

THE new PHYSICIAN

AMERICAN MEDICAL STUDENT ASSOCIATION

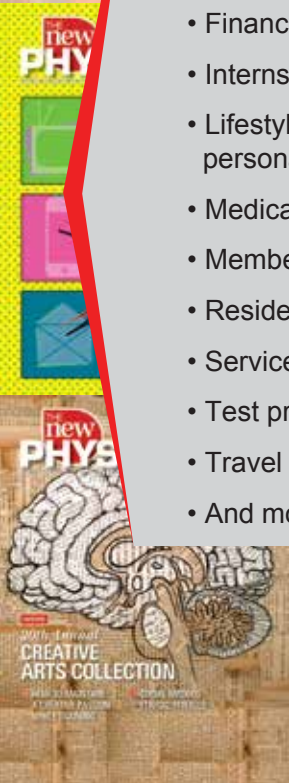
MEDIA KIT



KEY TOPICS

readers expect in *The New Physician* include:

- Financial services
- Internships
- Lifestyle and personal wellness
- Medical technology
- Member perspectives
- Residency programs
- Service
- Test prep and study aids
- Travel
- And more!



OVERVIEW, READERS & CIRCULATION

The New Physician (TNP) is the award-winning magazine of the American Medical Student Association (AMSA).

- ▶ TNP is published six times a year: Four issues are in both print and digital formats, and two issues are exclusively digital for 24/7 access on all mobile devices.
- ▶ Nearly 30,000 copies of each issue are distributed to readers who are medical and premedical students and other physicians-in-training worldwide, plus libraries and institutions.
- ▶ TNP's goal is to provide future doctors and other health care providers with the tools they need for success in their classrooms, labs, and on the wards. This includes product messaging for readers to learn about the resources available to them.
- ▶ TNP's readers have been known to keep their print issues permanently for their personal resource libraries.
- ▶ TNP digital issues are mobile-friendly, interactive, and adaptable for all devices, providing readers immediate access to the information they want and need to know.
- ▶ More than 96% of the publication's readers agree that TNP is an informative and entertaining read for future health care providers.



The American Medical Student Association, with a half-century history of medical student activism, is the oldest and largest independent association of physicians-in-training in the United States.

Founded in 1950, AMSA, a student-governed, non-profit national organization with more than 27,000 members, is committed to improving health care and health care delivery to all people; promoting active improvement in medical education; involving its members in the social, moral and ethical obligations of the profession of medicine; assisting in the improvement and understanding of world health problems; contributing to the welfare of physicians-in-training and advancing the profession of medicine.

***The New Physician* has fun, interesting articles that are relevant to future physicians of all levels of training.**

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TNP READERS are...

- Medical students
- Premedical students
- Residents
- Practicing physicians



“*The New Physician* is a **valuable source** for coverage of issues affecting medical education at the premed and the medical level. The **comprehensive scope** is relevant for variety of health professionals and students.

Editorial Calendar

SUMMER 2019 (print & digital formats) Cover Date: July

Deadlines:
Ad Reservation: May 24, 2019
Print Art: May 31, 2019
Digital Content: June 14, 2019

SEPTEMBER 2019 (print & digital formats) Cover Date: September

Deadlines:
Ad Reservation: July 12, 2019
Print Art: July 19, 2019
Digital Content: August 16, 2019

OCTOBER 2019 (digital format only) Cover Date: October

Deadlines:
Ad Reservation: September 9, 2019
Digital Content: September 16, 2019

NOVEMBER-DECEMBER 2019 (print & digital formats) Cover Date: November

Deadlines:
Ad Reservation: September 12, 2019
Print Art: September 19, 2019
Digital Content: October 17, 2019

JANUARY-FEBRUARY 2020 (digital format only) Cover Date: January

Deadlines:
Ad Reservation: December 10, 2019
Digital Content: December 17, 2019

MARCH-APRIL 2020 (print & digital formats) Cover Date: March

Deadlines:
Ad Reservation: January 10, 2020
Print Art: January 17, 2020
Digital Content: February 14, 2020

“*TNP* is a **great magazine** for **everyone** in the **medical field**. As a premed student, I am **inspired** by the stories I read about medical students and their accomplishments.”

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FILE REQUIREMENTS & PAYMENT TERMS

Refer to the AMSA Advertising Terms and Conditions for the file requirements and payment terms.

To reserve ad space, send a completed AMSA Advertising Space Reservation Form to adv@amsa.org.

Submit ad artwork by the art deadline date by uploading file to the AMSA Advertising Submission Form.

Reservation and submission forms can be found at amsa.org/workwithus.

CONTACT AMSA

Web
www.amsa.org

E-mail
adv@amsa.org

Phone
(703) 665-4811

Fax
(703) 620-6445

Connect
www.facebook.com/amsanational
www.twitter.com/amsanational
www.instagram.com/amsanational

Mail
American Medical Student Association
25050 Riding Plaza, Suite 130, Box 632
Chantilly, VA 20152

RATES & SPECIFICATIONS

ISSUES: print & digital formats

RATES Preferred positions, add 10%.

