

# 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

**C**

## PRODUCT SHOWCASE

Featured ad integrated within the contents listing.

**Image Dimensions:** 395x100

**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

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

<b>Rates</b>			
<i>(amounts given are per issue)</i>			
	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>2016-2017 Submission Deadlines</b>		
	Contract	Art
September	8/2/2016	8/9/2016
October	9/6/2016	9/13/2016
Nov-Dec	10/4/2016	10/11/2016
Jan-Feb	12/6/2016	12/13/2016
March-April	1/31/2017	2/7/2017
Summer	6/7/2017	6/14/2017

To reserve digital ad space, send a completed [Advertising Contract](mailto:adv@amsa.org) to [adv@amsa.org](mailto: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 by completing an [AMSA Advertising Submission Form](#) at least five business days prior to start date for ad to appear and be linked as scheduled.



This 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](mailto:sfridy@amsa.org) • (703) 665-4811**