

“As a physician, you have a responsibility to be a leader in your community in all aspects to advocate for the health of the people. I feel AMSA invests in students, provides good examples, and provides a road to help make health care better.”

AMSA Membership 36,000

- Premedical Students
- Medical Students
- Intern Physicians
- Resident Physicians
- International Medical students

Osteopathic medical students

make up about 11% of the total medical student membership

AMSA Overview

- ▶ The American Medical Student Association (AMSA), with more than a half-century history of medical student activism, is the oldest and largest independent association of physicians-in-training in the United States. Founded in 1950, AMSA, a student-governed, nonprofit organization with more than 36,000 members, is committed to representing the concerns of physicians-in-training.
- ▶ AMSA is committed to improving medical training as well as advancing the profession of medicine and focuses on four strategic priorities:
 - Quality, Affordable Health Care for All
 - Global Health Equity
 - Enriching Medicine Through Diversity
 - Professional Integrity, Development and Student Well-Being.

The New Physician

Total Readership:

42,000

- ▶ *The New Physician (TNP)* is AMSA's 4-color, award-winning magazine published 6 times per year. *TNP* provides AMSA's 42,000 readers with the information they want and need to know. The brand loyalty established with AMSA members will last their entire professional career.
- ▶ *The New Physician*, with a print circulation of 28,000, is the only magazine focused exclusively on the needs and interests of future physicians.
- ▶ A digital edition of each issue is available on AMSA's website and viewed by thousands each week.
- ▶ More than 96% of *The New Physician* readers agree that *TNP* is an informative and entertaining read for future physicians.
- ▶ More than 70% of AMSA readers say they save at least one copy of *The New Physician*, and more than 20% say they have more than a full year's worth of *TNP*.
- ▶ Almost 1/3 of *TNP* readers report they have taken some type of action after seeing an advertisement in *TNP*.



Readers rely on *The New Physician* to cover key topics including:

- ▶ The latest medical technology
- ▶ Financial services
- ▶ Internships
- ▶ Medical instruments
- ▶ Residency programs
- ▶ Student loans
- ▶ Test prep and study aids
- ▶ Travel

“*The New Physician* is an excellent source of information for med students, premed students and physicians alike.... Its scope is varied and tackles issues affecting students and medicine as a whole....”

The New Physician Editorial Calendar

January-February

Religion & Spirituality

Contract Deadline: 11/15/12

Art Deadline: 11/22/12

- ▶ **Conscientious conflict.** How do a physician's fundamental beliefs affect care? **Plus:** Has evidence-based medicine become its own faith?
- ▶ **Gray areas.** What happens when a patient's religious beliefs run counter to the standard of care?

March-April

Public Health

Contract Deadline: 1/10/13

Art Deadline: 1/17/13

- ▶ **Health behind bars.** Prison medicine may make for an unusual practice setting, but it's also an opportunity to get involved with critical preventive care.
- ▶ **Needlestick.** It seems that every fourth-year med student has at least one story about an unreported injury. Why does the fear of reporting it outweigh the risk of disease?

Summer

Art & Medicine

Contract Deadline: 3/19/13

Art Deadline: 3/26/13

- ▶ **Curating a hospital.** How the medical center becomes a museum.
- ▶ **The white coat.** History and symbolism, woven in dingy polyester.
- ▶ **Creative Arts Contest.** Our 19th annual.

September

Medical Education

Contract Deadline: 7/3/13

Art Deadline: 7/11/13

- ▶ **Hospital hierarchy.** The culture of shame is well established at many medical schools. How does it affect training? **Plus:** How to respond in a healthy way.
- ▶ **Missing out.** So many students are seeking dual degrees – why isn't medical school enough?

October

The Equity Issue

Contract Deadline: 8/8/13

Art Deadline: 8/15/13

- ▶ **Diversity in medicine.** Wealth, class and med school admissions.
- ▶ **Care before cost.** When Dominique Jean Larrey introduced triage to medicine, he was the first to put urgency ahead of status.

November-December

Global Health & Learning

Contract Deadline: 9/12/13

Art Deadline: 9/19/13

- ▶ **Triple standard.** The challenges to following a universal code of medical ethics.
- ▶ **Keep it cheap.** How to make international volunteering affordable.

