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 Physican
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.

Events
Inspired events that coalesce change-makers in medical education.
**THIS IS AMSA.**

**Change-making since 1950**

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**

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<thead>
<tr>
<th><strong>30,000+</strong></th>
<th><strong>50,000+</strong></th>
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<tr>
<td>Student members</td>
<td>Readership</td>
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<td>U.S. states + territories</td>
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<th><strong>70</strong></th>
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<tbody>
<tr>
<td>Years of activism</td>
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<tr>
<th><strong>65,000+</strong></th>
<th><strong>25,000+</strong></th>
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<tbody>
<tr>
<td>Social followers</td>
<td>Avg monthly website users</td>
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<th><strong>6</strong></th>
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<tbody>
<tr>
<td>National awards</td>
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Overview

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.
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:** $5000

### 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:** $3500

### 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:** $2500

### 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:** $1000

### 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:** $1000 for each event
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
Weekly Consult

March 5, 2020

Example news item one
From Source 1

The Allowance Call to Action is the major challenge in the Supreme Court. The hearing (which confirmed or not confirmed by the court) is scheduled to be held in the fall. A decision is expected in September or October 2021. The case is brought forth by the administration of the Affordable Care Act. The case has been reconstituted twice. In 2018, when Congress voted to roll back the penalties for not getting health insurance. Currently, the new version of the law has been under review.

Example news item two
From Source 2

An updated recommendation by the US Preventive Services Task Force suggests screening for Hepatitis C in all adults age 19 to 79. Those with the disorder may not know they have it because they are not tested. Screening all adults 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 cases in young adults who inject drugs. This new recommendation will also be used effective.

Example news item three
From Source 3

Globally, the number of coronavirus cases hits 95,000 with a total of 3,900 deaths. The number of cases in China shows that it’s a new record. South Korea reports more than 6,300 cases with 77 deaths. and Italy reporting more than 9,200 cases with a death toll of 57. The World Health Organization says three countries are now in pandemic status.

Example news item four
From Source 4

Students at the Casey Eye Institute in Oregon are helping to use CRISPR gene editing directly in the eye of a patient with a rare genetic disorder. The new patients selected for the program, the first ever, and their diseases have progressed to the point that they are almost completely blind. Once safety and efficacy have been established, researchers hope to expand the use to include younger patients.

Example news item five
From Source 5

Health officials have created a list of Americans in Washington state with coronavirus. Reports suggest that the virus was circulating in the state for weeks before any cases were confirmed. The total number of cases in the state have now increased to 13. The King County and the information has been released. The total number of cases in Washington state now exceeds 13.

Example news item six
From Source 6

After a Health and Human Services whistleblower alleged that HHS workers who tested or provided protective equipment were sent to retest U.S. evacuees from China known to have been infected to COVID-19, the agency issued a statement concluding an internal investigation. The whistleblower claims to have been reassigned after reporting the concern.
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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Cover Date</th>
<th>Deadlines</th>
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<tbody>
<tr>
<td>September-October</td>
<td>September</td>
<td>Ad Reservation: 8/12/23</td>
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<tr>
<td></td>
<td></td>
<td>Digital Content: 8/19/23</td>
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<tr>
<td>November-December</td>
<td>November</td>
<td>Ad Reservation: 10/14/23</td>
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<td></td>
<td>Digital Content: 10/22/23</td>
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<tr>
<td>January-February</td>
<td>January</td>
<td>Ad Reservation: 12/16/23</td>
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<td>Digital Content: 12/23/23</td>
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<tr>
<td>March-April</td>
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<td>Ad Reservation: 2/10/24</td>
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<td>Digital Content: 2/17/24</td>
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<td>July-August</td>
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<td>Ad Reservation: 6/10/24</td>
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<td>Digital Content: 6/17/24</td>
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</table>
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
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

EVENTS

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.

**Future Physicians for Change** — fp4change.org

**AMSA Academy** — amsa.org/events/academy
- Heart IM
- IMG Residency Prep
- Life & Leadership
- Reproductive Health Project
- Scholars Program
- Visual Intelligence

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

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:

500+ Attendees

50+ Sessions

42 States

40 Speakers

12+ Countries

140+ Posters

70+ 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

For more information, visit fp4change.org, email sales@amsa.org or call (703) 665-4811
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.

**AMSA ACADEMY ON-LINE EDUCATION**

- **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.

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