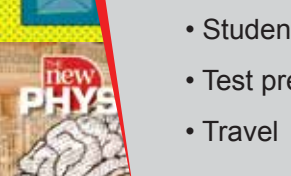
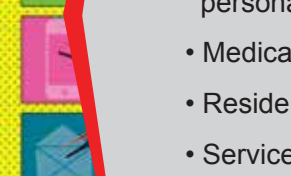
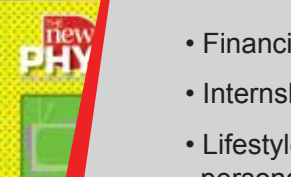


THE new PHYSICIAN AMERICAN MEDICAL STUDENT ASSOCIATION MEDIA KIT



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, with nearly 40,000 copies of each issue distributed to readers. The magazine's readership includes medical students, premeds and other physicians-in-training worldwide, plus libraries and institutions.
- ▶ 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.

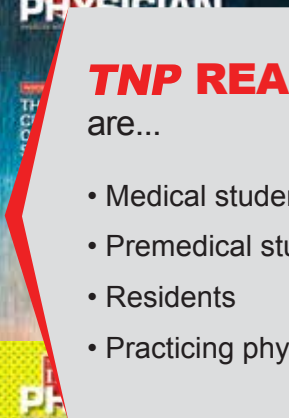
Founded in 1950, AMSA, a student-governed, non-profit national organization with more than 40,000 members, is committed to improving health care and health care delivery to all people; promoting active improvement in medical education; involving its members in the social, moral and ethical obligations 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



“*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"/> SUMMER 2017 Creative Arts and Medicine Contract Deadline: May 8, 2017 Print Art Deadline: May 15, 2017 ETOC Art Deadline: June 13, 2017	<input type="checkbox"/> NOVEMBER-DECEMBER 2017 Global Health and Learning Contract Deadline: Sept. 11, 2017 Print Art Deadline: Sept. 18, 2017 ETOC Art Deadline: Oct. 10, 2017
<input type="checkbox"/> SEPTEMBER 2017 Back-to-School Contract Deadline: July 10, 2017 Print Art Deadline: July 17, 2017 ETOC Art Deadline: Aug. 15, 2017	<input type="checkbox"/> JANUARY-FEBRUARY 2018* Technology and Care Contract Deadline: Nov. 13, 2017 Print Art Deadline: Nov. 20, 2017 ETOC Art Deadline: Dec. 12, 2017
<input type="checkbox"/> OCTOBER 2017 Equity Contract Deadline: Aug. 7, 2017 Print Art Deadline: Aug. 14, 2017 ETOC Art Deadline: Sept. 12, 2017	<input type="checkbox"/> MARCH-APRIL 2018 Public Health Contract Deadline: Jan. 8, 2018 Print Art Deadline: Jan. 15, 2018 ETOC Art Deadline: Feb. 6, 2018

*Special Pre-Convention Issue: AMSA Convention exhibitors are featured in digital edition.

“*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.

To reserve ad space, send a completed Advertising Contract to adv@amsa.org.

Submit all ad artwork by the print art deadline date by uploading file through the AMSA Advertising Submission Form.

Contract and Submission Form can be found at www.amsa.org/workwithus.

CONTACT AMSA

Web
www.amsa.org

E-mail
sfridy@amsa.org

Phone
(703) 665-4811

Fax
(703) 620-6445

Connect
www.facebook.com/AMSNational
www.twitter.com/AMSNational
www.youtube.com/user/AMSNational

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

SPECIFICATIONS & RATES

RATES

Preferred positions, add 10%.

PREMIUM COVERS

	1x	3x	6x
Cover 4 [^]	\$5,775	\$5,275	\$4,750
Cover 3	\$4,800	\$4,375	\$3,925
Cover 2	\$5,250	\$4,825	\$4,350

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

PAGES (4-COLOR)

	1x	3x	6x
Two-Page Spread	\$6,850	\$6,200	\$5,525
Full	\$3,625	\$3,300	\$2,775

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.

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 (includes up to 3 total links in one ad)	\$500	\$450	\$375

FRACTIONAL PAGES

	1x	3x	6x
2/3 Vertical	\$3,150	\$2,900	\$2,625
1/2 Horizontal	\$2,200	\$2,000	\$1,775
1/3 Vertical	\$1,575	\$1,450	\$1,300
1/3 Rectangle	\$1,575	\$1,450	\$1,300
1/6 Vertical	\$800	\$700	\$575

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.

[†]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!

New ad placement added to keep up with demand for conveying message on the Table of Contents in *TNP's* digital edition.

B

SKYSCRAPER

Premium ad positioned vertically in right column.
Image Dimensions: 120x600

FIVE banner positions ideally placed include live link to your site.

C

PRODUCT SHOWCASE

Featured ad integrated within the contents listing.
Image Dimensions: 395x100

C1 Above the fold **NEW** ⇌ **C2** Below the fold

E

SIDE MESSAGE

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

Image Dimensions: 120x50

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

Rates (amounts given are per issue)			
	1x	3x	6x
Skyscraper	\$1,500	\$1,375	\$1,250
Product			
Showcase C1	\$1,450	\$1,325	\$1,200
C2	\$1250	\$1125	\$1000
Side Message	\$500	\$475	\$450
2017 Submission Deadlines			
	Contract	Art	
Summer	6/6/2017	6/13/2017	
September	8/8/2017	8/15/2017	
October	9/5/2017	9/12/2017	
Nov-Dec	10/3/2017	10/10/2017	
Jan-Feb	12/5/2017	12/12/2017	
March-April	1/30/2018	2/6/2018	

To reserve digital ad space, send a completed AMSA Advertising Contract to adv@amsa.org.

Digital ads must be formatted as JPEG, GIF, or PNG files (maximum file size: 40K). Files with rotating images to create animation are encouraged (optional). All ad collateral must be submitted to the AMSA Advertising Submission Form by the dates indicated above for ad to appear as scheduled.

THE new PHYSICIAN
AMERICAN MEDICAL STUDENT ASSOCIATION

Issue name

Volume X, Number Y

Features

Feature headline 1

The article is described in one or two sentences, followed by a byline.
by Jane Doe
[\[Read in our digital edition\]](#)

Feature headline 2

The article is described in one or two sentences, followed by a byline.
by Another Author
[\[Read in our digital edition\]](#)



Departments

Staff Note

Brief department description
by Staff Member
[\[Read in our digital edition\]](#)
[\[HTML\]](#)

Letters

Brief department description
[\[Read in our digital edition\]](#)

H&P

Brief department description
[\[Read in our digital edition\]](#)

President's Column

Brief department description
by Current President
[\[Read in our digital edition\]](#)



Premed Adviser

Brief department description
[\[Read in our digital edition\]](#)

Academic Tactics

Brief department description

[Read about TNP opportunities below](#)

B

E

20-character headline
Your 80-word description here.

E

20-character headline
Your 80-word description here.

TNP opportunities

Our source list
Join TNP's source list if you are interested in commenting on med ed topics. Our reporters and writers use the source list to get "real student on the street" opinions for a range of stories.

Follow us on Twitter
We're @thenewphysician.



TNP is published by the American Medical Student Association.

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

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