alasbimn Journal

Media Kit 2012

About Alasbimn Journal

Alasbimn Journal is the official publication of ALASBIMN (Latin American Association of Biology and Nuclear Medicine Societies). It is a peer-reviewed, open source, exclusively online publication that has the objective of transferring information and disseminating scientific knowledge within the field of Nuclear Medicine in a dynamic and interactive manner, overcoming the limitations of conventional printed scientific journals.

Alasbimn Journal began publishing in 1998 and has been gaining increased readership and widespread recognition amongst researchers and professionals throughout the discipline, many of whom are high-ranking decision makers and consultants in equipment investment and contractor selection.

In February 2012, a new website version was launched with the goal of improving access to contents, updating the look-and-feel, simplifying navigation and introducing the benefits of new technologies such as social media. This will allow *Alasbimn Journal* to reach out to more readers and provide them with multiple options to stay up to date with the latest articles and information.

Alasbimn Journal has also switched from publishing contents on a by-issue basis to a continuous flow, uploading articles and news as soon as they get editorial approval.

Sections

Alasbimn Journal is divided in the following sections:

- **Contents.** Original Articles, Review Articles, Letters to the Editor, Editorials, Interesting Images, Case Reports, Special Contributions, and Continuing Education Articles.
- **News.** Event coverage, new technologies, institutional information, and overall updates from the field of radiation medicine and allied sciences.
- **Events.** Complete listing of major worldwide events related to the discipline, presented in a simple and organized format.
- **Authors.** Each author features a personal profile page. This constitutes a unique differential for our site which attracts search traffic of individuals seeking information regarding a particular medical professional.

Sponsorship

Alasbimn Journal offers 3 annual sponsorship packages, with increasing presence in our portal:

	Silver	**Gold**	**Platinum**
Sponsored papers and news.	2 per year	5 per year	10 per year
Your logo on our homepage.	Mid-size	Mid-size	Large
Banner on News, Events and Author sections.	Yes	Yes	Yes
Banner on Contents section.	No	Yes	Yes
Banner on homepage.	No	No	Yes
Exclusivity	No	No	Yes
Yearly rate	**USD 850**	**USD 1500**	**USD 3500**

(Each package is thoroughly detailed further on.)

In addition to these packages, the following advertising opportunities are also available:

- **Monthly Newsletter banner:**   USD 100 (1 send)
- **Yearly Newsletter banner:**   USD 1000 (12 sends – 1 per month)
- **Sponsored paper / news:**   USD 150 each

Silver Sponsor

Silver Sponsors have the right to the following spots on *Alasbimn Journal*:

2 Sponsored Papers / News per Year

Silver Sponsors will be allowed to present up to 2 papers or news articles per year, which can feature business information, product or service presentations, research collaborations or other relevant information.

After publishing, these articles will become full part of *Alasbimn Journal's* collection and will be featured in all internal searches and listings, along with all other regular contents. Articles can include external links to third-party websites as long as they are relevant to the content presented.

In addition, articles will include a footnote with a link to the sponsor's website.

Note: Articles are subject to editorial revision and will be adequately identified as "sponsored" articles within Alasbimn Journal. Articles will be exclusively published in Spanish. Even though sponsored articles will be maintained and listed in a similar way to other contents within the site, Alasbimn Journal reserves the right to remove, alter the presentation, re-categorize or perform any other action on its contents it may deem necessary.

Mid-Sized Logo on Homepage

Silver Sponsors' logos will be featured on a special area on our homepage and linked to the sponsor's website.

Logo format: 140 x 60 JPG / PNG image, on white background.

Banner on News, Events and Authors Sections

Silver Sponsors can publish a skyscraper (160 x 600 px.) banner which will be featured on the News, Events and Authors sections. The banner will be linked to a URL indicated by the sponsor.

Banner format: 160 x 600 px. JPG / PNG / GIF.

