AMSA CHANNELS

AMSA’s reach extends across the country and globe, and traverses many mediums—from journalistic publications, weekly digital communications to in-person experiences. Our channels offer potent opportunities to reach tomorrow’s medical forerunners—in meaningful ways, stemming from a resource they trust.

The New Physician
Award-winning, digital member magazine that reaches more than 23,000 readers with each issue

Weekly Consult
Weekly e-newsletter delivered to more than 35,000 email addresses that synthesizes latest trends, news and announcements

AMSA.org
Robust online destination for all AMSA programs, action committees, opportunities and resources

Experiential
Inspired events that coalesce change-makers in medical education

Partnerships
Opportunities for companies, organizations and schools to partner with AMSA to foster learning and embolden students in meaningful ways
Change-making since 1970

AMSA is an independent, global association that exists to support, inform and inspire tomorrow’s physicians. The ones committed to making the world a better place through medicine. The ones who burn brightly with the desire to reimagine health care in bold, lasting ways.

Vision

At AMSA, we see a better way forward. We see opportunities to reshape medicine as future physicians. Our vision is a world where health care is accessible, medicine is affordable and systems support the diversity we see around us.

**AMSA By The Numbers**

<table>
<thead>
<tr>
<th><strong>30,000+</strong></th>
<th><strong>50,000+</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Student members</td>
<td>Readership</td>
</tr>
<tr>
<td><strong>50</strong></td>
<td><strong>69,000+</strong></td>
</tr>
<tr>
<td>U.S. states + territories</td>
<td>Social followers</td>
</tr>
<tr>
<td><strong>79</strong></td>
<td><strong>65,000+</strong></td>
</tr>
<tr>
<td>Countries</td>
<td>Avg monthly website sessions</td>
</tr>
<tr>
<td><strong>31</strong></td>
<td><strong>25,000+</strong></td>
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<tr>
<td>Languages</td>
<td>Avg monthly website users</td>
</tr>
<tr>
<td><strong>70</strong></td>
<td><strong>6</strong></td>
</tr>
<tr>
<td>Years of activism</td>
<td>National awards</td>
</tr>
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</table>
The New Physician

The New Physician is an award-winning magazine committed to exploring the social, political and ethical issues of health care and medical education. It is a journalistic publication that covers aspects of the personal, clinical and career development of physicians—in an engaging but concise way. The magazine’s goal is to provide medical students with the tools they need for success in their classrooms, labs and on the wards.

Footprint

23,400+
Reader accounts

50
States

6
Continents

7:09
Average time spent on digital edition

96%
Of readers look to content for guidance, information and inspiration

Audiences

45%
Medical students

45%
Premedical students

10%
Residents, practicing physicians & more.

Key Topics

• Financial Services
• Internships
• Lifestyle and Personal Wellness
• Medical Technology
• Member Perspectives
• Residency Programs
• Service
• Test Prep and Study Aids
• Travel
# 2020-2021 Editorial Calendar + Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Cover Date</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>May-June 2020</td>
<td>Creative Arts</td>
<td>May</td>
<td>Ad Reservation: 4/9/20</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Digital Content: 4/16/20</td>
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<tr>
<td>July-August 2020</td>
<td>Back to School</td>
<td>July</td>
<td>Ad Reservation: 6/7/20</td>
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<td></td>
<td></td>
<td></td>
<td>Digital Content: 6/14/20</td>
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<tr>
<td>September-October 2020</td>
<td>Study Tools &amp; Technique</td>
<td>September</td>
<td>Ad Reservation: 8/6/20</td>
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<td></td>
<td></td>
<td>Digital Content: 8/13/20</td>
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<tr>
<td>November-December 2020</td>
<td>Technology &amp; Medicine</td>
<td>November</td>
<td>Ad Reservation: 10/8/20</td>
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<td></td>
<td></td>
<td>Digital Content: 10/15/20</td>
</tr>
<tr>
<td>January-February 2021</td>
<td>Health Policy</td>
<td>January</td>
<td>Ad Reservation: 12/8/20</td>
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<td></td>
<td></td>
<td></td>
<td>Digital Content: 12/15/20</td>
</tr>
<tr>
<td>March-April 2021</td>
<td>The Environment &amp; Health</td>
<td>March</td>
<td>Ad Reservation: 2/9/21</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Digital Content: 2/16/21</td>
</tr>
</tbody>
</table>
Units + Rates

FULL-SCREEN DIGITAL PLACEMENTS  1x // 3x // 6x

Full-screen banner ad
$1995 // $1795 // $1500

Full-screen text-based ad
$2495 // $2250 // $1875

ADD-ONS  1x // 3x // 6x

Action-oriented button
$500 // $450 // $375

Text-based ad upgrade
$1250 // $1125 // $950

ELECTRONIC TABLE OF CONTENTS  1x // 3x // 6x

B: Skyscraper*
Premium banner placement positioned vertically in right column.
$1500 // $1350 // $1125

