

POPULAR PLACEMENTS IN HIGH DEMAND!

AMSA Website Digital Advertising

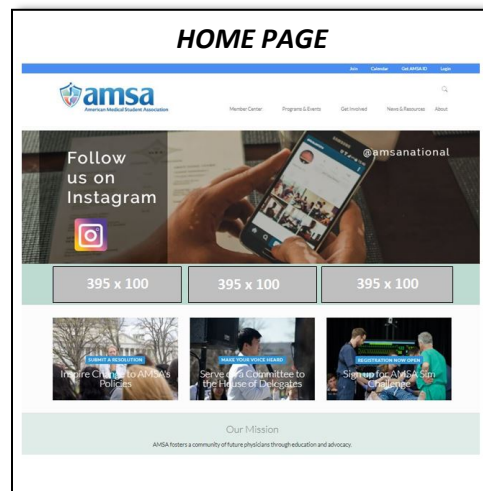
Option #1: Premium Package

(Maximum of 3 advertisers)

Prominent placement throughout site!

- ⇒ **395x100 Product Showcase Banner**^①
(under slider on HOME page)
- ⇒ **120x600 Skyscraper Banner**^①
(right column on SEARCH page)
- ⇒ **728x90 Leaderboard Banner**
(under slider on select MAIN NAVIGATION MENU pages)

| Rates | | | |
|---|-------------|-------------|-------------|
| Amounts given are per month. Save on multi-month reservations. | | | |
| 1 | 3 | 6 | 1 |
| \$3025 | \$2420 | \$2100 | \$1 |
| | 20% savings | 30% savings | 45% savings |



Option #2: Internal Page Package

(Maximum of 4 advertisers)

Package upgraded to include larger banner & multiple placements!

- ⇒ **120x600 Skyscraper Banner**^①
right column on select MAIN NAVIGATION MENU pages

| Rates | | | |
|---|-------------|-------------|-------------|
| Amounts given are per month. Save on multi-month reservations. | | | |
| 1 | 3 | 6 | 1 |
| \$1730 | \$1450 | \$1385 | \$1125 |
| | 15% savings | 20% savings | 35% savings |



^①Ad may be placed in *Weekly Consult* and/or *The New Physician* electronic table of contents. Contact Sandy Fridy for discount pricing and availability.

To reserve digital ad space, visit amsa.org/workwithus and send completed **AMSA Advertising Space Reservation Form** to adv@amsa.org. All ad collateral must be uploaded to the **AMSA Advertising Submission Form** at least ten (10) business days prior to start date for ad to appear and be linked as scheduled. Digital ads must be formatted as jpg, png or gif files (maximum file size: 40K). Files with rotating images to create animation are encouraged (optional) but should be no more than five (5) seconds. Visibility of longer rotating ads is not guaranteed. Content/image may be changed within cycle for an additional fee of \$50 per ad change. All changes must be approved by AMSA.

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