – June \$5,000 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.

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

SNMMI MEETINGS MARKETING OPPORTUNITIES

■ SNMMI 2023 ANNUAL MEETING WEBSITE INTERSTITIAL AD

Features:

- Large 550 x 480 Interstitial Ad
- Loads for 15 seconds before users reach the 2023 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.

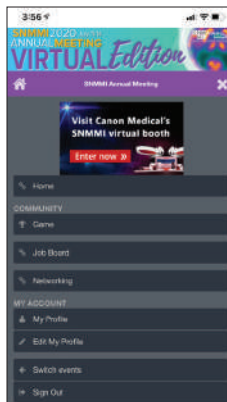
■ SNMMI 2023 ANNUAL MEETING APP

The 2023 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 six 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 2023
- **Cost:** \$10,000 per sponsor



■ SNMMI 2023 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:** \$6,000

SNMMI 2023 MID-WINTER MEETING

January 26–28, 2023 | San Francisco, CA

■ SNMMI 2023 MID-WINTER MEETING WEBSITE

The Mid-Winter Meeting Website features:

- Complete information on the 2023 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, 2022 through January, 2023
- This site received over 51,500+ total page views in 2022



ADVERTISING POSITIONS

Position	2022 Page Views	Cost
Leaderboard (728 x 90)	51,500+	\$1500 (Sept 2022 – Jan 2023)
Skyscraper (160 x 600)	51,500+	\$1500 (Sept 2022 – Jan 2023)

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

NEW! SNMMI Podcast Series

SNMMI.Buzzsprout.com

SNMMI has launched a new Podcast Series offering engaging relevant content to members of the nuclear medicine and molecular imaging community.



Upcoming topics include:

- Coding and Reimbursement Q&A
- Dosimetry
- Interviews with Nuclear Medicine Leaders
- Patient-focused Podcasts

Podcasts can be downloaded from the SNMMI website as well as all the major platforms such as Apple, Spotify, Google and more.

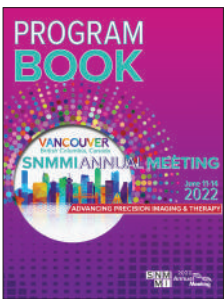
Sole-Sponsorship Opportunity includes a 25-30 second audio talk-up at the beginning of the Podcast and a 15 second spot in the middle.

Introductory cost: \$500 per Podcast

SNMMI ANNUAL MEETING ONSITE OPPORTUNITIES

June 24–27, 2023 | Chicago, IL

NEW FOR 2023! THE SNMMI ANNUAL MEETING PROGRAM+



This year, SNMMI will look to enhance the attendee experience by providing a refreshed publication to accompany the valuable education and research being presented during the SNMMI Annual Meeting. This new Program+ will replace the traditional program book and will be available to all meeting attendees.

All standard general information, session content, speakers, and key details will still be accessible through SNMMI's new Annual Meeting app/platform.

The new SNMMI Annual Meeting Program+ will feature:

- **Interviews with Key Speakers** – learn more about them and their focused presentations
- **Essential Reading Selections** – relevant, hand-picked articles from *JNM* and *JNMT* that relate to meeting content, curated by the Scientific Program Committee
- **Industry Corner** – featuring articles and updates from key industry partners and supporters

The Program+ will continue to feature:

- **Track Overviews** – highlighted by key topics being covered at the meeting. *All session content will be at your fingertips in the enhanced Annual Meeting app.*
- **Exhibitor Listings** – great overviews, booth, and contact information from 2023 exhibiting companies
- **Product Categories** – locate exhibiting companies by category

New for 2023: In addition to the standard advertising options the SNMMI Annual Meeting Program+ will offer exhibitors the option to include:

- **One Page Industry Article** – 750 words or less
- **Ad/Article spread** – combo package for maximum exposure

ADVERTISING POSITIONS

Position	Net Cost
1 Page 4c ROB	\$5,975
1 Page BW ROB	\$4,685
Back Cover, 4c	\$8,395
Cover 2, 4c	\$7,330
Page 1, 4c	\$7,315
½ Page Horizontal, 4c	\$3,710

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

High Impact Marketing Opportunities

- **New for 2023:** One Page Industry Article: \$5,975 (Articles can contain color images and logos)
- **New for 2023:** Ad/Article spread: \$10,500 (Includes 1 page 4c Ad + one page Industry Article facing each other)
- **Belly Band:** \$8,500 Net (Includes printing)
- **Cover Tip:** \$7,500 Net (Includes printing)
- **Blow-in Card:** \$6,500 Net
- **Contact Team SNMMI** for specs & quantity

CLOSING DATES

Commitment: 4/25/23 | **Materials:** 5/5/23