Guidelines for Advertisers in Asia Oceania Journal of Nuclear Medicine & Biology

AOJNMB (Asia Oceania Journal of Nuclear Medicine & Biology) is the official publication of Asia Oceania Federation of Nuclear Medicine & Biology (AOFNMB) which is sponsored by Nuclear Medicine Research Center of Mashhad University of Medical Sciences. At the Asia Oceania Federation of Nuclear Medicine & Biology (AOFNMB) the largest professional association of nuclear medicine and molecular imaging in Asia—our mission is to improve human health by advancing nuclear medicine, molecular imaging and radionuclide therapy.

Publication of AOJNMB, as a peer reviewed open access, free journal that covers all aspect of nuclear medicine and molecular imaging with no processing or publishing costs helps scientists from the region and throughout the world by providing a platform for publication of new research papers. AOJNMB is freely available for download from the website (http://aojnmb.mums.ac.ir) and the printed copies are distributed freely among the members of AOFNMB. The printed copies are also distributed in some important nuclear medicine meetings throughout the world.

Publication of an advertisement in AOJNMB will expose you to the large number of professionals in the region and throughout the world.

The acceptability of an ad for publication in the AOJNMB or on the Web site is based upon legal, social, professional, and ethical considerations. In addition, an ad must be in keeping with the generally scholarly and professional nature of the publication. The general policy is stated as follows: “The executive board reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of AOJNMB, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the essentially scientific, scholarly, and professional nature of its publications. Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher.”

Elaboration of the above general policy is contained in the following specific statements about the kind and content of ads for publication:
General Regulations

1. All advertising is subject to the publisher’s approval. The publisher reserves the right to reject advertising which is not in keeping with the Journal’s standards and objectives.
2. Advertisers are encouraged to describe products and services in an accurate and complete manner. The Executive Board reserves the right to refuse to accept ads which, because of omissions or inaccuracies, provide misleading information.
3. The publication or posting of any advertisement by the Asia Oceania Journal of Nuclear Medicine & Biology is neither an endorsement of the advertiser nor of the products or services advertised. AOJNMB is not responsible for any claims made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised in Journal or on the Web site.
4. Advertiser and advertising agency assume liability for all content (including text representation, illustrations, and photographs) of advertisements printed or posted, and also assume responsibility for any claims arising there from made against the publisher.
5. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. The publisher’s liability for any error will not exceed the charge for the advertisement in question.
7. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions, or copy instructions which conflict with the publisher’s stated policies will be binding on the publisher.
8. Advertising of educational programs in AOJNMB and on the Web site will be restricted to those schools or other institutions fully accredited by regional or other institutional accrediting associations.
9. The Executive Board reserves the right to refuse advertising submitted for the purpose of airing either side of controversial social, ethical, or professional issues.
10. Advertising requests for research purposes will not be considered.
11. Advertising requests from credentialing groups or professional boards will be limited to only those organizations with specialties or diplomats recognized by AOFNMB.
12. Pharmaceutical advertisements must conform to all national regulations and policies in every respect. Products intended for human use or consumption that do not come under the jurisdiction of FDA must be safe and effective in their intended use, and proof of safety and effectiveness must be provided by the advertiser upon request. Adherence to legal requirements concerning the content of drug advertising is the manufacturer’s responsibility. The disorder or symptom for which a drug or other product is being recommended must be prominently stated within the advertisement, except in
reminder advertisements, as provided by the FDA regulations. In pharmaceutical advertising copy, the full generic name of each active ingredient shall appear. Pharmaceutical products for which approval of a New Drug Application by the Food and Drug Administration is a prerequisite for marketing will not be eligible for advertising until such approval has been granted.

Orders

Placement of an order can be done using e-mail to aojnmb@mums.ac.ir or by sending a Fax to +98-51-38400494

1. The forwarding of an order is construed as an acceptance of all the conditions under which advertising is at the time sold.
2. A contract period starts from the date of first insertion. Orders are accepted for not more than one year in advance.
3. Individual billing at multiple insertion rate is on contract basis only. Rates may be earned by placing that number of ads of the same size (or larger) within one year from first date of insertion.
4. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.
5. The publisher cannot guarantee requests for specified position unless a position premium has been provided for in the contract.
6. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
7. Two or more advertisers are not permitted to use space under the same contract; subsidiaries of parent companies are considered as separate advertisers, unless space is reserved through the same agency.
8. No cash discounts are offered by the publisher.

Order Changes and Cancellations

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment.
2. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
Copy

1. The publisher assumes no responsibility for the condition of original advertising copy submitted for publication.
2. Advertising copy should be supplied according to the material specifications for each publication and the Web as outlined in this advertising rate card.
3. All production costs for creating ads by the publisher will be charged to the advertiser.

Terms

1. All international advertising must be prepaid.
2. Payment in full for advertising is due 30 days from date of invoice. Failure by an agency to pay within the time limit will disqualify the agency. The publisher reserves the right to refuse any new order from delinquent agencies or advertisers.
3. The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising ordered and published.

Rate of advertisements:

Paper advertising:

The advertisements will be published in full color in all issues of each year except for supplements.
Inside of back cover: 2000 USD
Last page of the journal: 1500 USD
Inside pages: 1000 USD
The advertisers will be provided with a link to their websites in the first page of AOJNMB website.