amsa

MEDIA KIT

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.**

AMSA.org

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.

Weekly Consult

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

The New Physician

Award-winning, digital member digital magazine that reaches more than 23,000 readers with each issue on all devices and through a user-friendly mobile app.

Experiential

Inspired events that coalesce change-makers in medical education.

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 re-imagine 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
U.S. states + territories

79
Countries

31
Languages

70
Years of activism

50,000+
Readership

75,000+
Social followers

65,000+
Avg monthly website sessions

25,000+
Avg monthly website users

6
National awards

On-Going Opportunities

Advertise with AMSA

Deliver your message with AMSA.org, AMSA's member magazine *The New Physician,* and e-newsletter *Weekly Consult* to:

- 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 and relevant ways – in communications they trust.

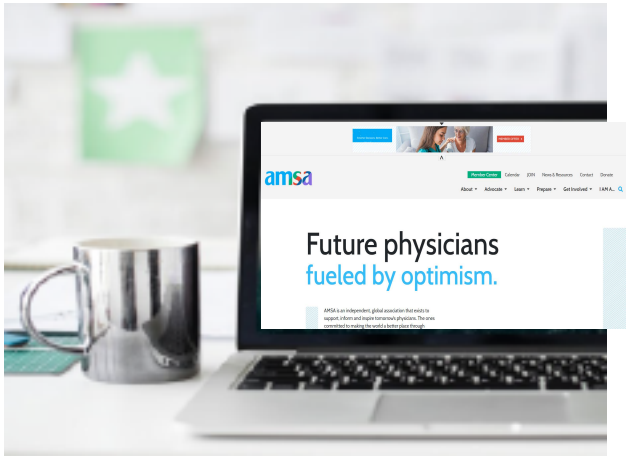
Co-create content with AMSA

For more information or to tap into AMSA's external communications team for ideas and assistance, contact sales@amsa.org. Together we can create deeper content that reaches AMSA members in highly targeted ways. Here a few opportunities:

- Co-authored content – For organizations with shared interests, we can co-create content together ranging from articles, reports, info-graphics, podcasts, or other things that we dream up together to help make change.
- Sponsored articles – ON CALL blog articles that delve deeply into key issues that matter to your brand, organizations can sponsor articles written by AMSA leaders and experts – and receive brand affiliation in relevant ways.
- Relevant editorials – Articles written by you for ON CALL blog – or you can tap into AMSA's external communications team.

The Website
AMSA.ORG

As a progressive association committed to change, we've never been one to stand still – we pivot, shift and evolve quickly to rise to meet the changing needs we see around us. Our focus areas, initiatives and programs zero in on timely, pressing issues that we want to change as future physicians. In other words – we've grown, changed and expanded. It's time to have our website reflect this!



To that end, we're updating our website to:

- Better reflect the spirit and dynamism of AMSA.
- Provide a fresh new interface and user experience – improved means to navigate all that AMSA offers.
- Easily scale alongside us as we grow.

Footprint

65,000
Avg sessions per month

25,000
Avg users per month

Options + Rates + Specifications

Unless indicated differently, rates below are for required two-month minimum reservation.

OPTION 1: Premium Leaderboard

A wide horizontal banner space that displays at the top of AMSA's **home** page and popular **internal** pages for ideal exposure.

Image Dimensions: 728 x 90px
Two-Month Rate: $4800

OPTION 2: Popular Leaderboard

A wide horizontal banner space that displays at the top of **main navigation** and popular **utility** pages for optimum reach.

Image Dimensions: 728 x 90px
Two-Month Rate: $2200

OPTION 3: Prominent Tile

A square banner space that resides on highly trafficked **ON CALL** blog pages and the site's **Search** page.

