

The background of the image features a group of medical students. A woman with glasses is visible in the upper left, looking towards the right. In the center, a woman is holding a microphone, and to her right, another woman is looking forward. A young man is partially visible on the far right. The image is overlaid with diagonal bands of color: blue at the top, purple in the middle, green below that, and red at the bottom.

amsa

MEDIA KIT | 2020-2021

American Medical Student Association

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

THIS IS AMSA.

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

30,000+

Student members

50,000+

Readership

50

U.S. states + territories

69,000+

Social followers

79

Countries

65,000+

Avg monthly website sessions

31

Languages

25,000+

Avg monthly website users

70

Years of activism

6

National awards



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%

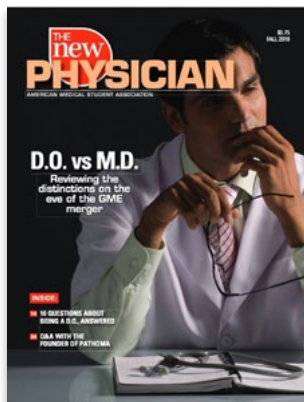
Premedical students

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

Issue	Topic	Deadlines
September-October 2020	Election	Ad Reservation: 9/21/20 Digital Content: 9/28/20
November-December 2020	Technology & Medicine	Ad Reservation: 10/19/20 Digital Content: 10/26/20
January-February 2021	Health Policy	Ad Reservation: 12/8/20 Digital Content: 12/15/20
March-April 2021	The Environment & Health	Ad Reservation: 2/9/21 Digital Content: 2/16/21
May-June 2021	Creative Arts	Ad Reservation: 4/8/21 Digital Content: 4/16/21

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 characters

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

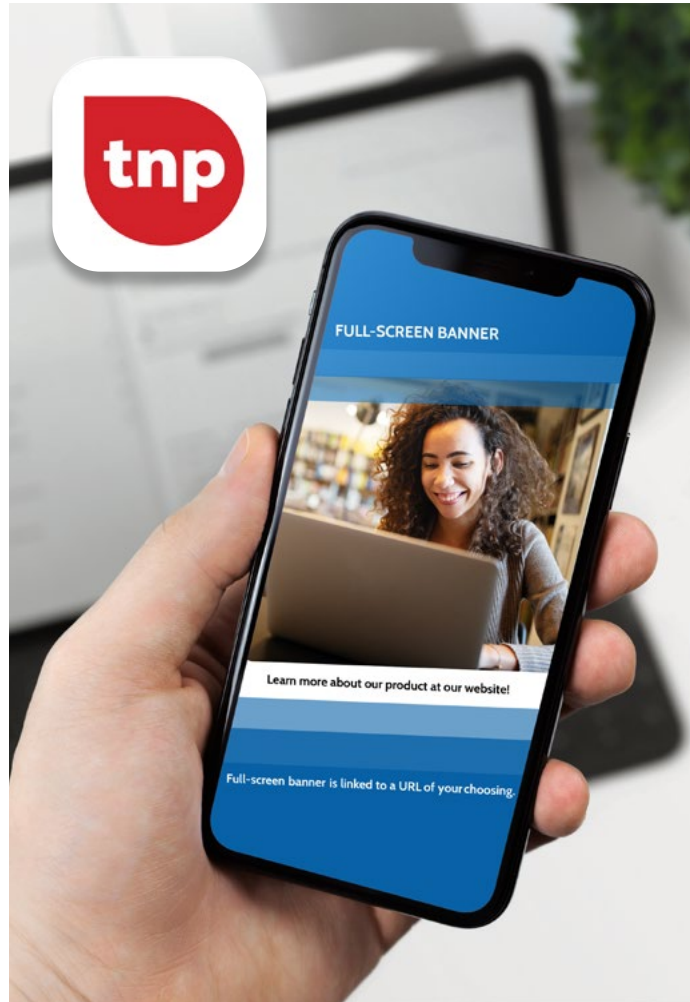
E: Side message*

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

FULL-SCREEN AD



B Skyscraper

E Side message

C Product showcase

WEEKLY CONSULT

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

A Leaderboard

B Skyscraper

E Side message

D Internal banner

Weekly Consult

A

March 5, 2020

Example news item one
News Source 1
The Affordable Care Act faces its third major challenge in the Supreme Court. The hearing date isn't confirmed but arguments could be held in the fall following a decision in spring or summer of 2021. The case is brought forth by Republican state officials. They argue that it is unconstitutional when in 2017, when Congress zeroed out the penalty for not getting health insurance. Currently, the law remains intact but faces an uncertain future.

