

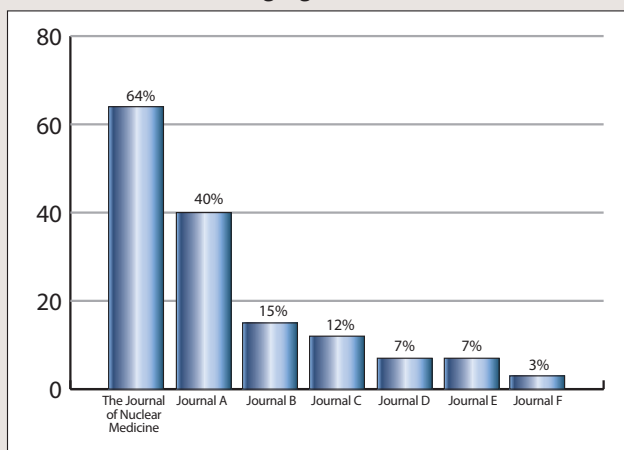


The Journal of Nuclear Medicine

The Journal of Nuclear Medicine has quality and influence—and the #1-rated nuclear medicine journal just keeps getting better. In June 2008, the Institute for Scientific Information (ISI) reported JNM’s impact factor as 6.662, the second highest impact of all medical imaging journals worldwide.

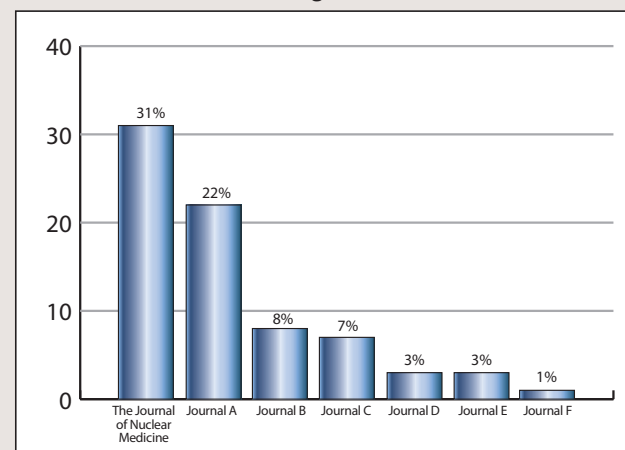
Who is reading JNM?

Average Issue Readership among Leading Imaging Journals



*PERQ/HCI Corporate Custom Study of Medical Imaging Publications among the circulation of *The Journal of Nuclear Medicine* (July 2007)

Ad Exposure in the Average Issue



*PERQ/HCI Corporate Custom Study of Medical Imaging Publications among the circulation of *The Journal of Nuclear Medicine* (July 2007)

Readership

Physicians	28%
Technologists	41%
Residents & Technologist Students	8%
Institutions	13%
Other (scientists, industry, retired, nonmembers)	10%

JNM and JNMT are distributed at a variety of trade shows around the world, including:

- SNM Annual Meeting (June issues)
- American Society of Nuclear Cardiology (September issues)
- European Association of Nuclear Medicine (September issues)
- Radiological Society of North America (November issue)
- SNM Mid-Winter Educational Symposium (February issue)

Deadlines

Space reservation is due the 12th day of the month preceding the month of issue.

Artwork is due the 15th day of the month preceding the month of issue.

Display Rates

Size	1x	4x	6x	12x	18x	24x
Full	\$2,941	\$2,812	\$2,725	\$2,475	\$2,313	\$2,31
Half	\$1,775	\$1,564	\$1,530	\$1,410	\$1,369	\$1,286
Quarter	\$1,114	\$1,039	\$1,017	\$947	\$877	\$852

Color Charges

4-color:	\$2,334
4-color+1 PMS:	\$2,564
2-color:	\$995 (black plus any PMS non-metallic)
Metallic:	call for rates

*Rates are per page or fraction of a page

Recruitment Ads

Box Advertisements Rates

	Full Page	½ Page	¼ Page	⅛ Page
JNM	\$2,390	\$1,558	\$1,136	\$899

A 15% agency commission can be applied to box ads

Typesetting & Art Charges

	Full Page	½ Page	¼ Page	⅛ Page	Logo*
	\$197	\$135	\$103	\$74	\$39

* From your hospital or institution

Line Ad Rates

JNM \$42 per line or fraction of a line

Online Recruitment ads (text ads only, 250 words max.)

Or just online only for \$230/2 weeks.

Preferred Positions for JNM

All premium position must be contracted for an entire publication cycle and are non-commissionable. Rates based on eared B/W rates.

Back Cover	50%
Inside Front Cover	25%
Inside Front Cover Spread	30%
Third Cover	25%
Third Cover Spread	30%
Page 1 or 2	25%
Spread following the TOC	15%
Guaranteed Position	10%

Quick Facts

Monthly distribution:	16,000
Online:	jnm.snmjournals.org
ISI impact factor:	6.662

15% of subscribers are located outside of the United States and Canada

60% of JNM readers are directly involved in purchasing decisions

75% of readers keep their issues 1 year or more

95% of readers read at least one article in each issue

30% read most of each issue

Recruitment ads printed in

JNM can be placed in SNM’s

online job bank **FREE** for

30 days (as text ad). Non-

technologist ads will also be

placed on ACNP’s Web site

free for 30 days.

Or just online only for

\$230/2 weeks.