Gold Sponsor

Gold Sponsors have the right to the following spots on *Alasbimn Journal*:

5 Sponsored Papers / News per Year

Gold Sponsors will be allowed to present up to 5 papers or news articles per year, which can feature business information, product or service presentations, research collaborations or other relevant information.

After publishing, these articles will become full part of *Alasbimn Journal's* collection and will be featured in all internal searches and listings, along with all other regular contents. Articles can include external links to third-party websites as long as they are relevant to the content presented.

In addition, articles will include a footnote with a link to the sponsor's website.

Note: Articles are subject to editorial revision and will be adequately identified as "sponsored" articles within Alasbimn Journal. Articles will be exclusively published in Spanish. Even though sponsored articles will be maintained and listed in a similar way to other contents within the site, Alasbimn Journal reserves the right to remove, alter the presentation, re-categorize or perform any other action on its contents it may deem necessary.

Mid-Sized Logo on Homepage

Gold Sponsors' logos will be featured on a special area on our homepage and linked to the sponsor's website.

Logo format: 140 x 60 JPG / PNG image, on white background.

Banner on News, Events and Authors Sections

Silver Sponsors can publish a skyscraper (160 x 600 px.) banner which will be featured on the News, Events and Authors sections. The banner will be linked to a URL indicated by the sponsor.

Banner format: 160 x 600 px. JPG / PNG / GIF.

Banner on Contents Section

Gold Sponsors can additionally publish a standard banner (468 x 60 px.) which will be featured on all articles from the Contents Section. The banner will be linked to a URL indicated by the sponsor.

Banner format: 468 x 60 px. JPG / PNG / GIF.

Platinum Sponsor

Platinum Sponsors have the right to the following spots on *Alasbimn Journal*:

Exclusivity

We only admit a maximum of four simultaneous Platinum Sponsors on our website, each within one of the following categories:

- Equipment manufacturers.
- Radiopharmaceutical companies.
- Lab and radiation protection accesories.
- Other.

This means that each Platinum Sponsor has in *Alasbimn Journal* a guaranteed presence above any of its direct competitors.

10 Sponsored Papers / News per Year

Platinum Sponsors will be allowed to present up to 10 papers or news articles per year, which can feature business information, product or service presentations, research collaborations or other relevant information.

After publishing, these articles will become full part of *Alasbimn Journal's* collection and will be featured in all internal searches and listings, along with all other regular contents. Articles can include external links to third-party websites as long as they are relevant to the content presented.

In addition, articles will include a footnote with a link to the sponsor's website.

Note: Articles are subject to editorial revision and will be adequately identified as "sponsored" articles within Alasbimn Journal. Articles will be exclusively published in Spanish. Even though sponsored articles will be maintained and listed in a similar way to other contents within the site, Alasbimn Journal reserves the right to remove, alter the presentation, re-categorize or perform any other action on its contents it may deem necessary.

Large Logo on Homepage

Gold Sponsors' logos will be featured on a special area on our homepage and linked to the sponsor's website.

Logo format: 220 x 96 JPG / PNG image, on white background.

Banner on News, Events and Authors Sections

Platinum Sponsors can publish a skyscraper (160 x 600 px.) banner which will be featured on the News, Events and Authors sections. The banner will be linked to a URL indicated by the sponsor.

Banner format: 160 x 600 px. JPG / PNG / GIF.

Banner on Contents Section

Platinum Sponsors can publish a standard banner (468 x 60 px.) which will be featured on all articles from the Contents Section. The banner will be linked to a URL indicated by the sponsor.

Banner format: 468 x 60 px. JPG / PNG / GIF.

Banner on homepage

Platinum Sponsors can publish a medium rectangular banner (300 x 250 px.) which will be featured on all articles from the Contents Section. The banner will be linked to a URL indicated by the sponsor.

Banner format: 300 x 250 px. JPG / PNG / GIF.

How to become a sponsor?

You can participate in any of our sponsorship programs by contacting *Alasbimn Journal* Editor in Chief:

Dr. Fernando Mut

mut.fer@gmail.com