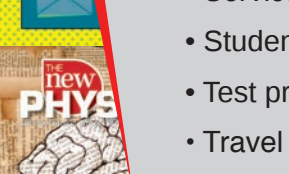
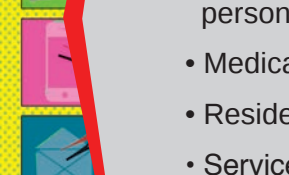


THE new PHYSICIAN AMERICAN MEDICAL STUDENT ASSOCIATION MEDIA KIT



OVERVIEW, READERS & CIRCULATION

The New Physician (TNP) is the award-winning magazine of the American Medical Student Association (AMSA).

- ▶ TNP is published six times a year in print and digital editions and sent to more than 40,000 readers, plus hundreds of libraries and institutions throughout the United States.
- ▶ TNP's digital edition is mobile-friendly, interactive and adaptable for all devices providing readers with 24/7 access to the information they want and need to know.
- ▶ More than 96% of *The New Physician's* readers agree that TNP is an informative and entertaining read for future physicians.

KEY TOPICS

readers expect in *The New Physician* include:

- Financial services
- Internships
- Lifestyle and personal wellness
- Medical technology
- Residency programs
- Service
- Student loans
- Test prep and study aids
- Travel



The American Medical Student Association, with 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, non-profit national organization with more than 40,000 members, is committed to improving health care and health care delivery to all people; promoting active improvement in medical education; involving its members in the social, moral and ethical obligations of the profession of medicine; assisting in the improvement and understanding of world health problems; contributing to the welfare of physicians-in-training and advancing the profession of medicine.

***The New Physician* has fun, interesting articles that are relevant to future physicians of all levels of training.**

THE new PHYSICIAN

AMERICAN MEDICAL STUDENT ASSOCIATION

MEDIA KIT



TNP READERS are...

- Medical students
- Premedical students
- Residents
- Practicing physicians



“*The New Physician* is a **valuable source** for coverage of issues affecting medical education at the premed and the medical level. The **comprehensive scope** is relevant for variety of health professionals and students.

Editorial Calendar

ETOC = Digital *TNP* Electronic Table of Contents

☐ SEPTEMBER 2015 Technology Contract Deadline: July 13, 2015 Print Art Deadline: July 20, 2015 ETOC Art Deadline: August 11, 2015	☐ JANUARY-FEBRUARY 2016 Money Contract Deadline: November 2, 2015 Print Art Deadline: November 9, 2015 ETOC Art Deadline: December 15, 2015
☐ OCTOBER 2015 Equity Contract Deadline: August 10, 2015 Print Art Deadline: August 17, 2015 ETOC Art Deadline: September 8, 2015	☐ MARCH-APRIL 2016 Public Health Contract Deadline: January 12, 2016 Print Art Deadline: January 19, 2016 ETOC Art Deadline: February 9, 2016
☐ NOVEMBER-DECEMBER 2015 Global Health & Economics Contract Deadline: September 14, 2015 Print Art Deadline: September 21, 2015 ETOC Art Deadline: October 13, 2015	☐ SUMMER 2016 Art & Medicine Contract Deadline: April 4, 2016 Print Art Deadline: April 11, 2016 ETOC Art Deadline: May 12, 2016

“I think *TNP* is a great magazine for people in the medical field. As a premed student, I am inspired by the stories I read about medical students and their accomplishments.”

THE new PHYSICIAN

AMERICAN MEDICAL STUDENT ASSOCIATION

MEDIA KIT



FILE REQUIREMENTS & PAYMENT TERMS

Refer to the AMSA Advertising Contract Terms and Conditions for the file requirements and payment terms.

Submit all ad artwork to the following ftp server by uploading file to:

ftp server
ftp.thenewphysician.com
username
adv@thenewphysician.com
password
HH1AxE2c

CONTACT AMSA

Web
www.amsa.org

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

SPECIFICATIONS & RATES

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

[^]Includes premium cover space in digital edition at no additional charge.

