AMSA Website – Banner Placement Packages

Prominent banner placements throughout site!

Option #1: Upgraded Premium Package (20,000 average pageviews each month)
- Product Showcase (395 pixels wide x 100 pixels tall) on HOME page
- Skyscraper (120 pixels wide x 600 pixels tall) on SEARCH page and POPULAR INTERNAL pages
- Leaderboard (728 pixels wide x 90 pixels tall) on select MAIN NAVIGATION MENU pages

Option #2: Enhanced Internal Page Package (10,000 average pageviews each month)
- Skyscraper (120 pixels wide x 600 pixels tall) on POPULAR INTERNAL pages

Option #3: Side Message Internal Page Package (18,000 average pageviews each month)
- Side Message (120 pixels wide x 50 pixels tall plus 20-character headline & 80-character description) on SEARCH page, POPULAR INTERNAL pages, and ON CALL BLOG pages

Option #4: On Call Blog Page Package (11,000 average pageviews each month)
- Skyscraper (120 pixels wide x 600 pixels tall) banner placement on the ON CALL BLOG pages

New Lower Rates

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost per 1000 pageviews</th>
<th>1 month</th>
<th>2 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTION 1</td>
<td>$150</td>
<td>$3000</td>
<td>$5100</td>
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<tr>
<td>OPTION 2</td>
<td>$130</td>
<td>$1300</td>
<td>$2340</td>
</tr>
<tr>
<td>OPTION 3</td>
<td>$135</td>
<td>$2430</td>
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<td>OPTION 4</td>
<td>$130</td>
<td>$1430</td>
<td>$2570</td>
</tr>
</tbody>
</table>

Secondary banner type appears in AMSA’s member magazine The New Physician electronic table of contents and e-newsletter Weekly Consult.

Ad collateral (banner ad artwork and linking URL) must be uploaded through the AMSA Sales Artwork Submission Form at least ten (10) business days prior to the start date for banner ad to appear as scheduled. All banner ad artwork must be formatted jpg, gif, or png files (max. file size is 40K). Files with rotating images to create animation are encouraged (optional) but must not be more than five (5) seconds. All artwork is subject to AMSA approval. Ad collateral may be changed within contracted time period for an additional fee of $50 per ad change. All changes must be approved by AMSA.

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

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