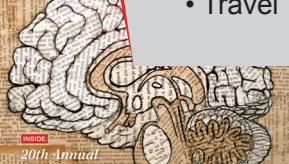
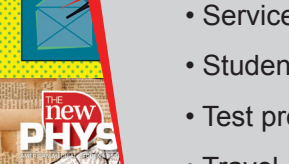
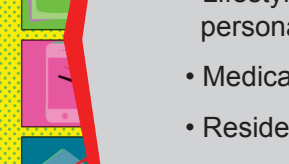


THE new PHYSICIAN

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

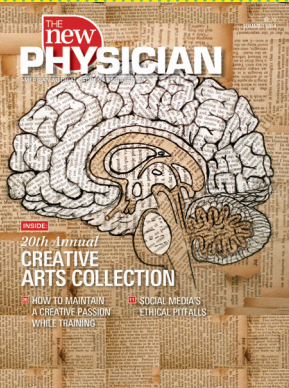
AMERICAN MEDICAL STUDENT ASSOCIATION

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

<input type="checkbox"/> SUMMER 2016 Creative Arts and Medicine Contract Deadline: April 11, 2016 Print Art Deadline: April 18, 2016 ETOC Art Deadline: May 10, 2016	<input type="checkbox"/> NOVEMBER-DECEMBER 2016* Global Health and Learning Contract Deadline: Sept. 12, 2016 Print Art Deadline: Sept. 16, 2016 ETOC Art Deadline: Oct. 11, 2016
<input type="checkbox"/> SEPTEMBER 2016 Survival Guide Contract Deadline: July 11, 2016 Print Art Deadline: July 18, 2016 ETOC Art Deadline: Aug. 9, 2016	<input type="checkbox"/> JANUARY-FEBRUARY 2017 Technology and Care Contract Deadline: Nov. 14, 2016 Print Art Deadline: Nov. 21, 2016 ETOC Art Deadline: Dec. 13, 2016
<input type="checkbox"/> OCTOBER 2016 Diversity in Medicine Contract Deadline: Aug. 15, 2016 Print Art Deadline: Aug. 22, 2016 ETOC Art Deadline: Sept. 13, 2016	<input type="checkbox"/> MARCH-APRIL 2017 Public Health Contract Deadline: Jan. 9, 2017 Print Art Deadline: Jan. 16, 2017 ETOC Art Deadline: Feb. 7, 2017

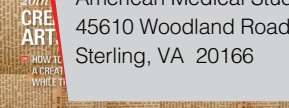
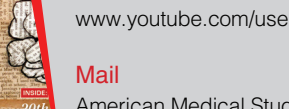
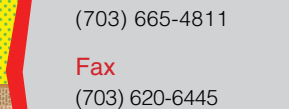
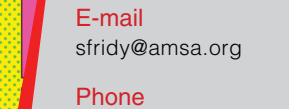
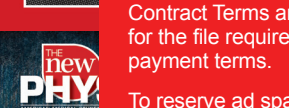
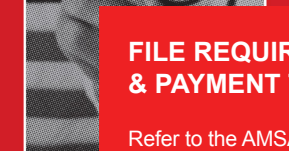
*Special Pre-Convention Issue: AMSA Convention exhibitors are featured in digital edition.

“*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

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www.youtube.com/user/AMSNational

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

SPECIFICATIONS & RATES

RATES

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

Preferred positions, add 10%.

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!

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



SKYSCRAPER

Premium ad positioned vertically in right column.

Image Dimensions: 120x600



PRODUCT SHOWCASE

Featured ad integrated within the contents listing.

Image Dimensions: 395x100



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.

Rates			
<i>(amounts given are per issue)</i>			
	1x	3x	6x
Skyscraper	\$1,500	\$1,375	\$1,250
Product Showcase	\$1,450	\$1,325	\$1,200
Side Message	\$500	\$475	\$450

2016-2017 Submission Deadlines		
	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.

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 • (703) 665-4811