Example news item two
News Source 2
An updated recommendation by the U.S. Preventive Services Task Force suggests screening for hepatitis C in all adults age 18 to 79. Those with the illness may not know they have it because they are not sick. Screening allows for early detection and effective treatment. Injection drug use is the most important risk factor when it comes to hepatitis C. In the US, there's been an increase in HCV among young adults who inject drugs. This new recommendation will also be cost-effective.

C1

Example news item three
News Source 3
Globally, the number of coronavirus cases hits 90,000 with a total of 3,000 deaths. The number of cases in China slows down while there's a rise in Iran, South Korea and Italy. Iran reported more than 2,300 cases with a death toll of 77. South Korea reports more than 5,000 cases with 31 deaths. Italy has more than 2,000 cases with a reported death toll of 52. The World Health Organization says these countries are now its greatest concern.

Example news item four
News Source 4
Doctors at the Casey Eye Institute in Oregon are trying to use CRISPR gene editing directly in the eye of a patient nearly blind from a rare genetic disorder. The patients selected for this phase of the trial are older, and their disease has progressed to the point that they are almost completely blind. Once safety and efficacy have been established, researchers hope to expand trials to include younger patients.

B2

C2

Example news item five
News Source 5
Health officials announce the death of six Americans in Washington state from coronavirus. Reports suggest that the virus was circulating the state for weeks without any detection from health officials. Of the six deaths, five were from King County and an emergency has been declared. The total number of cases in Washington state is now at least 18.

E

Example news item six
News Source 6
After a Health and Human Services whistleblower alleged that HHS workers without training or protective equipment were sent to meet U.S. evacuees from China known to have been exposed to COVID-19, the agency says it is conducting an internal investigation. The whistleblower claims to have been reassigned after reporting the concerns.

D **D**

C Product showcase

The Website

AMSA.ORG

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.

