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.



SKYSCRAPER

Premium ad positioned vertically in right column.

Image Dimensions: 120x600

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



PRODUCT SHOWCASE

Featured ad integrated within the contents listing.

Image Dimensions: 395x100

C1 Above the fold **NEW** \Rightarrow C2 Below the fold



SIDE MESSAGE

Jan-Feb

March-April

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) *3x* 1*x* 6x Skyscraper \$1,500 \$1,375 \$1,250 **Product** \$1,200 **Showcase C1** \$1,450 \$1,325 **C2** \$1250 \$1125 \$1000 \$475 \$450 Side Message \$500 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 10/10/2017 10/3/2017 *Nov-Dec*

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

12/5/2017

1/30/2018

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.

12/12/2017

2/6/2018

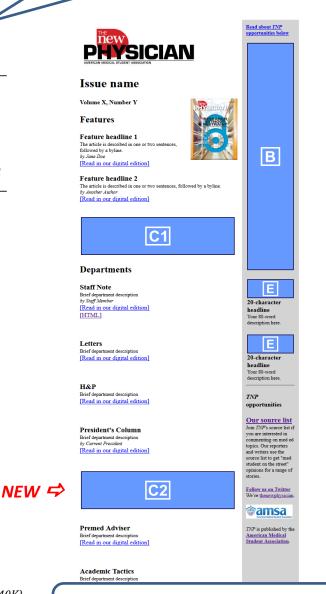


Illustration of ad placement and specifications is offered as an example only. Actual content, length and arrangement of the newsletter will vary.