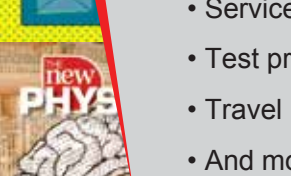
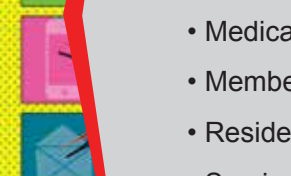
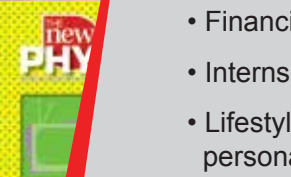


THE new PHYSICIAN

AMERICAN MEDICAL STUDENT ASSOCIATION

MEDIA KIT



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.

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!



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.**

THE new
PHYSICIAN
AMERICAN MEDICAL STUDENT ASSOCIATION
MEDIA KIT



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

NOVEMBER-DECEMBER 2019

(print & digital formats)

Cover Date: November

Deadlines:

Ad Reservation: 9/12/19

Print Art: 9/19/19

Digital Content: 10/17/19

SUMMER 2020

(print & digital formats)

Cover Date: July

Deadlines:

Ad Reservation: 5/22/20

Print Art: 5/29/20

Digital Content: 6/12/20

JANUARY-FEBRUARY 2020

(digital format only)

Cover Date: January

Deadlines:

Ad Reservation: 12/10/19

Digital Content: 12/17/19

SEPTEMBER 2020

(print & digital formats)

Cover Date: September

Deadlines:

Ad Reservation: 7/10/20

Print Art: 7/17/20

Digital Content: 8/14/20

MARCH-APRIL 2020

(print & digital formats)

Cover Date: March

Deadlines:

Ad Reservation: 1/10/20

Print Art: 1/17/20

Digital Content: 2/14/20

OCTOBER 2020

(digital format only)

Cover Date: October

Deadlines:

Ad Reservation: 9/7/20

Digital Content: 9/14/20

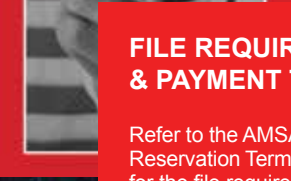
“*TNP* is a **great magazine** for **everyone** in the **medical field**.”

As a premed student, I am **inspired** by the stories I read about medical students and their accomplishments.”

THE new PHYSICIAN

AMERICAN MEDICAL STUDENT ASSOCIATION

MEDIA KIT



FILE REQUIREMENTS & PAYMENT TERMS

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

To reserve ad space and banner placements, send a completed AMSA Sales Reservation Form to sales@amsa.org.

Submit artwork by the art deadline date by uploading file to the AMSA Sales Artwork Submission Form.

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

CONTACT AMSA

Web
www.amsa.org

E-mail
sales@amsa.org

Phone
(703) 665-4643

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
Cover 2	\$5,250	\$4,350

PRINT PAGES (4-COLOR)

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
1/6 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"
1/6 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 Heather Flynn at adv@amsa.org or (703) 665-4643.

DIGITAL AD SPECIFICATIONS

FULL-SCREEN BANNER AD

1151 pixels wide x 2048 pixels tall
.jpg, .gif, or .png file format^③
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.

ADD-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

THE new
PHYSICIAN
AMERICAN MEDICAL STUDENT ASSOCIATION
MEDIA KIT



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
 .jpg, .gif, or .png, file format^③
 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

“**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 banner placement positioned vertically in right column.
Image Dimensions: 120 pixels wide x 600 pixels tall

C

PRODUCT SHOWCASE

Featured banner placement 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

Content positioned under Skyscraper placement with an image, headline, and description.

Image Dimensions: 120 pixels wide x 50 pixels tall

Text (max.): 20-character headline, 80-character description

Each banner can be linked to a unique URL for readers to visit your website.

Rates			
<i>(amounts given are per issue)</i>			
<i>Positions</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>
B	\$1,500	\$1,375	\$1,250
C1	\$1,450	\$1,325	\$1,200
C2	\$1250	\$1125	\$1000
E	\$500	\$475	\$450

Submission Deadlines		
<i>Issue</i>	<i>Reservation</i>	<i>Artwork</i>
<i>Oct '19</i>	<i>9/9/19</i>	<i>9/16/19</i>
<i>Nov-Dec '20</i>	<i>9/12/19</i>	<i>10/17/19</i>
<i>Jan-Feb '20</i>	<i>12/10/19</i>	<i>12/17/19</i>
<i>Mar-Apr '20</i>	<i>1/10/20</i>	<i>2/14/20</i>
<i>Summer '20</i>	<i>5/22/20</i>	<i>6/12/20</i>
<i>Sept '20</i>	<i>7/10/20</i>	<i>8/14/20</i>
<i>Oct '20</i>	<i>9/7/20</i>	<i>9/14/20</i>
<i>Nov-Dec '20</i>	<i>9/10/20</i>	<i>10/15/20</i>

To reserve banner placement, visit amsa.org/workwithus and send a completed AMSA Sales Reservation Form to sales@amsa.org.

Banner artwork must be formatted as jpg, gif, or png files (max. file size: 40K). Files with rotating images to create animation are encouraged (optional) but should be no more than five (5) seconds.

All artwork and linking URLs must be uploaded through the [AMSA Sales Artwork Submission Form](#) by the dates indicated above for the banner 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



20-character headline
 Your 50-word description here.



20-character headline
 Your 50-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 banner placement and specifications is offered as an example only. Actual content, length and arrangement of the newsletter will vary.

Questions? Email sales@amsa.org or call (703) 665-4643.