“ I think it is a great magazine for the people within the medical field.

As a premed student, it is always inspiring and motivating to read about medical students' stories and their accomplishments around the world. ”

Contact AMSA

Web

www.amsa.org/tnp

E-mail

sfridy@amsa.org

Phone

(703) 665-4811

Fax

(703) 620-6445

Connect

www.facebook.com/AMSANational
www.twitter.com/AMSANational
www.youtube.com/user/AMSANational

Mail

American Medical Student Association
45610 Woodland Road, Suite 300
Sterling, VA 20166

“ [TNP is] a great way to keep up to-date

on new products and available resources ”

Contact Sandy Fridy • sfridy@amsa.org • (703) 665-4811

THE NEW PHYSICIAN – 2013 SPECIFICATIONS & RATES

“TNP is one of the few magazines I really look forward to reading. It has kept me tied in to physician activism and public health and reminded me of the wider world of health care, which is easy to lose sight of in the midst of medical school.”

Rates

Premium Covers	1x	3x	6x
Cover 4	\$5,500	\$5,000	\$4,600
Cover 3	\$4,800	\$4,375	\$4,025
Cover 2	\$4,800	\$4,375	\$4,025

Pages (4-Color)	1x	3x	6x
Full	\$3,450	\$3,125	\$2,875
2/3	\$2,750	\$2,500	\$2,300
1/2	\$2,075	\$1,875	\$1,725
1/3	\$1,500	\$1,375	\$1,265
Spread	\$6,850	\$6,200	\$5,700

Classified Ads (black & white only)			
1/6	\$800	\$700	\$635
1/12	\$450	\$375	\$325
1/6 Page Horizontal	2 1/4" x 4 3/4"		
1/12 Page Horizontal	2 1/4" x 2 3/8"		

File Requirements

All ads must be submitted as press-ready PDFs with hi-res images that are at least 300 dpi. Fonts must also be embedded. Do NOT include printer's marks (crop marks, registration marks, etc.) in the file. All ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable. Do NOT include a bleed with fractional ads (anything smaller than a full page). All fractional ads must be contained in a box.

Submit all ads to the following ftp server by downloading PDF file to:
Ftp server= ftp.thenewphysician.com
Username = adv@thenewphysician.com; Password = HH1AxE2c.

All advertising is subject to the publisher's approval and the publisher reserves the right to reject any advertising. Any ad alternations are the responsibility of the advertiser. AMSA is not responsible for storing any files after its last use. Files will not be returned.

Ad Sizes

Full Page	
Bleed	8 1/4" x 11 1/8"
Non-Bleed	7" x 9 7/8"

*NOTE: Trim size of publication is 8" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.

Spread	
Bleed	16 1/4" x 11 1/8"
Non-Bleed	15 1/2" x 10 3/8"

**NOTE: Spread trim size is 16" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges and 3/8" from gutter on each side.

Fractional	
2/3 Page Vertical	4 1/2" x 9 5/8"
1/2 Page Horizontal	7" x 4 3/4"
1/3 Page Vertical	2 1/8" x 9 5/8"
1/3 Page Square	4 1/2" x 4 3/4"

Payment Terms

Advertisers are billed on the first day of the month of publication. Payment is due within 30 days of the invoice date. In the event an account becomes 60 days past due (90 days from original invoice), the advertiser will be informed in writing that unless payment is received, all scheduled advertising will be cancelled. AMSA employs a collection agency for overdue accounts. Prepayment is required of all new advertisers. Payment may be in the form of a check made payable to AMSA or with credit card (VISA, MasterCard, American Express). Cash is NOT an acceptable payment form. All payments must be in U.S. currency only.

“I love *The New Physician*. I think it really addresses some of the important issues facing medicine today and does not just focus on the science and clinical side of medicine.”

Digital Upgrade Options

Additional advertising exposure is available online exclusively to TNP advertisers in the digital edition of *The New Physician*. For advertisers who want to increase their level of exposure with a specific TNP issue, a digital bellyband and side-rails (left and right) are available to two advertisers per issue. Multi-link ads are also available options. Contact Sandy Fridy at sfridy@amsa.org, (703) 665-4811 for more information and ad specifications.