C: Product showcase*
Featured banner placement integrated within the contents listing
C1 - $1450 // $1300 // $1100 (above fold)
C2 - $1250 // $1125 // $1000

E: Side message*
Content positioned under Skyscraper with an image, headline and description.
$500 // $450 // $375

* Same banner type appears in Weekly Consult and on AMSA.org
Specifications

FULL-SCREEN BANNER ADS

Image: 1151 pixels wide x 2048 pixels tall
Format: jpg, gif or png file
Colorspace: RGB
Timing: 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

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 from either YouTube or Vimeo file
• Background color of your choosing

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

ELECTRONIC TABLE OF CONTENTS

B: Skyscraper*
  Image: 120 pixels wide x 600 pixels tall

C: Product showcase*
  Image: 395 pixels wide x 100 pixels tall

E: Side message*
  Image: 120 pixels wide x 50 pixels tall
  Text (max.): 20-character headline, 80-character description

* Same banner type appears in Weekly Consult and on AMSA.org
More than 35,000 members receive the Weekly Consult every week—a potent synthesis of timely trends and breaking news, coupled with educational tips and how-tos crafted by AMSA leaders and experts. A mobile-ready, go-to e-newsletter that readers rely on to stay informed and inspired.

Advertising in the Weekly Consult helps you:

- Build brand awareness with highly targeted—and engaged—audiences
- Reach audiences through multiple touchpoints over the course of three months
- Drive users directly to your products or offerings in one click
- Creatively embed your brand within deeply relevant content.

Footprint

35,000+
Recipients

- 20,000
Medical students, residents and practicing physicians

- 15,000
Premedical students

500,000+
Opens per year

- 70%
Students (med + premed)

- 30%
Residents, Physicians and Alumni
Units + Rates + Specifications

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

**A: Leaderboard**
Prominent, horizontal banner placement positioned directly under the newsletter’s masthead
*Image:* 468 pixels wide x 60 pixels tall
Med+ $5000 / Premed $4500 / Both $8500

**B: Skyscraper**
Prime banner placement positioned vertically in left column. Multiple locations available each cycle
*Image:* 120 pixels wide x 600 pixels tall
B1 – Med+ $4000 / Premed $3500 / Both $6500
B2 – Med+ $3000 / Premed $2500 / Both $4500

**C: Product Showcase**
Featured banner placement integrated within news column. Multiple locations available each cycle.
*Image:* 395 pixels wide x 100 pixels tall
C1 – Med+ $3950 / Premed $3450 / Both $6400
C2 – Med+ $3750 / Premed $3250 / Both $6200

**D: Internal banner**
Alternative banner placement integrated within news column.
*Image:* 180 pixels wide x 150 pixels tall
Med+ $2750 / Premed $2250 / Both $4000

**E: Side Message**
Positioned directly under the Skyscraper with an image, headline and description
*Image:* 120 pixels wide x 50 pixels tall
Text (max.): 20-character headline & 80-character description
Med+ $1500 / Premed $1250 / Both $2000

*Format:* jpg, gif, or png file

*Timing:* Rotating files to create animation are accepted but should be no more than five (5) seconds. Visibility of longer rotating ads is not guaranteed.

* Same banner type appears in *The New Physician* and on [AMSA.org](http://AMSA.org)
Weekly Consult

A Leaderboard

B Skyscraper

C Product showcase

E Side message

D Internal banner
The AMSA website is the go-to resource for tens of thousands of global members, alumni and institutional partners seeking the latest information on our educational programs, robust advocacy groups and initiatives, and opportunities to network. Information, inspiration and up-to-the-minute initiatives—all inside.

**Advertising on AMSA.org:**

- Reach physicians early in their careers—as they are charting their future course.
- Engage with a diverse body of tomorrow’s physicians—stemming from all walks of life.
- Grab the attention of your audiences in meaningful, relevant ways—on a platform they trust.

**Footprint**

- **65,000** Avg sessions per month
- **25,000** Avg users per month
# Options + Rates + Specifications

Cost per 1000 page views // 1 month // 2 months

## OPTION 1

**Upgraded Premium Package** (20,000 average page-views each month) Prominent banner placement for ideal exposure:

- **A2: Leaderboard** (728 pixels wide x 90 pixels tall) on select Main Navigation Menu pages
- **B: Skyscraper***(120 pixels wide x 600 pixels tall) on Search page and Popular Internal pages
- **C: Product showcase***(395 pixels wide x 100 pixels tall) under slider on Home page

$150 // $3000 // $5100

## OPTION 2

**Enhanced Internal Page Package** (10,000 average page-views each month) - Effective banner placements throughout site

- **B: Skyscraper***(120 pixels wide x 600 pixels tall) on Popular Internal pages

$130 // $1300 // $2340

## OPTION 3

**Side Message Internal Page Package** (18,000 average page-views each month) New action-oriented side message option

- **E: 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

$135 // $2430 // $4370

## OPTION 4

**On Call Blog Page Package** (11,000 average page-views each month)

- **B: Skyscraper***(120 pixels wide x 600 pixels tall) on the On Call Blog pages

$130 // $1430 // $2570

* Same banner type appears in *The New Physician* and *Weekly Consult*
LAYOUT - HOME PAGE

Reproductive Health Project

Chapter grants, research scholarships, educational opportunities and more.

