

**New & Improved Website ➔ Now Mobile Ready**

# AMSA Website Digital Advertising

## Option #1: Premium Package

(Maximum of 2 advertisers)

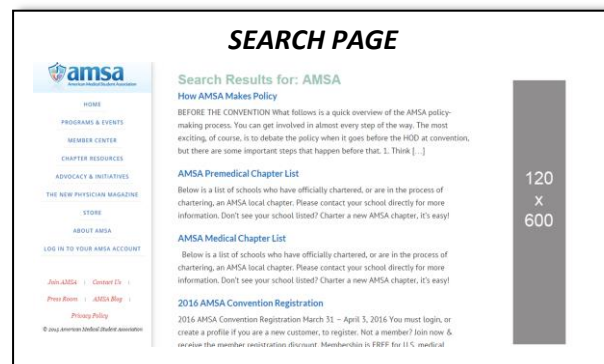
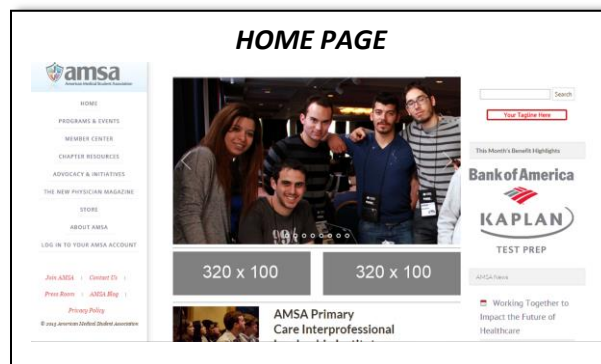
**Larger ad sizes in more prominent locations!**

- ➔ 320x100 Large Mobile Banner\* in CENTER of HOME page with tagline under SEARCH BAR
- ➔ 120x600 Skyscraper Banner on SEARCH page
- ➔ 728x90 Leaderboard Banner on INTERNAL pages
- ➔ Social Media Package\*\*  
(One Facebook post and one Twitter tweet per month)

### Rates

Amounts given are per month.  
Save on multi-month reservations.

1x	3x	6x	12x
\$2750	\$2200	\$1925	\$1650
	20% savings	30% savings	40% savings



## Option #2: Internal Page Package

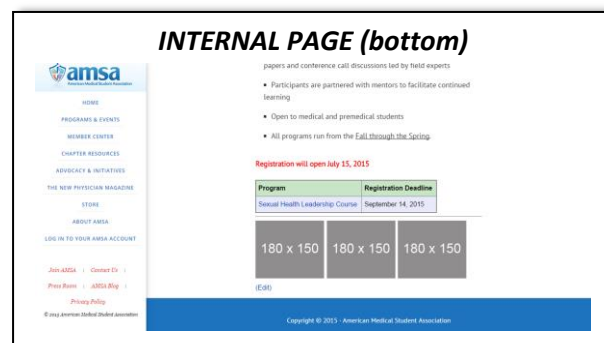
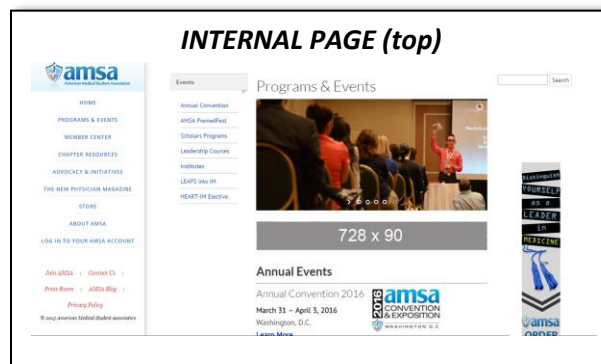
(Maximum of 3 advertisers)

- ➔ 180x150 Internal Banner\* on INTERNAL pages
- ➔ Facebook post\*\*  
(Upgrade of one post per month for an additional 20% of total rate)

### Rates

Amounts given are per month.  
Save on multi-month reservations.

1x	3x	6x	12x
\$1000	\$850	\$800	\$750
	15% savings	20% savings	25% savings



\*Static non-rotating banner. GIF file with rotating images to create animation encouraged.

\*\*Social media is based on AMSA's guidelines and communications calendar.

Banner ad creative and corresponding URL must be sent to [adv@amsa.org](mailto:adv@amsa.org) at least 5 business days prior to start date for digital ad to appear and be linked as scheduled. Maximum file size is 30K.

**Contact Sandy Fridy ♦ [sfridy@amsa.org](mailto:sfridy@amsa.org) ♦ (703) 665-4811**