Journal of Nuclear Medicine Technology

Published by SNM Technologist Section, this quarterly publication offers technically-centered articles and serves as an invaluable continuing education tool for over 10,000 nuclear medicine technologists around the globe. The scope of JNMT includes scientific articles, providing technologists with career-specific information unlikely to be found in general imaging publications.

Deadlines

Space reservation is due the 12th day of the month preceding the month of issue.

Artwork is due the 15th day of the month preceding the month of issue.

Display Rates

Size	1x	4x	6x	12x	18x	24x
Full	\$1,684	\$1,494	\$1,406	\$1,318	\$1,161	\$1,119
Half	\$1,004	\$948	\$891	\$834	\$732	\$690
Quarter	\$668	\$612	\$576	\$539	\$491	\$452

Color Charges

4-color: \$2,271

2-color: \$860 (black plus any PMS non-metallic)

Metallic: call for rates

*Rates are per page or fraction of a page

Recruitment Ads

Box Advertisements Rates

	Full Page	1/2 Page	1/4 Page	1/8 Page
JNMT	\$1,257	\$781	\$626	\$548

A 15% agency commission can be applied to box ads

Typesetting & Art Charges

Full Page	1/2 Page	1/4 Page	1/8 Page	Logo*
\$197	\$135	\$103	\$74	\$39

* From your hospital or institution

Line Ad Rates

JNMT \$38 per line or fraction of a line

Online Recruitment ads (text ads only, 250 words max.) \$230/2 weeks

Readership

Technologists	90%
Physicians	5%
Institutions	4%
Residents & Technologist Students	8%
Other (scientists, industry, retired, nonmembers)	1%

Quick Facts

- Quarterly distribution: 10,000
- Mails every March, June, September, December
- Online: tech.snmjournals.org
- VOICE-approved articles for continuing education
- Features in professional development
- Current credentialing, continuing education and licensure requirements reported regularly

Preferred Positions for JNMT

All premium position must be contracted for an entire publication cycle and are non-commissionable. Rates based on eared B/W rates.

Back Cover	50%
Inside Front Cover	25%
Inside Front Cover Spread	30%
Third Cover	25%
Third Cover Spread	30%
Page 1 or 2	25%
Spread following the TOC	15%
Guaranteed Position	10%

Recruitment ads printed in **JNMT** can be placed in SNM's online job bank **FREE** for 30 days (as text ad). Or just online only for \$230/2 weeks.

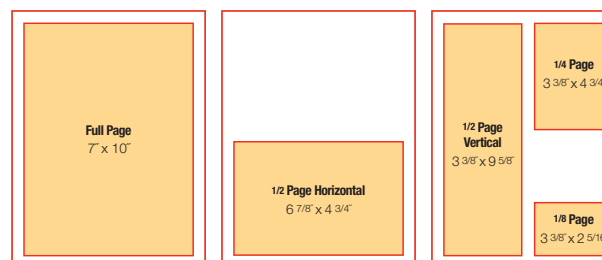
Specifications

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

Mechanical Requirements

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
Half-Page Vertical:	3" width x 9 5/8" depth
Half-Page Horizontal:	6" width x 4 3/4" depth
Quarter Page:	3" width x 4 3/4" depth
Eighth Page:	3" width x 2 5/16" depth

Printing Material & Artwork



SNM prefers electronic files in PDF format for display and classified advertisements. JNM and JNMT print to SWOP standards. SWOP guidelines can be purchased via the Web at www.gain.net/store/index.cfm. For specifications, contact the SNM Production Manager at 703.326.1191. Due to press variations, SNM cannot guarantee perfect alignment of type in all copies and will not be held liable for press variations. For advertisers supplying "press ready" pdf files, please go to following link for file preparation specifications: http://dx.sheridan.com/downloads/TSG_ad_spec_r6.pdf.

Files should be sent on disk or via email with proof to: sklein@snm.org or mail to Steve Klein, SNM, 1850 Samuel Morse Dr., Reston, VA 20190. Without a proof, SNM will not be held liable for quality issues.

Holding of Copy

Advertising materials will not be returned unless specified.

Inserts for JNM & JNMT

JNM and JNMT are perfect-bound journals. Special ink charges apply for inserts. Please call the SNM Production Manager at 703.326.1191, for information on specifications and charges.

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

Insert Specifications

SNM reserves the right to limit the number of inserts that are accepted each month. Depending on the layout of the individual issue, four or five inserts will be the maximum. For printing and delivery specifications, contact the SNM Production Manager at 703.326.1191.

Inserts must be printed to size of 8 1/2" width x 11 1/8" depth.

Journal trim size is 8 1/4" width x 10 7/8" depth.

Please allow 1/8" for grind-off in the gutter and keep all live matter at least 1/4" inside of trim.

Folding, special trimming, and additional costs resulting from postal variations, etc., are charged extra.

Business reply cards are not accepted.

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

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

JNM and JNMT Recruitment Advertising

Delivering dynamic candidates.

If you are looking for the perfect candidate for a professional opportunity, look no further than SNM's recruitment services. SNM's audience of nuclear medicine and molecular imaging professionals ranges from residents and students to seasoned technologists, scientists, physicians and educators from various specialties within the field... many looking for opportunities to advance their careers!

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

Line Advertisements

A rate estimate will be e-mailed to you for your approval. Box numbers are assigned by the SNM free of charge and are strictly confidential. Line advertisements are non-commissionable. Approximately 45 characters per line.