

# WEEKLY CONSULT

**Two Editions Available**

**Med+ Edition**  
Sent to 30000+ medical students, residents, and physicians  
**Premed Edition**  
Sent to 15000+ premedical students

**Trending articles and links to valuable resources engage readers continuously.**

AMSA's *Weekly Consult* is a weekly news roundup covering medicine, health care and medical education, distributed electronically to AMSA members, alumni and friends every Wednesday.

The editors of AMSA's *Weekly Consult* gather and deliver a useful mix of only the most relevant and timely items for today's busy readers.

AMSA's *Weekly Consult* includes current news and concise educational and how-to items provided by AMSA members, leaders, and partners. All delivered in a mobile-ready format for readers on the go!

With multiple placement options available, you have the opportunity to receive continuous presence delivered your way and within your budget.

Your placement becomes part of the e-newsletter's design and includes a live link to your site.

Rates below are for both or individual editions and for 13 consecutive newsletters (one 3-month cycle) with the banner placement.

- A LEADERBOARD**  
**Image:** 468 pixels wide x 60 pixels tall  
**Med+ \$5000 / Premed \$4500 / Both \$8500**  
Prominent, horizontal banner placement positioned directly under the newsletter's masthead
- B SKYSCRAPER<sup>①</sup>**  
**Image:** 120 pixels wide x 600 pixels tall  
**B1 – Med+ \$4000 / Premed \$3500 / Both \$6500**  
**B2 – Med+ \$3000 / Premed \$2500 / Both \$4500**  
Prime banner placement positioned vertically in left column. Multiple locations available each cycle.
- C PRODUCT SHOWCASE<sup>①</sup>**  
**Image:** 395 pixels wide x 100 pixels tall  
**C1 – Med+ \$3950 / Premed \$3450 / Both \$6400**  
**C2 – Med+ \$3750 / Premed \$3250 / Both \$6200**  
Featured banner placement integrated within news column. Multiple locations available each cycle.
- D INTERNAL BANNER**  
**Image:** 180 pixels wide x 150 pixels tall  
**Med+ \$2750 / Premed \$2250 / Both \$4000**  
Alternative banner placement integrated within news column.
- E SIDE MESSAGE<sup>①</sup>**  
**Image:** 120 pixels wide x 50 pixels tall  
**Text (max.):** 20-character headline & 80-character description  
**Med+ \$1500 / Premed \$1250 / Both \$2000**  
Positioned directly under the Skyscraper with an image, headline and description

<sup>①</sup>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 cycle for an additional fee of \$50 per ad change. All changes must be approved by AMSA.

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

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

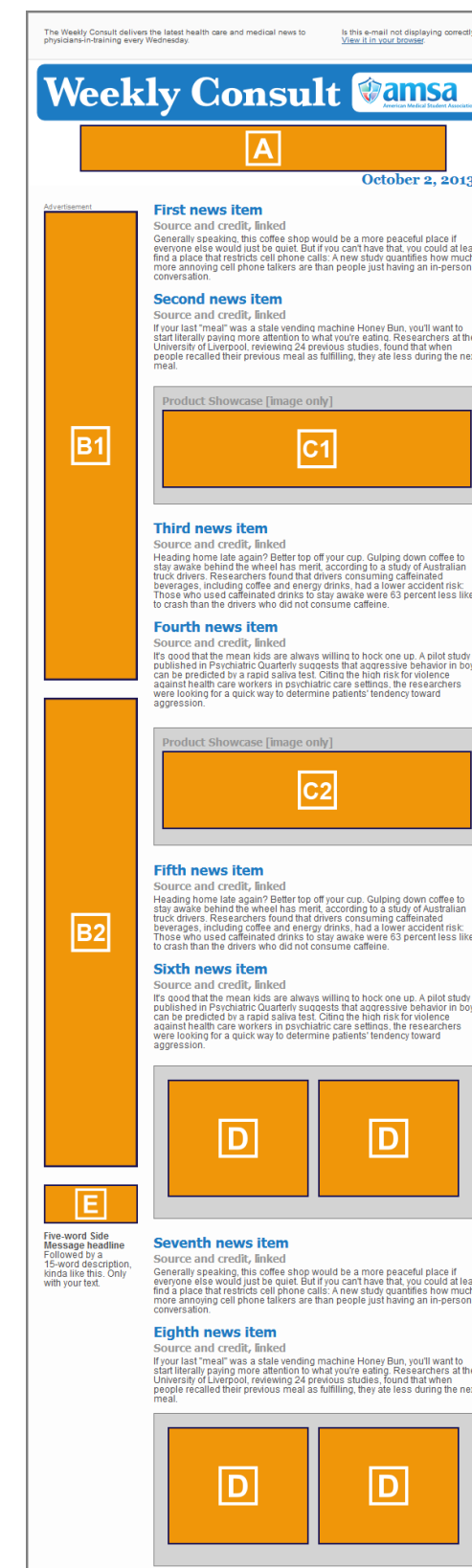


Illustration of banner placement and specifications is offered as an example only. Actual content, length and arrangement of the newsletter will vary.