

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.

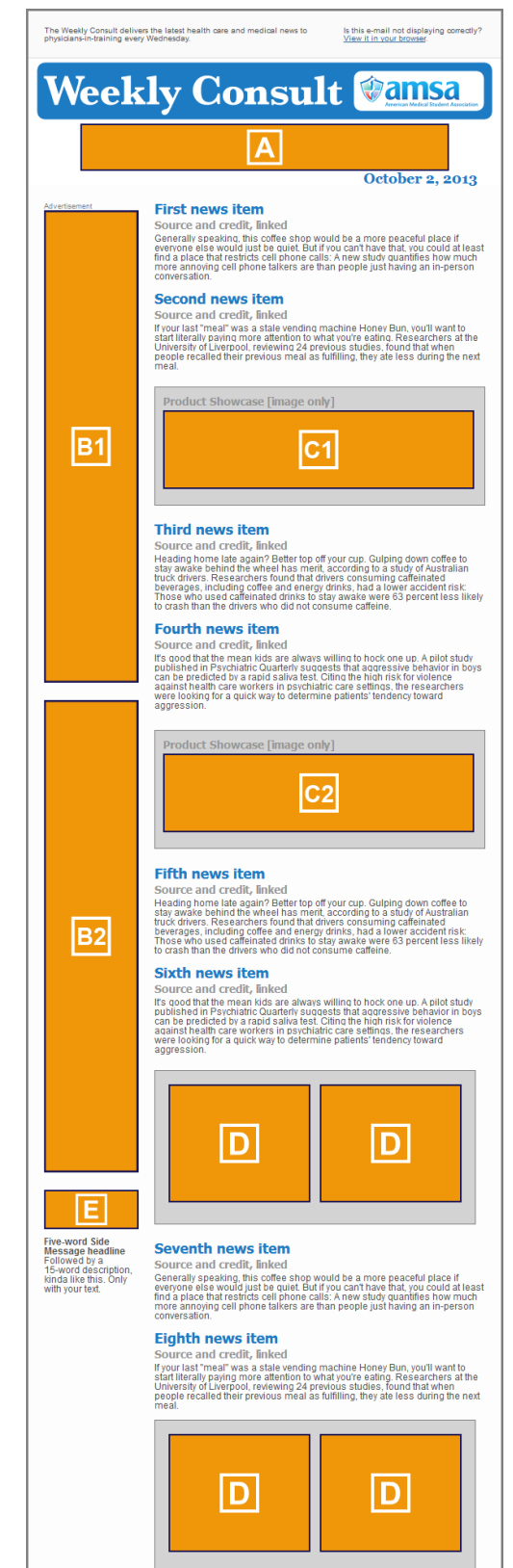
Rates below are for both or individual editions and for 13 consecutive newsletters (one 3-month cycle) with the same ad.^①

- A LEADERBOARD**
Image: 468 pixels wide x 60 pixels tall
Med+ \$5000 / Premed \$4500 / Both \$8500
Prominent, horizontal banner ad positioned directly under the newsletter's masthead
- B SKYSCRAPER^②**
Image: 120 pixels wide x 600 pixels tall
B1 – Med+ \$4000 / Premed \$3500 / Both \$6500
B2 – Med+ \$3000 / Premed \$2500 / Both \$4500
Prime banner ad positioned vertically in left column. Multiple locations available each cycle.
- C PRODUCT SHOWCASE^②**
Image: 395 pixels wide x 100 pixels tall
C1 – Med+ \$3950 / Premed \$3450 / Both \$6400
C2 – Med+ \$3750 / Premed \$3250 / Both \$6200
Featured banner ad integrated within news column. Multiple locations available each cycle.
- D INTERNAL BANNER**
Image: 180 pixels wide x 150 pixels tall
Med+ \$2750 / Premed \$2250 / Both \$4000
Alternative banner ad integrated within news column.
- E SIDE MESSAGE^②**
Image: 120 pixels wide x 50 pixels tall
Text (max.): 20-character headline & 80-character description
Med+ \$1500 / Premed \$1250 / Both \$2000
Positioned directly under the Skyscraper with an image, headline and description

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

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. Ad may be changed within cycle for an additional fee of \$50 per ad change. All changes must be approved by AMSA.



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