

IMPROVED AD PLACEMENTS FOR GREATER VISIBILITY!

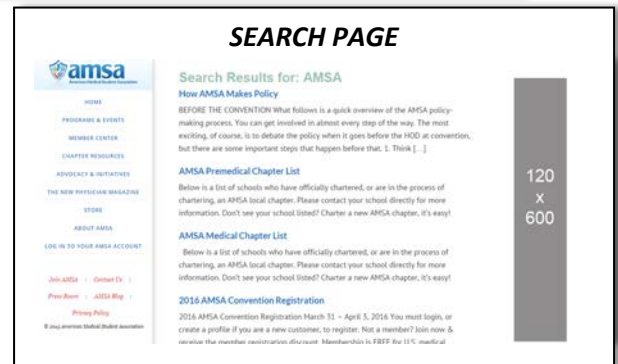
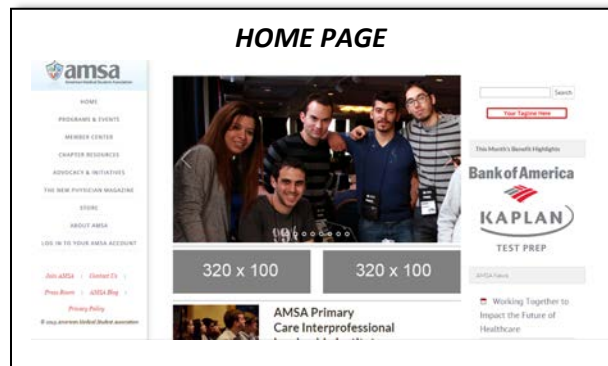
AMSA Website Digital Advertising

Option #1: Premium Package

(Maximum of 2 advertisers)

Prominent placement throughout site!

- ⇒ 320x100 Large Mobile Banner^① in CENTER of HOME page with tagline under SEARCH BAR
- ⇒ 120x600 Skyscraper Banner*^② on SEARCH page
- ⇒ 728x90 Leaderboard Banner*^② on INTERNAL pages
- ⇒ Social Media Package^③
(One Facebook post and one Twitter tweet per month)



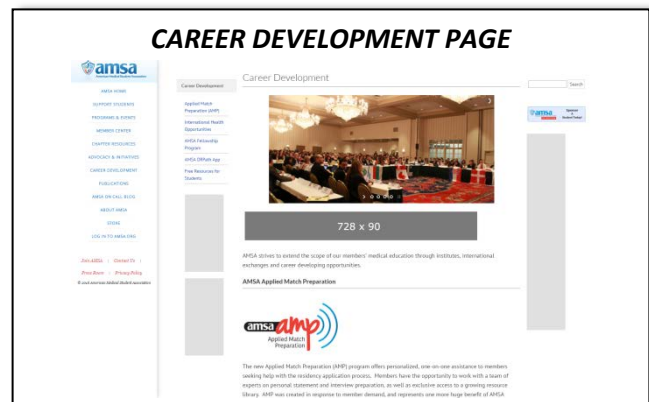
Rates			
Amounts given are per month.			
Save on multi-month reservations.			
1x	3x	6x	12x
\$2750	\$2200	\$1925	\$1650
	20% savings	30% savings	40% savings

Option #2: Internal Page Package

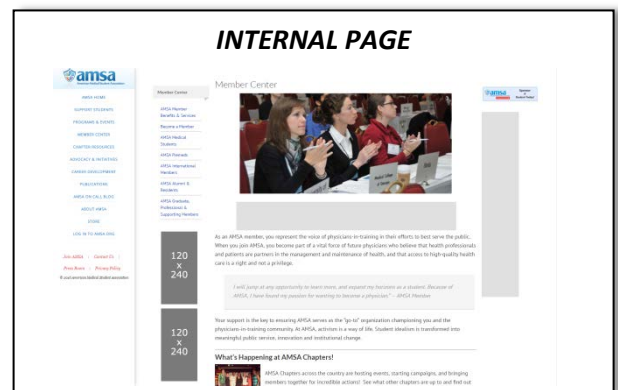
(Maximum of 4 advertisers)

Package upgraded to include multiple placements!

- ⇒ 728x90 Leaderboard Banner*^② on new and improved CAREER DEVELOPMENT page
- ⇒ 120x240 Side Bar Banner^② on select INTERNAL pages
- ⇒ Facebook post^③
(Upgrade with 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
\$1650	\$1380	\$1320	\$1155
	15%+ savings	20% savings	30% savings



* Ad may be placed in *Weekly Consult* and/or *The New Physician* electronic table of contents. Contact Sandy Fridy for discount pricing and availability.

① Animated multi-image files accepted.

② Static image file only.

③ Social media is based on AMSA's guidelines and communications calendar.

Content/image may be changed within a contracted time period for an additional \$50 per ad change. All changes must be approved by AMSA. To reserve ad space, send a completed [Advertising Contract](#) to adv@amsa.org. Ads must be formatted JPEG, GIF, or PNG files (maximum file size: 40K). 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.

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