

Popular e-newsletter to AMSA Members & Alumni

# WEEKLY CONSULT

OPTIONS • SPECIFICATIONS • RATES

Two Editions Available

**Med+ Edition**  
Sent to 30000+ medical students, residents & physicians  
**Premed Edition**  
Sent to 15000+ 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 below are for both or individual editions and for 13 consecutive newsletters (one 3-month cycle) with the same content/image.<sup>①</sup>

**A LEADERBOARD** ..... Image Dimensions: 468x60  
Both \$8,500 / Med+ \$5,000 / Premed \$4500  
Prominent, horizontal banner ad positioned directly under the newsletter's masthead

**B SKYSCRAPER**<sup>②</sup> ..... Image Dimensions: 120x600  
B1 - Both \$6,500 / Med+ \$4,000 / Premed \$3,500  
B2 - Both \$4,500 / Med+ \$3,000 / Premed \$2,500  
Prime banner ad positioned vertically in left column. Multiple locations available each cycle.

**C PRODUCT SHOWCASE**<sup>②</sup> . Image Dimensions: 395x100  
C1 - Both \$6,400 / Med+ \$3,950 / Premed \$3,450  
C2 - Both \$6,200 / Med+ \$3,750 / Premed \$3,250  
Featured banner ad integrated within news column. Multiple locations available each cycle.

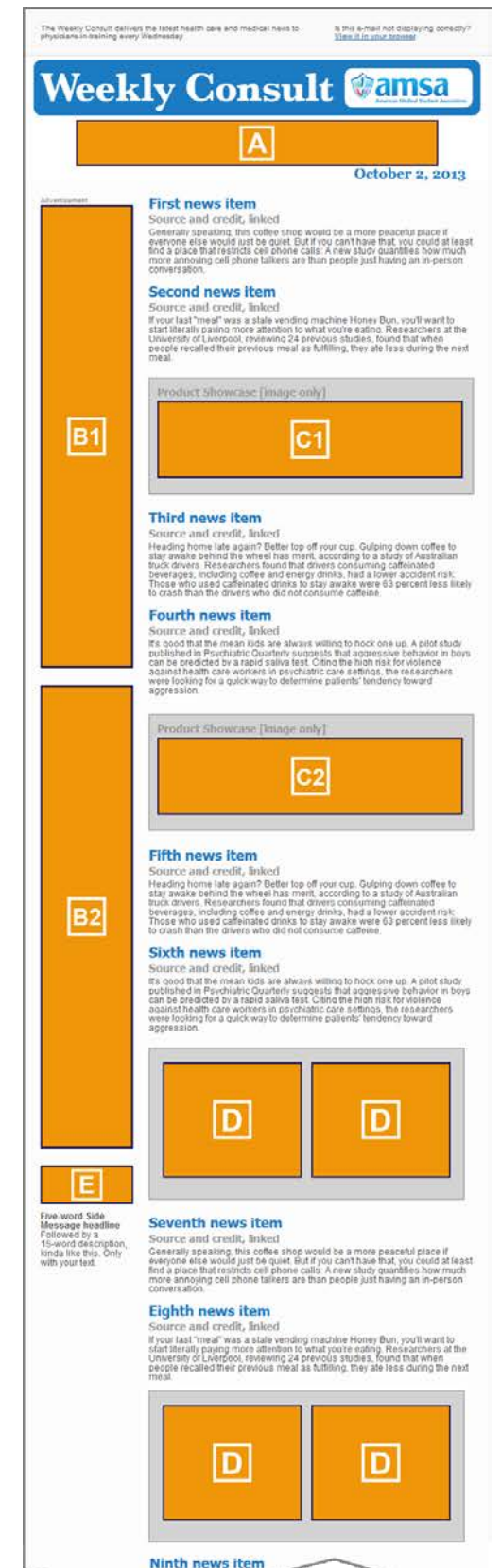
**D INTERNAL BANNER** ..... Image Dimensions: 180x150  
Both \$4,000 / Med+ \$2,750 / Premed \$2,250  
Alternative banner ad integrated within news column.

**E SIDE MESSAGE**<sup>②</sup> ..... Image Dimensions: 120x50  
Text (max.): 20-character headline & 80-character description  
Both \$2,000 / Med+ \$1,500 / Premed \$1,250  
Positioned directly under the Skyscraper with an image, headline and description

<sup>①</sup>Content/image may be changed within cycle for an additional fee of \$50 per ad change per issue. All change must be approved by AMSA.  
<sup>②</sup>Ad can also be used in *The New Physician* electronic table of contents for increased visibility.

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.



This 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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