> **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, and international medical students.

Osteopathic medical students
make up about 11% of the total medical student membership.

AMSA Overview

- AMSA (American Medical Student Association), 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 heath care for all; global health equity; enriching medicine through diversity; and professional integrity, development and student well-being.

The New Physician

Total *TNP* Readership:
54,000

- *The New Physician (TNP)* is AMSA's 4-color, award-winning magazine published 6 times per year. *TNP* provides AMSA's 54,000 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 circulation of 28,000, is the only magazine focused exclusively on the needs and interests of future physicians.
- 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 *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
The Future of Medicine
Contract Deadline: 11/15
Art Deadline: 11/22

- **Technology in training.** How will today's tools evolve to help future physicians stay current on evidence-based medicine?
- **Future plans.** What medical students want medicine to look like when they practice.

March-April
Public Health
Contract Deadline: 1/10
Art Deadline: 1/17

- **Diseases of lifestyle.** Poor diet, lack of exercise and smoking are major threats to health, but they also present opportunities for medical students to help patients make healthier choices.
- **Identifying and counseling abuse victims.** If you even recognize signs of abuse when you see them, will you know how to help?

Summer
The Medical Arts
Contract Deadline: 3/19
Art Deadline: 3/26

- **Creative Arts Contest.** Our 18th annual.
- **The unusual doctor.** Creative ways to use a medical degree.
- **Palliative care.** Often misunderstood, this compassionate area of medicine will become increasingly important.

September
The Economics of Health
Contract Deadline: 7/3
Art Deadline: 7/11

- **Econ 101.** As future physicians, medical students need to understand the drivers of their trillion-dollar industry. Here's a bird's eye view.
- **Numbers game.** Efforts to increase the number of medical graduates have been successful. Now what?

October
The Equity Issue
Contract Deadline: 8/8
Art Deadline: 8/15

- **Quiet bias.** What the "hidden curriculum" teaches about race, and how those lessons affect care.
- **Undocumented, untreated?** Immigration and the health care system.

November-December
Global Health and Learning
Contract Deadline: 9/12
Art Deadline: 9/19

- **Playing God.** We explore the ethical dilemmas of working in a low-resource setting.
- **Residents abroad.** How to spend part – or all – of residency overseas.

"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."

"[*TNP* is] a great way to keep up-to-date on new products and available resources"

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TNP 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.”

> **“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.”

Rates

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

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

Unique insert ad options are available in *The New Physician* including bellybands, tip-ins and gatefolds. For pricing and availability, please contact **Keith Price** (410) 584-1964; kprice@networkmediapartners.com

Ad Sizes

Full Page	
Bleed	8 1/4” × 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” × 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” × 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”

File Requirements

Ads should be submitted as press-ready PDFs.

PDF file requirements: Must be hi-res, print-ready PDF. All images must be 300 dpi or better. All fonts must be embedded.

Color: Ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable.

Do NOT include printer’s marks (crop marks, registration marks, etc) in the file submission.

Do NOT include a bleed with fractional ads (anything smaller than a full page). All fractional ads must have a box surrounding them. No “floating ads” allowed.

Please go to http://amsa.sendmyad.com to submit files.

Classified Ads – NEW!	
Pages (4-color)	6x
1/6	$5,700
1/12	$4,200
Pages (B&W)	6x
1/6 B/W	$5,700
1/12 B/W	$3,000

Insert Specifications

- 2-page furnished, untrimmed—8 1/8” x 11 1/8”.
- 4-page insert to be cleared with the production manager.
- Business reply cards must have a 3” perforated lip for binding and must satisfy postal regulations. Call for additional specifications and deadlines.

Any digital ad problems that incur additional printer time and costs will be passed along to the advertiser.

The New Physician is printed web-offset and is saddle stitched.

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