Image Dimensions: 768 x 450px
Two-Month Rate: $2200

OPTION 4: Promotional Posting

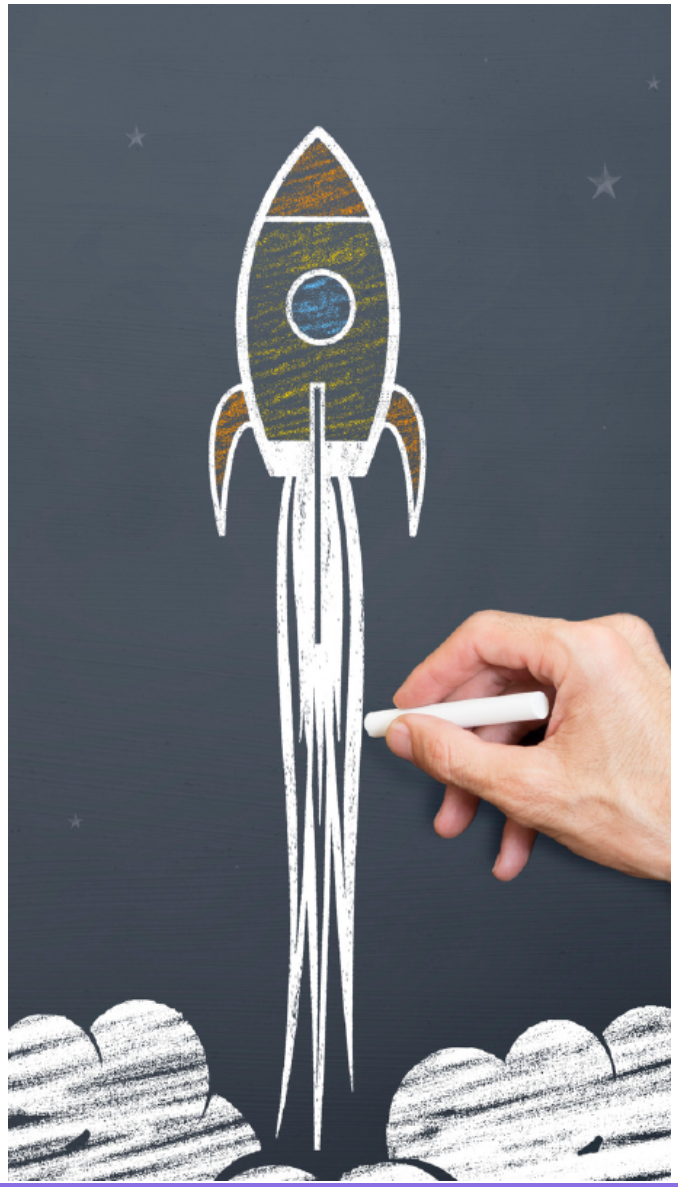
A rectangular banner space embedded within postings on the **ON CALL** blog landing page and the site's Search page.

Image Dimensions: 1300 x 250px
Two-Month Rate: $800

OPTION 5: Proponent Leaderboard

A wide horizontal banner space on an AMSA event landing page for six months to promote your participation and recognize your support before, during, and after the chosen event. Space must be reserved at least one month prior to the chosen event.

Image Dimensions: 728 x 90px
Rate: $900 for each event



Join us for the launch.

We'll be making a lot of noise about this to our members, alumni and community – so it's a great chance to get in while we're driving people to it with fanfare.

LEARN MORE

For more information, visit amsa.org/workwithus, email sales@amsa.org, or call (703) 665-4811.

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 touch points 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).

A position: Full Banner

Prominent, horizontal banner space positioned directly under the newsletter's masthead.

Image Dimensions: 468 x 60 px

Med+ $5000 / Premed $4500 / Both $8500

B position: Skyscraper

Prime vertical banner space positioned in the newsletter's left column. Multiple locations available each cycle.

Image Dimensions: 120 x 600 px

B1 – Med+ $4000 / Premed $3500 / Both $6500
B2 – Med+ $3000 / Premed $2500 / Both $4500

C position: Product Showcase

Featured banner placement integrated within news column. Multiple locations available each cycle.