PAGES (4-COLOR)

	1x	3x	6x
Two-Page Spread	\$6,850	\$6,200	\$5,700
Full	\$3,450	\$3,125	\$2,875

FRACTIONAL PAGES

	1x	3x	6x
2/3 Vertical	\$3,000	\$2,750	\$2,500
1/2 Horizontal	\$2,075	\$1,875	\$1,725
1/3 Vertical	\$1,500	\$1,375	\$1,265
1/3 Rectangle	\$1,500	\$1,375	\$1,265
1/6 Vertical	\$800	\$700	\$635

Preferred positions, add 10%.
All rates given are gross rates.

SPECIFICATIONS

TWO-PAGE SPREAD

Bleed	16 1/4" x 11 1/8" [◇]
Non-Bleed	15 1/2" x 10 3/8"

[◇]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.

FULL PAGE

Bleed	8 1/4" x 11 1/8" [*]
Non-Bleed	7" x 9 7/8"

^{*}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.

FRACTIONAL PAGES

2/3 Vertical	4 1/2" x 9 5/8"
1/2 Horizontal	7" x 4 3/4"
1/3 Vertical	2 1/8" x 9 5/8"
1/3 Rectangle	4 1/2" x 4 3/4"
1/6 Vertical	2 1/4" x 4 3/4"

PRINT EDITION OPTIONS

Unique insert ad options are available in the print edition of *The New Physician* including bellybands, tip-ins and blow-ins. For pricing and availability, please contact Sandy Fridy at sfridy@amsa.org or (703) 665-4811.

DIGITAL EDITION OPTIONS

Available to accommodate different levels of exposure.

Electronic Table of Contents Banner Ads (see next page)

Upgrades

Margin ads*, embedded video and multi-links are ideal for advertisers who want to increase their level of exposure with a specific *TNP* issue.

DIGITAL TYPE	1x	3x	6x
Left Margin*	\$4,800	\$4,375	\$4,025
Right Margin*	\$4,800	\$4,375	\$4,025
Embedded Video [†]	\$500	\$450	\$375
Multi-Links	\$500	\$450	\$375

(includes up to 3 total links in one ad)

*Margin ads are 120x600 banners, appear throughout the digital edition, available to two advertisers per issue and assigned on a first come, first served basis.

[†]Embedded videos appear within body of ad with placement determined by advertiser. See file requirements included in Advertising Contract Terms and Conditions.

The New Physician – ELECTRONIC TABLE OF CONTENTS

Your message delivered in digital format to thousands of future physicians!

Banner ad space is now available on the Table of Contents in *TNP's* digital edition.

B

SKYSCRAPER

Premium ad positioned vertically in right column.

Image Dimensions: 120x600

File Format: JPEG or GIF (max. file size: 40K)

C

PRODUCT SHOWCASE

Featured ad integrated within the contents listing with dimension options to include a header and text

Image Dimensions: 395x100

File Format: JPEG or GIF (max. file size: 40K)

E

SIDE MESSAGE

Ad positioned under the Skyscraper with an image, headline and description.

Image Dimensions: 120x50

Text (max.): 20-character headline, 80-character description

File Format: JPEG or GIF (max. file size: 30K)

Three popular banner sizes ideally positioned and all include a live link to your site.

Rates			
(amounts given are per month)			
	1x	3x	6x
Skyscraper	\$1,500	\$1,375	\$1,250
Product Showcase	\$1,450	\$1,325	\$1,200
Side Message	\$500	\$475	\$450
2015-2016 Submission Deadlines			
	Contract	Art	
Sept.	8/4/15	8/11/15	
October	9/1/15	9/8/15	
Nov.-Dec.	10/6/15	10/13/15	
Jan.-Feb.	12/8/15	12/15/15	
March-April	2/2/16	2/9/16	
Summer	5/5/16	5/12/16	

Published



This illustration of ad placement and specifications is offered as an example only. Actual content, length and arrangement of the newsletter will vary.

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