

# 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.

**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

**C1** Above the fold **NEW** ⇨ **C2** Below the fold

**E**

## SIDE MESSAGE

Ad positioned under the Skyscraper banner with an image, headline, and description.

**Image Dimensions:** 120x50

**Text (max.):** 20-character headline, 80-character description

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

| Rates<br>(amounts given are per issue) |           |            |         |
|--|-----------|------------|---------|
|  | 1x        | 3x         | 6x      |
| <b>Skyscraper</b>                      | \$1,500   | \$1,375    | \$1,250 |
| <b>Product</b>                         |           |            |         |
| <b>Showcase C1</b>                     | \$1,450   | \$1,325    | \$1,200 |
| <b>C2</b>                              | \$1250    | \$1125     | \$1000  |
| <b>Side Message</b>                    | \$500     | \$475      | \$450   |
| Submission Deadlines                   |           |            |         |
|  | Contract  | Art        |         |
| Jan-Feb                                | 12/5/2017 | 12/12/2017 |         |
| March-April                            | 1/30/2018 | 2/6/2018   |         |
| Summer                                 | 6/5/2018  | 6/12/2018  |         |
| September                              | 8/7/2018  | 8/14/2018  |         |
| October                                | 9/5/2017  | 9/12/2018  |         |
| Nov-Dec                                | 10/3/2018 | 10/10/2018 |         |

To reserve digital ad space, visit [amsa.org/workwithus](http://amsa.org/workwithus) to download the AMSA Advertising Space Reservation Form and send completed form 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.



### Issue name

Volume X, Number Y

### Features

#### Feature headline 1

The article is described in one or two sentences, followed by a byline.  
 by *John Doe*  
[\[Read in our digital edition\]](#)



#### Feature headline 2

The article is described in one or two sentences, followed by a byline.  
 by *Another Author*  
[\[Read in our digital edition\]](#)



### Departments

#### Staff Note

Brief department description  
 by *Staff Member*  
[\[Read in our digital edition\]](#)  
[\[HTML\]](#)

#### Letters

Brief department description  
[\[Read in our digital edition\]](#)

#### H&P

Brief department description  
[\[Read in our digital edition\]](#)

#### President's Column

Brief department description  
 by *Current President*  
[\[Read in our digital edition\]](#)



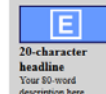
#### Premed Adviser

Brief department description  
[\[Read in our digital edition\]](#)

#### Academic Tactics

Brief department description

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TNP opportunities

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TNP is published by the American Medical Student Association.

**NEW** ⇨

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

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