Image Dimensions: 395 x 100 px

C1 – Med+ $3950 / Premed $3450 / Both $6400
C2 – Med+ $3750 / Premed $3250 / Both $6200

D position: Interior Rectangle

Popular, rectangular banner space integrated within news column.

Image: Dimensions: 180 x 150 px

Med+ $2750 / Premed $2250 / Both $4000

E position: Side Message

Attractive, action-oriented design for easy design but powerful messaging positioned under the Skyscraper.

Image Dimensions: 120 x 50 px or approved logo
Action Headline: 20 characters max.
Summary: 80 characters max.

Med+ $1500 / Premed $1250 / Both $2000

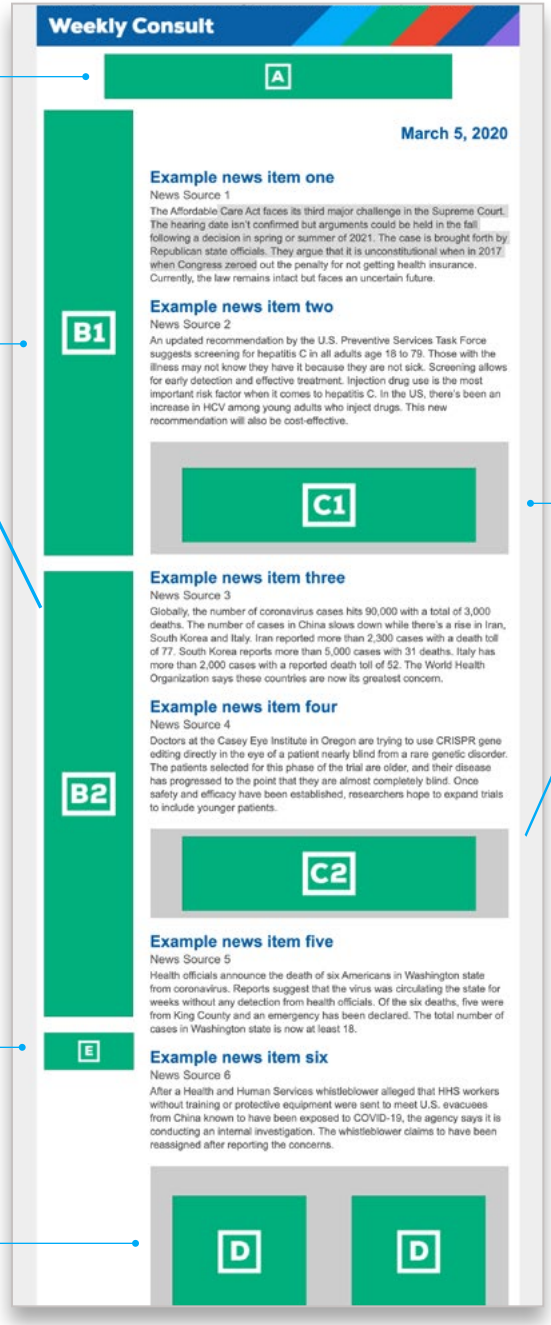
A Full Banner

B Skyscraper

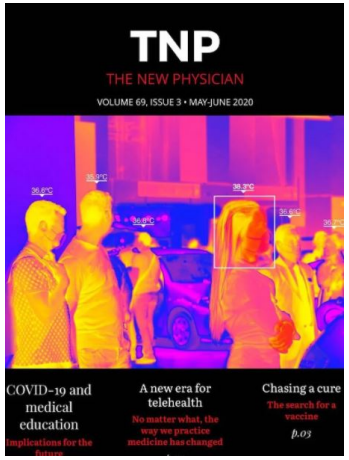
C Product Showcase

E Side Message

D Interior Rectangle



The New Physician



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

23,000+
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

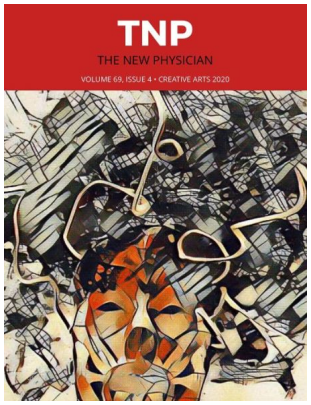
45%
Medical students

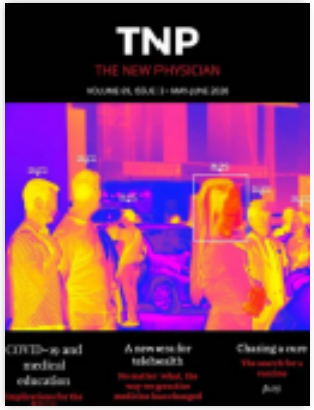
45%
Premedical students

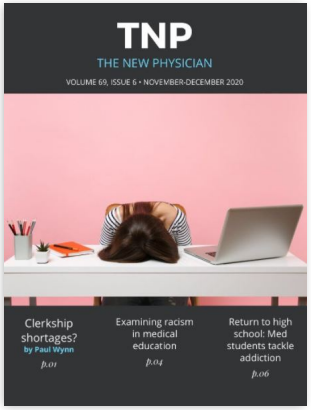
10%
Residents, practicing physicians & more.

Key Topics

- Financial Services
- Internships
- Lifestyle and Personal Wellness
- Medical Technology
- Member Perspectives
- Residency Programs
- Service
- Test Prep and Study Aids
- Travel







Editorial Calendar + Deadlines

Issue	Topic	Cover Date	Deadlines
July-August	Back to School	July	Ad Reservation: 6/10/22 Digital Content: 6/17/22
September-October	Study Tools & Technique	September	Ad Reservation: 8/12/22 Digital Content: 8/19/22
