

MORE PAGEVIEWS AT LOWER RATES TO SPREAD YOUR MESSAGE!

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)^① under slider on **HOME** page
- ⇒ Skyscraper (120 pixels wide x 600 pixels tall)^① on **SEARCH** page and **POPULAR INTERNAL** pages
- ⇒ Leaderboard (728 pixels wide x 90 pixels tall) on select **MAIN NAVIGATION MENU** pages

Effective banner placements throughout site!

Option #2: Enhanced Internal Page Package (10,000 average pageviews each month)

- ⇒ Skyscraper (120 pixels wide x 600 pixels tall)^① on **POPULAR INTERNAL** pages

New action-oriented side message option!

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)^① on **SEARCH** page, **POPULAR INTERNAL** pages, and **ON CALL BLOG** pages

New popular website section and Internet search placement!

Option #4: On Call Blog Page Package (11,000 average pageviews each month)

- ⇒ Skyscraper (120 pixels wide x 600 pixels tall) banner placement^① on the **ON CALL BLOG** pages

New Lower Rates

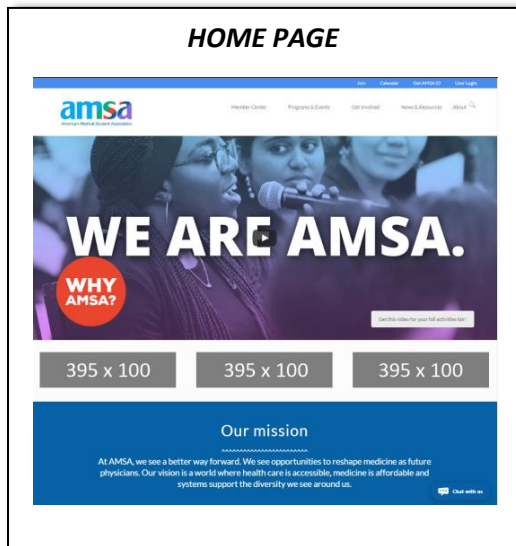
Option	Cost per 1000 pageviews	1 month	2 months
OPTION 1	\$150	\$3000	\$5100
OPTION 2	\$130	\$1300	\$2340
OPTION 3	\$135	\$2430	\$4370
OPTION 4	\$130	\$1430	\$2570

^① Same 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.

Banner Placement Illustrations



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