Learn more

Our mission

At AMSA, we see a better way forward. We see opportunities to reshape medicine as future physicians. Our vision is a world where health care is accessible, medicine is affordable and systems support the diversity we see around us.

Featured membership benefits

Because med school fees are everywhere, we offer some serious discounts and offers. You'll want to know about these— we're continually adding new deals like travel discounts for interviews, help for home-buying post-graduation and more.

Join in
The New Physician, Weekly Consult + AMSA.org

Reserve Ad Space + Send Artwork

- Visit amsa.org/workwithus to access the reservation and submission forms
- Refer to the AMSA Sales Reservation Form for complete terms and conditions
- Send a AMSA Sales Reservation Form to sales@amsa.org
- Submit ad collateral (banner artwork, text and linking URL) through the AMSA Sales Artwork Submission Form by confirmed specified deadline dates
- All ad collateral is subject to AMSA approval. Ad collateral may be changed after publication for an additional fee of $100 per ad change. All changes must be approved by AMSA.
- Email sales@amsa.org or call (703) 665-4811 if you have questions or need more information

“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 a variety of health professionals and students.”

– The New Physician reader
EXPERIENCES

AMSA’s events is where a body of impassioned, diverse medical students, alumni, partners and experts convene from across the globe—to learn, to network and to activate. In-person and virtually, the energy and dynamism that is experienced at AMSA events truly distinguishes us an organization—as a global community committed to change.

Annual AMSA Convention & Exposition

Our flagship event—and most popular advertising vehicle—is our Annual Convention which last year saw:

- 1000+ Attendees
- 170+ Programs
- 45 States
- 140+ Posters submitted
- 12+ Countries
- 86 Exhibits
- 100 Speakers
Opportunities

EXHIBIT WITH US

Meet leads and contacts before, during and after AMSA’s events—in meaningful face-to-face interactions with medical and premedical students, practicing physicians, medical school faculty and administrators and other exhibitors

Showcase your brand and products to an engaged, targeted audience

BE A SPONSOR

• Premium branding
• Activities & programming
• Attendee giveaways
• AMSA awards
• Creative opportunities

ADVERTISE

• Mobile app
• Attendee bag insert

For more information, visit amsaconvention.org
Email sales@amsa.org or call (703) 665-4811
Institutional Partnerships

Forward-thinking medical institutions are looking for new ways to deliver a well-rounded education—one that champions the whole student. This is where AMSA comes in.

We exist to offer medical students a place to lend their voice. To connect with like-minded, diverse students from across the globe. To learn to be tomorrow’s influencers, leaders and empathetic healers.

Simply put, AMSA’s Institutional Partnerships enables schools to focus on the core aspects of a quality medical education, while AMSA supports the vital skill training needed to succeed in the world ahead.

AMSA offers medical schools:

- **Increased Pipelines:** access to our culturally diverse student base
- **Leadership and Education:** programs aimed to help students become well-rounded physicians
- **Access to Mentors:** a robust pool of engaged physician-mentors from across the globe
- **Advocacy Training:** hands-on instruction to help students learn to make change
- **Residency Prep:** student guidance and resources to navigate the application process
- **Strategic Partnerships:** customized to drive on school goals
- **Discounts:** on membership, events and learning resources
- **Upgrade Options:** such as personalized professional development, leadership certification, self-assessments and more
Join the Ranks

AMSA partners are a growing body of medical institutions, such as:

- Albert Einstein College of Medicine
- Boonshoft School of Medicine
- Marshall University
- Meharry Medical College
- American International Medical University
- New York Institute of Technology
- GeorgeSquared
- University of North Carolina School of Medicine
- Virginia Commonwealth University School of Medicine
- Hillsborough Community College
- Wright State University
- Virginia Commonwealth University School of Medicine
- American International University School of Medicine
- University of North Carolina School of Medicine

Contact us to discuss potential partnerships—creatively tailored to best serve AMSA’s members and help organizations meet their strategic goals. Email jthayer@amsa.org or call (703) 665-4691.
AMSA is known for its grassroots initiatives at national and local levels. We encourage joint efforts with outside groups and organizations with similar missions to offer AMSA members valuable benefits.

AMSA Member Benefit Partners offer members access to unique programs and valuable services to help them through their medical education journey. AMSA partners with a wide range of companies to give members useful discounts on everything from test prep to international volunteer opportunities.

Examples of our member benefit partners:

- GEICO
- Kaplan Test Prep
- Wolters Kluwer
- UpToDate
- Better Help
- Canopy
- CFHI
- Laurel Road
- DRS Agent
- Academic Group

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