November-December	Technology & Medicine	November	Ad Reservation: 10/14/22 Digital Content: 10/22/22
January-February	Health Policy	January	Ad Reservation: 12/16/22 Digital Content: 12/23/22
March-April	The Environment & Health	March	Ad Reservation: 2/10/23 Digital Content: 2/17/23
May-June	Creative Arts	May	Ad Reservation: 4/7/23 Digital Content: 4/14/23

Units + Rates+ Specifications

Rates below are for a required two-issue minimum reservation.

FULL-SCREEN BANNER

Interior full "page" space integrated within magazine articles with optional action-oriented button (90 characters max. placed below banner).

Image Dimensions: 1151 x 2048 px

Two-Issue Rate: $3590

ADVERTORIAL

Sentence Headline: 45 characters max.
Body Content: 600 characters max.
Can include the following:

- Company logo (transparent background, JPG or PNG format, min. 1024 px wide)
- Action-oriented button: 90 characters max. (placed within content)
- URL from either YouTube or Vimeo file
- Background color of your choosing

Two-Issue Rate: $4500

ELECTRONIC TABLE OF CONTENTS

Readers receive emails with links to magazine's content for access from any device 24/7.

B position: Skyscraper

Premium banner space positioned vertically in the right column.

Image Dimensions: 120 x 600 px

Two-Issue Rate: $2700

C position: Product Showcase

Featured banner placement integrated within the contents listing.

Image Dimensions: 395 x 100 px

Two-Issue Rates:
C1 (above fold) - $2600
C2 - $2250

E position: Side Message

Content positioned under Skyscraper with an image, headline, and summary linked to on-line article.

