



MEDIA KIT



THIS IS AMSA.

Change-making since 1950

AMSA is an independent, global association that exists to support, inform and inspire tomorrow's physicians. AMSA's membership is made up of domestic medical and premedical students, international medical and premedical students, AMSA alumni, faculty, and community allies. The ones committed to making the world a better place through medicine.

AMSA By the Numbers

20K+

STUDENT
MEMBERS

60K+

SOCIAL
FOLLOWERS

7%

SOCIAL
ENGAGEMENT

35%

EMAIL OPEN
RATE

75K+

MONTHLY WEB
VISITORS

350+

NEW FOLLOWERS
MONTHLY



AMSA CHANNELS

01

amsa.org:
Main Website

02

Weekly Consult:
Weekly Newsletter
Premed & Med versions

03

On Call:
Blog

04

fp4change.org:
Convention Website



AMSA.ORG

MAIN AMSA WEBSITE

OPTIONS + RATES + SPECIFICATIONS

► 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: \$5,000

► 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: \$3,500



WEEKLY CONSULT

WEEKLY NEWSLETTER (2 EDITIONS: PREMED & MED+) OPTIONS + RATES + SPECIFICATIONS

► POSITION A: Full Banner

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

Image Dimensions: 728 x 90px

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

► POSITION C: Product Showcase

Featured banner placement integrated within news column.

Image Dimensions: 395 x 100px

C1 – Med+ \$3950 / Premed \$3450 / Both \$6400

C2 – Med+ \$3750 / Premed \$3250 / Both \$6200

► POSITION B: Skyscraper

Prime vertical banner space positioned in the newsletter's left column.

Image Dimensions: 120 x 600px

B1 – Med+ \$4000 / Premed \$3500 / Both \$6500

B2 – Med+ \$3000 / Premed \$2500 / Both \$4500

► POSITION D: Interior Rectangle

Popular, rectangular banner space integrated within news column.

Image Dimensions: 180 x 150px

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

► POSITION E: Side Message

Vertical banner space positioned in the newsletter's lower left column.

Image Dimensions: 120 x 300px

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



WEEKLY CONSULT

WEEKLY NEWSLETTER (2 EDITIONS: PREMED & MED+)

Weekly Consult

amrsa

A

Full Banner

B

Skyscraper

E

Side Message

D

Interior Rectangle

Weekly Consult

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 2012, 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.

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.

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.

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.

C

Product Showcase



ON CALL

BLOG

OPTIONS + RATES + SPECIFICATIONS

▶ **OPTION 1: 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: \$1,500

▶ **OPTION 2: Prominent Title**

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

Image Dimensions: 728 x 450px

Two-Month Rate: \$2,500



FP4CHANGE.ORG

ANNUAL CONVENTION WEBSITE OPTIONS + RATES + SPECIFICATIONS

▶ **Premium Leaderboard**

A wide horizontal banner space on an AMSA's annual convention website homepage for up to 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

CONTACT US

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ASK ABOUT OUR LIST RENTAL OPTIONS