PREMIUM COVERS

	1x	4x
Cover 4	\$5,775	\$4,750

Cover 3	\$4,800	\$3,925
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Cover 2	\$5,250	\$4,350
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PRINT PAGES (4-COLOR)

	1x	4x
Two-Page Spread	\$6,850	\$5,525
Full	\$3,625	\$2,775

PRINT FRACTIONAL PAGES

	1x	4x
2/3 Vertical	\$3,150	\$2,625
1/2 Horizontal	\$2,200	\$1,775
1/3 Vertical	\$1,575	\$1,300
1/3 Rectangle	\$1,575	\$1,300
1/6 Vertical	\$800	\$575

PRINT AD SPECIFICATIONS

TWO-PAGE SPREAD

Bleed	16 1/4" x 11 1/8" ^①
Non-Bleed	15 1/2" x 10 3/8"

^①Spread trim size is 16" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges to arrive at bleed size above. Keep all text elements at least 3/8" inside all edges and 3/8" from gutter on each side.

FULL PAGE

Bleed	8 1/4" x 11 1/8" ^②
Non-Bleed	7" x 9 7/8"

^②Trim size of publication is 8" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges to arrive at bleed size above. Keep all text elements at least 3/8" inside all edges.

FRACTIONAL PAGES

2/3 Vertical	4 1/2" x 9 5/8"
1/2 Horizontal	7" x 4 3/4"
1/3 Vertical	2 1/8" x 9 5/8"
1/3 Rectangle	4 1/2" x 4 3/4"
1/6 Vertical	2 1/4" x 4 3/4"

PRINT - UPGRADES

Unique insert ad options are available in the print issues of *The New Physician* including belly band, tip-in and blow-in advertising. For pricing and availability, contact Sandy Fridy at adv@amsa.org or (703) 665-4811.

DIGITAL AD SPECIFICATIONS

FULL-SCREEN BANNER AD

1151 pixels wide x 2048 pixels tall
JPG, PNG or GIF^③ file format
RGB colorspace

^③Rotating files to create animation are accepted but should be no more than five (5) seconds. Visibility of longer rotating ads is not guaranteed.

FULL-SCREEN TEXT-BASED AD^④

Sentence Headline: maximum 45 characters
Paragraph Description: maximum 175 characters
Can include the following:
- Company logo (transparent background, PNG format, minimum 1024 pixels wide)
- URL for either YouTube or Vimeo file
- Background color of your choosing

^④All full-screen text-based ads will include an eyebrow above content to indicate advertisement.

AD-ONS^⑤

Action-oriented button: maximum 90 characters
Text-based description upgrade: maximum 600 words

^⑤Placed below full-screen digital banner or text-based ads

Contact Sandy Fridy at (703) 665-4811 or Heather Flynn (703) 665-4643 • adv@amsa.org

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RATES & SPECIFICATIONS

ISSUES: digital only

RATES

FULL-SCREEN BANNER AD

	1x	2x
Full-screen banner ad	\$1,995	\$1,640
Full-screen text-based ad	\$2,495	\$2,140

AD-ONS®

	1x	2x
Action-oriented button	\$500	\$400
Text-based ad upgrade	\$1,250	\$1,025

©Reservation of full-screen banner or text-based ad required.

SPECIFICATIONS

FULL-SCREEN BANNER AD

1151 pixels wide x 2048 pixels tall
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“**Advertising** in the print and digital **TNP** spreads my company's marketing messages to multiple markets, **improving product exposure** to thousands of **health professionals**.”

Deliver your message electronically to thousands of future physicians!

The New Physician – ELECTRONIC TABLE OF CONTENTS

B

SKYSCRAPER

Premium ad positioned vertically in right column.
Image Dimensions: 120 pixels wide x 600 pixels tall

C

PRODUCT SHOWCASE

Featured ad integrated within the contents listing.
Image Dimensions: 395 pixels wide x 100 pixels tall

C1 Above the fold **C2** Below the fold

E

SIDE MESSAGE

Ad positioned under the Skyscraper banner with an image, headline, and description.
Image Dimensions: 120 pixels wide x 50 pixels tall
Text (max.): 20-character headline, 80-character description

FIVE banner positions ideally placed and linked to your site.

Rates			
(amounts given are per issue)			
	1x	3x	6x
Skyscraper	\$1,500	\$1,375	\$1,250
Product			
Showcase C1	\$1,450	\$1,325	\$1,200
C2	\$1250	\$1125	\$1000
Side Message	\$500	\$475	\$450
Submission Deadlines			
	Reservation	Art	
Summer	5/24/2019	6/14/2019	
Sept	7/12/2019	8/16/2019	
Oct	9/9/2019	9/16/2019	
Nov-Dec	9/12/2019	10/17/2019	
Jan-Feb	12/10/2019	12/17/2019	
Mar-Apr	1/10/2020	2/14/2020	

To reserve digital ad space, visit amsa.org/workwithus and send a completed AMSA Advertising Space Reservation Form to adv@amsa.org.

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.

All ad collateral must be submitted to the AMSA Advertising Submission Form by the dates indicated above for ad to appear 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 Jane 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

Read about JNP opportunities below



E

20-character headline

Your 80-word description here.

E

20-character headline

Your 80-word description here.

TNP opportunities

Our source list

Join TNP's source list if you are interested in commenting on med ed topics. Our reporters and writers use the source list to get "med student on the street" opinions for a range of stories.

Follow us on Twitter

We're [thenewphysician](#).



TNP is published by the American Medical Student Association

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