Digital Type	1x	3x	6x
Bellyband*	\$6,500	\$6,000	\$5,600
Side-Rails*	\$6,000	\$5,500	\$5,100
Multi-Links	\$500 (up to 3 total links allowed in one ad)		

*One advertiser per issue.

Unique Insert Ad Options

Unique insert ad options are available in *The New Physician* including bellybands, tip-ins and gatefolds. For pricing and availability, please contact **Sandy Fridy** (703) 665-4811; sfridy@amsa.org.

AMSA – 2013 ADVERTISING CONTRACT

SECTION 1: Advertiser Information

Advertiser _____ Website _____
Contact Person _____ Facebook Page _____
Address _____ Twitter Handle _____
City _____ Phone (_____) _____
State _____ Zip _____ Country _____ Fax (_____) _____
E-mail _____

SECTION 2: Agency* Information (Complete only if applicable.)

Agency _____ Contact Person _____
Address _____ Phone (_____) _____
City _____ Fax (_____) _____
State _____ Zip _____ E-mail _____

Any person or entity signing this Agreement as an advertising agency on behalf of the advertiser (the "Agency") represents and warrants that such person or entity has full power and authority as an agent of the Advertiser to bind Advertiser to the payment terms contained on this contract.

SECTION 3: Ad Information (Check all that apply. Indicate ad rerun.)

Publication	Ad Size*	Contract Deadline	Art Deadline	Rate*	Ad Rerun Issue
<input type="checkbox"/> 2013 AMSA Convention	_____	1/4/13	1/14/13	\$ _____	_____
<input type="checkbox"/> IFMSA MM2013 USA	_____	1/4/13	1/14/13	\$ _____	_____
<input type="checkbox"/> TNP, January-February	_____	11/15/12	11/22/12	\$ _____	_____
<input type="checkbox"/> TNP, March-April	_____	1/10/13	1/17/13	\$ _____	_____
<input type="checkbox"/> TNP, Summer	_____	3/19/13	3/26/13	\$ _____	_____
<input type="checkbox"/> TNP, September	_____	7/3/13	7/11/13	\$ _____	_____
<input type="checkbox"/> TNP, October	_____	8/8/13	8/15/13	\$ _____	_____
<input type="checkbox"/> TNP, November-December	_____	9/12/13	9/19/13	\$ _____	_____
<input type="checkbox"/> TNP, Digital Upgrade: Bellyband – Issue(s) _____				\$ _____	
<input type="checkbox"/> TNP, Digital Upgrade: Side-Rails – Issue(s) _____				\$ _____	
<input type="checkbox"/> TNP, Digital Upgrade: Multi-Link – Issue(s) _____				\$ _____	
<input type="checkbox"/> AMSA.ORG Premium Package – Number of Months _____				\$ _____	
<input type="checkbox"/> AMSA.ORG Selected Internal Tab Package – Number of Months _____				\$ _____	
Total Amount Due =				\$ _____	

*Refer to The New Physician Media Kit, AMSA Convention Exhibitor Prospectus, and IFMSA MM2013 USA Sponsorship Invitation for ad sizes and rates.

SECTION 4: Authorization

I hereby acknowledge that I am authorized on behalf of the advertiser listed to complete and return this contract. I have read, understand and agree to the File Requirements, Payment Terms and Contract Terms and Conditions. Acceptance of this contract does not waive the right of AMSA to reject any contract for space.

Authorized Signature _____ Printed Name _____
Title _____ Date _____

METHOD OF PAYMENT (Choose one option: invoice or credit card.)

Invoice my company at the address listed above. I understand the payment terms contained on this contract.

Payment by Credit Card: (Check one.)

VISA MasterCard American Express

Amount to be charged \$ _____ Expiration Date _____ Charge Card # _____ Security Code _____

Name of Cardholder _____ Signature of Cardholder _____

Keep a copy for your records.

SECTION 4:

File Requirements

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Mail, fax or e-mail contract to:

Sandy Fridy, Advertising Manager, AMSA, 45610 Woodland Road, Suite 300, Sterling, VA 20166, Fax: (703) 620-6445, E-mail: sfridy@amsa.org