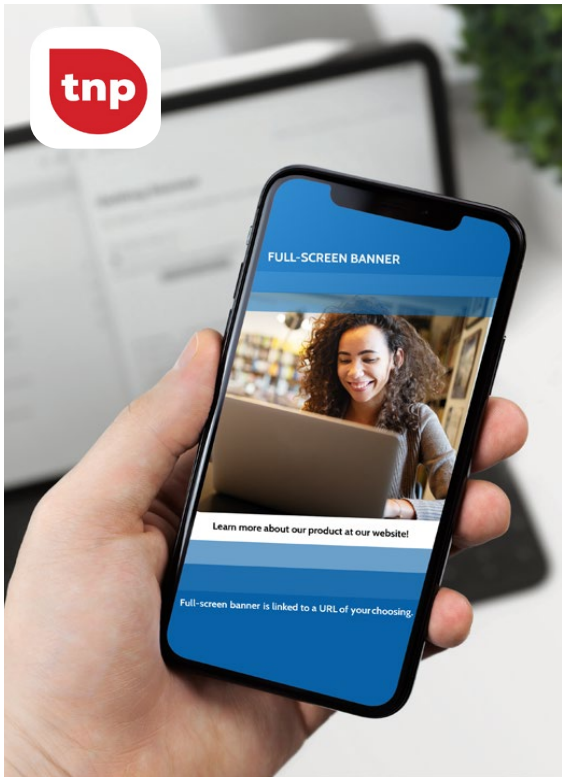
Image Dimensions: 120 x 50 px or approved logo
Action Headline: 20 characters max.
Summary: 80 characters max.

Two-Issue Rate: $900

The New Physician

Read on All Devices 24/7

FULL-SCREEN AD



ELECTRONIC TOC

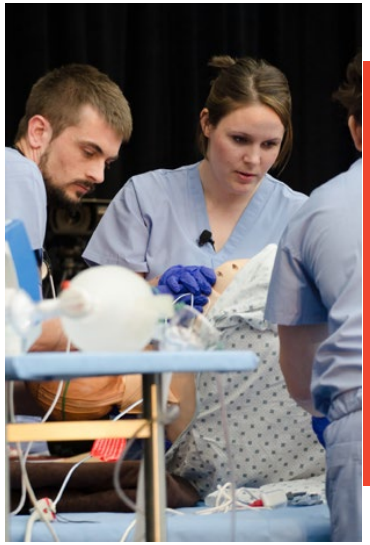
B Skyscraper

E Side Message

C Product Showcase

Reserve Ad Space + Send Artwork

- Visit amsa.org/workwithus to access the reservation and submission forms.
- Refer to the AMSA Advertising Reservation/Insertion Order Form for complete terms and conditions.
- Submit ad collateral banner artwork, text, and linking URL through the AMSA Sales Artwork Submission Form by confirmed specified deadline dates.
    - Acceptable File Formats: JPG, GIF, PNG. Files must be RGB and at least 72 dpi.
    - 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.
- 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 requested at least 10 business days prior to change implemented and content 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

Support + Present + Meet

EXPERIENCES

AMSA's events are where a body of impassioned, diverse physicians-in-training, alumni, partners, and experts convene from across the globe – to learn, to network, and to advocate. 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 – amsaconvention.org

AMSA Academy – amsa.org/events/academy

- IMG Residency Prep
- Scholars Programs

LEARN MORE

For more information, visit amsa.org, email sales@amsa.org, or call (703) 665-4811.

AMSACon
AMSA'S ANNUAL CONVENTION & EXPOSITION

Our flagship event – and most popular way to connect with future physicians – is our Annual Convention which last year saw:

1000+
Attendees

45
States

12+
Countries

170+
Sessions

100
Speakers

140+
Posters

80+
Exhibits

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

LEARN MORE

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

AMSA ACADEMY ON-LINE EDUCATION

Free to AMSA members, the AMSA Academy is a training ground for physician leaders established by students, for students. The Academy strives to empower physicians-in-training to effect change in medicine, didactic, and experiential learning. Each program focuses on the value that health care must be patient-centered and enforces AMSA's mission of fostering a community of future physicians through education and advocacy.

17+
On-Line Programs

1400+
Enrolled

BE A SPONSOR

- **Premium branding** - Showcase your brand to an engaged, targeted audience on AMSA's website in marketing messages to promote programs to AMSA members.
- **Programming opportunity** - Work with AMSA's leaders to present subject expert sessions.

LEARN MORE

For more information, visit amsa.org/events/academy, email sales@amsa.org, or call (703) 665-4811.