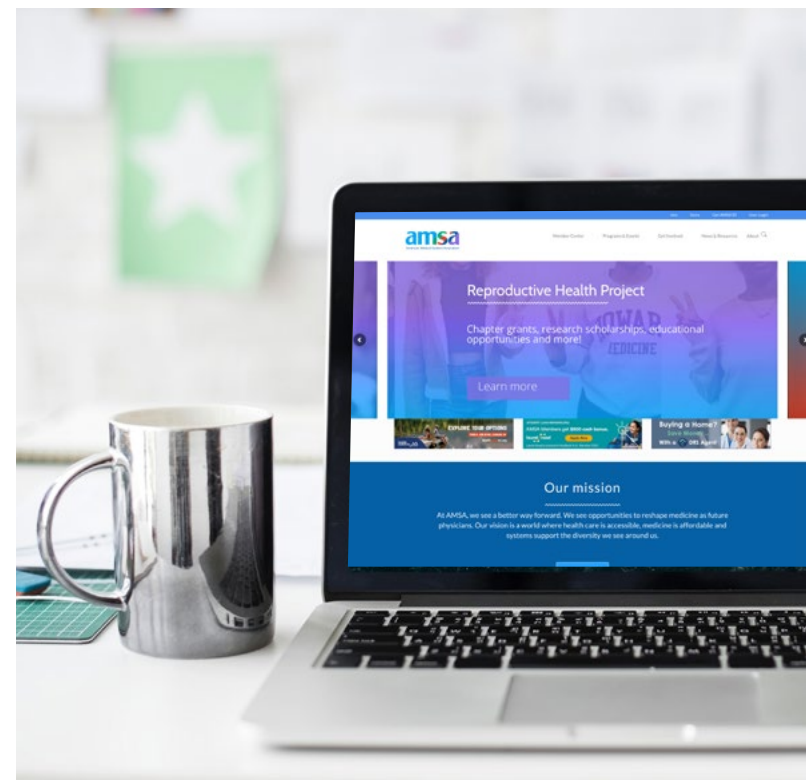
Footprint

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

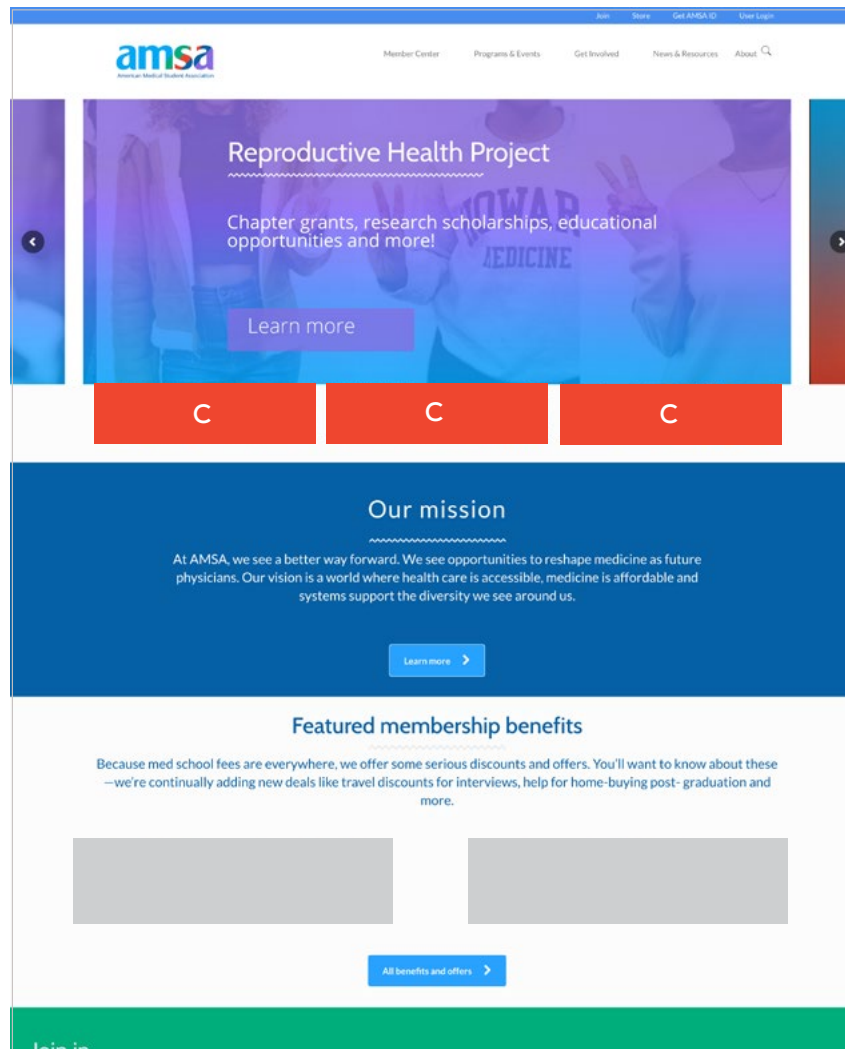
On Call Blog Page Package (11,000 average page-views each month)

