

POPULAR PLACEMENTS IN HIGH DEMAND!

AMSA Website Digital Advertising

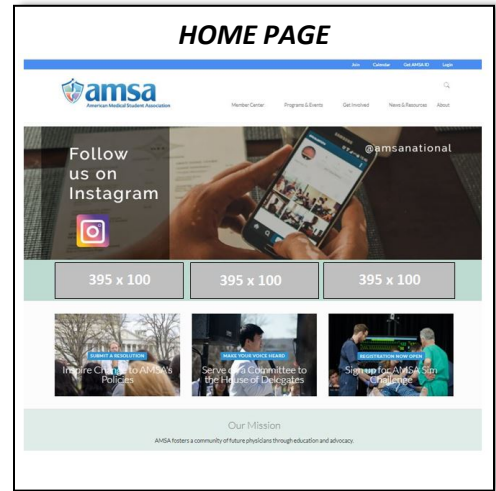
Option #1: Premium Package

(Maximum of 3 advertisers)

Prominent placement throughout site!

- ⇒ **Product Showcase Banner (395 pixels wide x 100 pixels tall)**^①
- under slider on HOME page
- ⇒ **Skyscraper Banner (120 pixels wide x 600 pixels tall)**^①
- right column on SEARCH page
- ⇒ **Leaderboard Banner (728 pixels wide x 90 pixels tall)**
- 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!

- ⇒ **Skyscraper Banner (120 pixels wide x 600 pixels tall)**^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 or Heather Flynn 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. 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. Ads 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 at (703) 665-4811 or Heather Flynn (703) 665-4643 • adv@amsa.org