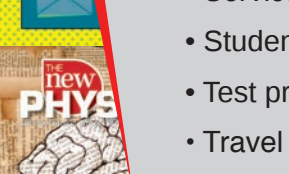
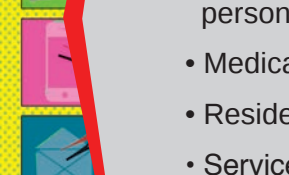


# THE new PHYSICIAN AMERICAN MEDICAL STUDENT ASSOCIATION MEDIA KIT



## 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

## 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.



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

|                                                                                                                                                                                                               |                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> <b>SEPTEMBER 2015</b><br>Technology<br>Contract Deadline: July 13, 2015<br>Print Art Deadline: July 20, 2015<br>ETOC Art Deadline: August 11, 2015                                   | <input type="checkbox"/> <b>JANUARY-FEBRUARY 2016</b><br>Money<br>Contract Deadline: November 2, 2015<br>Print Art Deadline: November 9, 2015<br>ETOC Art Deadline: December 15, 2015   |
| <input type="checkbox"/> <b>OCTOBER 2015</b><br>Equity<br>Contract Deadline: August 10, 2015<br>Print Art Deadline: August 17, 2015<br>ETOC Art Deadline: September 8, 2015                                   | <input type="checkbox"/> <b>MARCH-APRIL 2016</b><br>Public Health<br>Contract Deadline: January 12, 2016<br>Print Art Deadline: January 19, 2016<br>ETOC Art Deadline: February 9, 2016 |
| <input type="checkbox"/> <b>NOVEMBER-DECEMBER 2015</b><br>Global Health & Economics<br>Contract Deadline: September 14, 2015<br>Print Art Deadline: September 21, 2015<br>ETOC Art Deadline: October 13, 2015 | <input type="checkbox"/> <b>SUMMER 2016</b><br>Art & Medicine<br>Contract Deadline: April 4, 2016<br>Print Art Deadline: April 11, 2016<br>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 <sup>^</sup> | \$5,500 | \$5,000 | \$4,600 |
| Cover 3              | \$4,800 | \$4,375 | \$4,025 |
| Cover 2              | \$4,800 | \$4,375 | \$4,025 |

<sup>^</sup>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 |

### SPECIFICATIONS

#### TWO-PAGE SPREAD

|           |                                |
|-----------|--------------------------------|
| Bleed     | 16 1/4" x 11 1/8" <sup>◇</sup> |
| Non-Bleed | 15 1/2" x 10 3/8"              |

<sup>◇</sup>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" <sup>*</sup> |
| Non-Bleed | 7" x 9 7/8"                   |

<sup>\*</sup>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.

### 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 <sup>†</sup> | \$500   | \$450   | \$375   |
| Multi-Links                 | \$500   | \$450   | \$375   |

(includes up to 3 total links in one ad)

#### 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.

#### 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" |

\*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.

<sup>†</sup>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

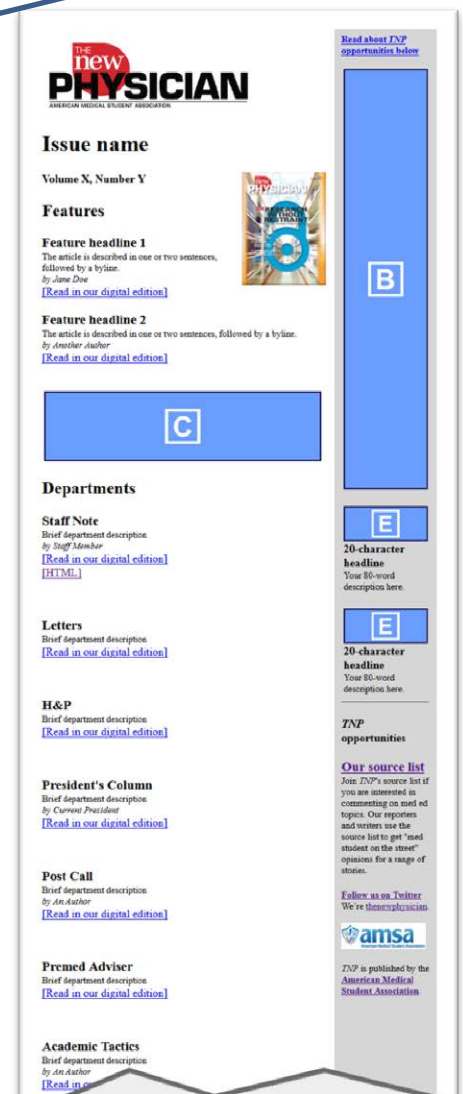
**Text (max.):** 20-character headline, 80-character description

**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      |
| <b>Skyscraper</b>                     | \$1,500  | \$1,375  | \$1,250 |
| <b>Product Showcase</b>               | \$1,450  | \$1,325  | \$1,200 |
| <b>Side Message</b>                   | \$500    | \$475    | \$450   |
| <b>2015-2016 Submission Deadlines</b> |          |          |         |
|                                       | 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  
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