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

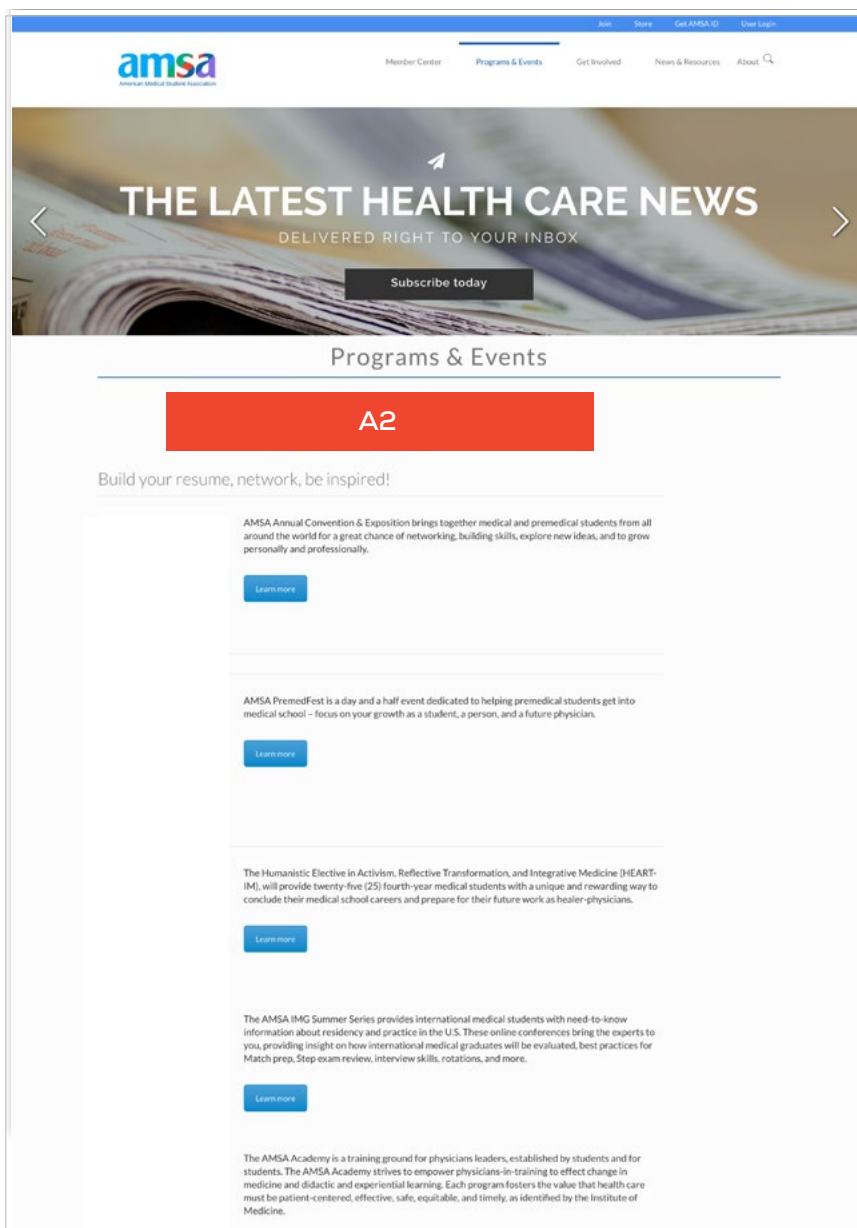
\$130 // \$1430 // \$2570

* Same banner type appears in *The New Physician* and *Weekly Consult*

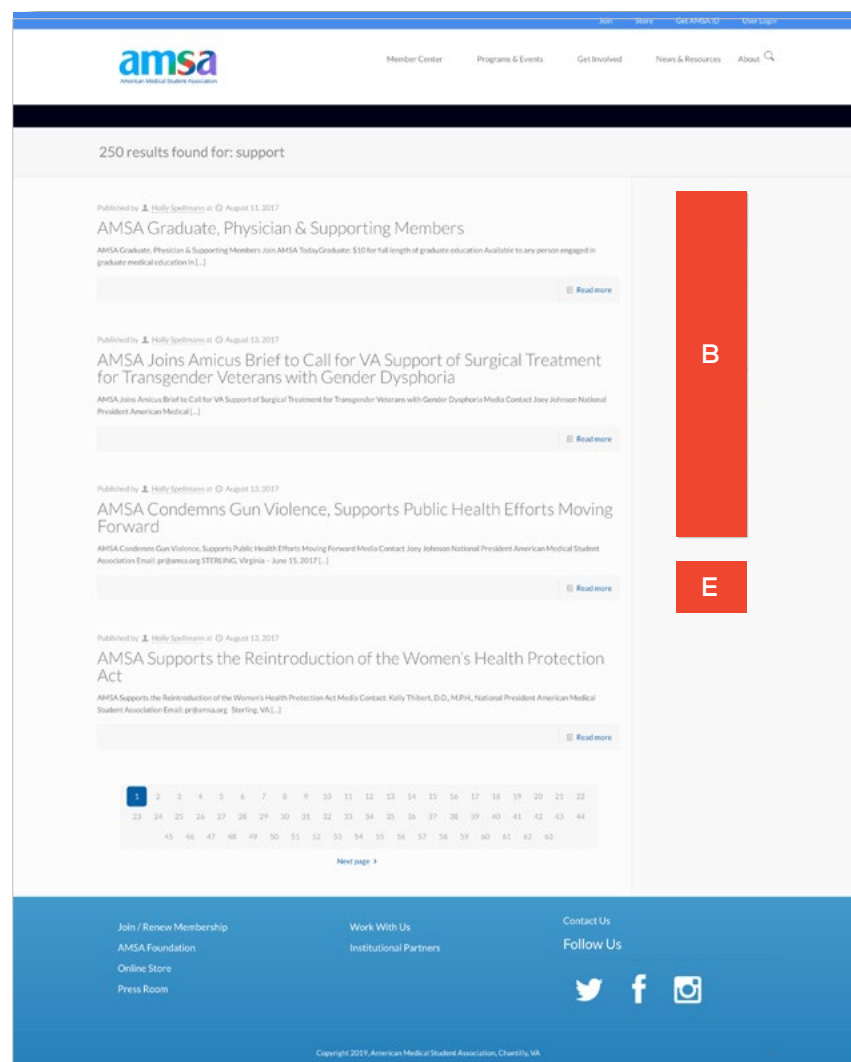
LAYOUT - HOME PAGE



LAYOUT - MAIN NAVIGATION MENU PAGE



LAYOUT - SEARCH PAGE



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 completed 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

LEARN MORE

For more information, visit amsaconvention.org

Email sales@amsa.org or call (703) 665-4811

INSTITUTIONAL & MEMBER BENEFIT PARTNERSHIPS

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:



LEARN MORE

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.

Member Benefit Partnerships

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



LEARN MORE

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