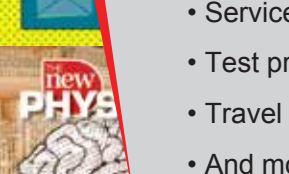
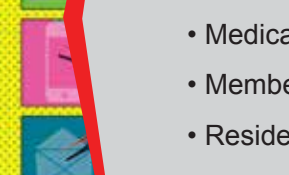
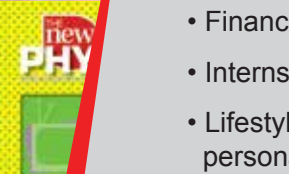


# THE new PHYSICIAN AMERICAN MEDICAL STUDENT ASSOCIATION MEDIA KIT



## 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 as a digital magazine with 24/7 access on all mobile devices.
- ▶ TNP's mobile-friendly, interactive, and adaptable format gives readers immediate access to the information they want and need to know.
- ▶ 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.
- ▶ 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.**

# 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.

## 2020 Editorial Calendar

### JANUARY-FEBRUARY 2020

#### *Health Policy*

**Cover Date:** January

**Deadlines:**

**Ad Reservation:** 12/10/19

**Digital Content:** 12/17/19

### MARCH-APRIL 2020

#### *The Environment & Health*

**Cover Date:** March

**Deadlines:**

**Ad Reservation:** 2/7/20

**Digital Content:** 2/14/20

### MAY-JUNE 2020

#### *Creative Arts*

**Cover Date:** May

**Deadlines:**

**Ad Reservation:** 4/9/20

**Digital Content:** 4/16/20

### JULY-AUGUST 2020

#### *Back to School*

**Cover Date:** July

**Deadlines:**

**Ad Reservation:** 6/7/20

**Digital Content:** 6/14/20

### SEPTEMBER-OCTOBER 2020

#### *Study Tools & Technique*

**Cover Date:** September

**Deadlines:**

**Ad Reservation:** 8/6/20

**Digital Content:** 8/13/20

### NOVEMBER-DECEMBER 2020

#### *Technology & Medicine*

**Cover Date:** November

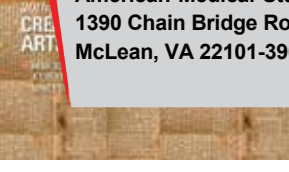
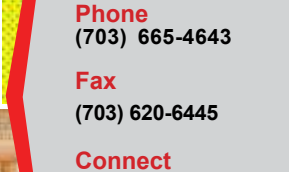
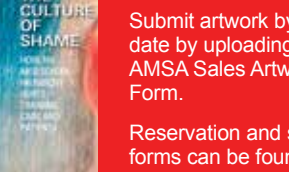
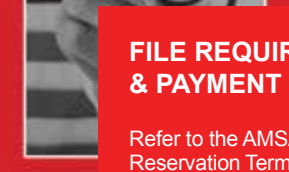
**Deadlines:**

**Ad Reservation:** 10/8/20

**Digital Content:** 10/15/20

“*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](mailto: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](http://amsa.org/workwithus).

## CONTACT AMSA

**Web**  
[www.amsa.org](http://www.amsa.org)

**E-mail**  
[sales@amsa.org](mailto:sales@amsa.org)

**Phone**  
(703) 665-4643

**Fax**  
(703) 620-6445

**Connect**  
[www.facebook.com/amsanational](http://www.facebook.com/amsanational)  
[www.twitter.com/amsanational](http://www.twitter.com/amsanational)  
[www.instagram.com/amsanational](http://www.instagram.com/amsanational)

**Mail**  
American Medical Student Association  
1390 Chain Bridge Road, Box A130  
McLean, VA 22101-3904

## RATES & SPECIFICATIONS

### RATES

#### FULL-SCREEN BANNER AD

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

#### ADD-ONS<sup>⑤</sup>

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

<sup>⑤</sup>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<sup>③</sup>  
RGB colorspace

<sup>③</sup>Rotating 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<sup>④</sup>

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

<sup>④</sup>All full-screen text-based ads will include an eyebrow above content to indicate advertisement.

#### ADD-ONS

Action-oriented button: maximum 90 characters (placed below full-screen banner ad or within full-screen text-based ad)  
Text-based description upgrade: maximum 600 words

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

**Your message will be seen by thousands multiple times!**

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

Submission Deadlines		
Issue	Reservation	Artwork
Jan-Feb '20	12/10/19	12/17/19
Mar-Apr '20	1/7/20	2/14/20
May-June '20	4/9/20	4/16/20
July-Aug '20	6/7/20	6/14/20
Sept -Oct '20	8/6/20	8/13/20
Nov-Dec '20	10/8/20	10/15/20

To reserve banner placement, visit [amsa.org/workwithus](https://amsa.org/workwithus) and send a completed AMSA Sales Reservation Form to [sales@amsa.org](mailto: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

**B**

**E**

**20-character headline**  
Your 50-word description here.

**E**

**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](#).

**amsa**

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](mailto:sales@amsa.org) or call (703) 665-4643.