

Popular AMSA Member Communication

WEEKLY CONSULT – AMSA’s e-newsletter OPTIONS • SPECIFICATIONS • RATES

Two Editions Available

- Medical Students & AMSA Alumni
- Premedical Students

Deliver your message to your specific target audience every week.

AMSA's *Weekly Consult* is a weekly news roundup covering medicine, health care and medical education, distributed electronically to AMSA members every Wednesday.

The editors of AMSA's *Weekly Consult* gather and deliver a useful mix of only the most relevant and timely items for today's busy readers.

AMSA's *Weekly Consult* includes current news and concise educational and how-to items provided by AMSA members, leaders and partners... all delivered in a mobile-ready format for readers on the go!

With multiple banner ad options available, your message will be delivered your way and within your budget.

All ads include a live link to your site.

Rates are for 13 consecutive newsletters (one 90-day cycle) and listed below for each edition:

B=Both editions
M=Medical Student & Alumni edition
P=Premedical Student edition

A LEADERBOARD Image Dimensions: 468x60
B\$8,500 / M\$5,000 / P\$4500
Prominent, horizontal ad positioned directly under the newsletter's masthead

B SKYSCRAPER* Image Dimensions: 120x600
Top – B\$6,500 / M\$4,000 / P\$3,500
Other – B\$4,500 / M\$3,000 / P\$2,500
Prime ad positioned vertically in left column; multiple locations available each cycle.

C PRODUCT SHOWCASE* ... Image Dimensions: 395x100
B\$6,400 / M\$3,950 / P\$3,450
Featured ad integrated within news column with dimension options to include a header and text

D INTERNAL BANNER Image Dimensions: 180x150
B\$4,000 / M\$2,750 / P\$2,250
Increase your ad frequency rate by using your same ad placed in the AMSA website

E SIDE MESSAGE* Image Dimensions: 120x50
Text (max.): 5-word headline/15-word description
B\$2,000 / M\$1,500 / P\$1,250
Positioned directly under the Skyscraper with an image, headline and description

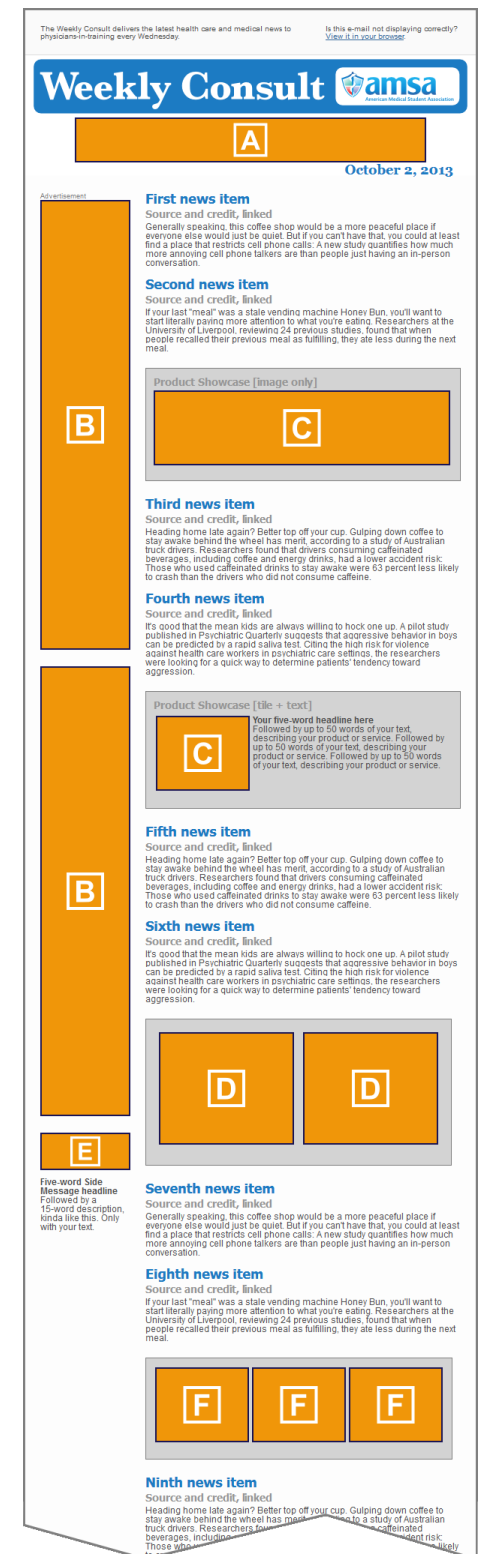
F IMAGE TILE..... Image Dimensions: 125x100
B\$1,750 / M\$1,250 / P\$1,000
One of three ads positioned in a row within the news column

*Ad can also be used in *The New Physician* electronic table of contents for increased visibility.

Maximum file size is 30K. GIF files with rotating images to create animation are encouraged (optional).

Ads must be emailed as an attachment to adv@amsa.org at least 5 business days prior to start date for post to occur as scheduled.

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



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