



# 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 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

**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](mailto: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:** \$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

# 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

**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 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.

**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 resigned after reporting the concerns.

**C** Product Showcase



# 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%**

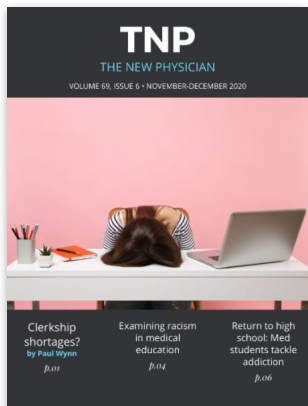
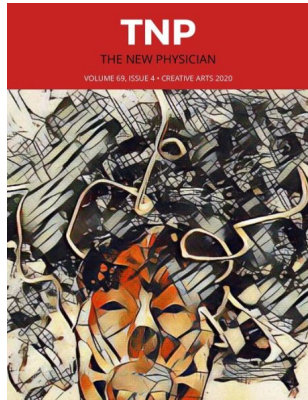
Premedical students

**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	Cover Date	Deadlines
September-October	September	Ad Reservation: 8/12/23 Digital Content: 8/19/23
November-December	November	Ad Reservation: 10/14/23 Digital Content: 10/22/23
January-February	January	Ad Reservation: 12/16/23 Digital Content: 12/23/23
March-April	March	Ad Reservation: 2/10/24 Digital Content: 2/17/24
May-June	May	Ad Reservation: 4/7/24 Digital Content: 4/14/24
July-August	July	Ad Reservation: 6/10/24 Digital Content: 6/17/24

# 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

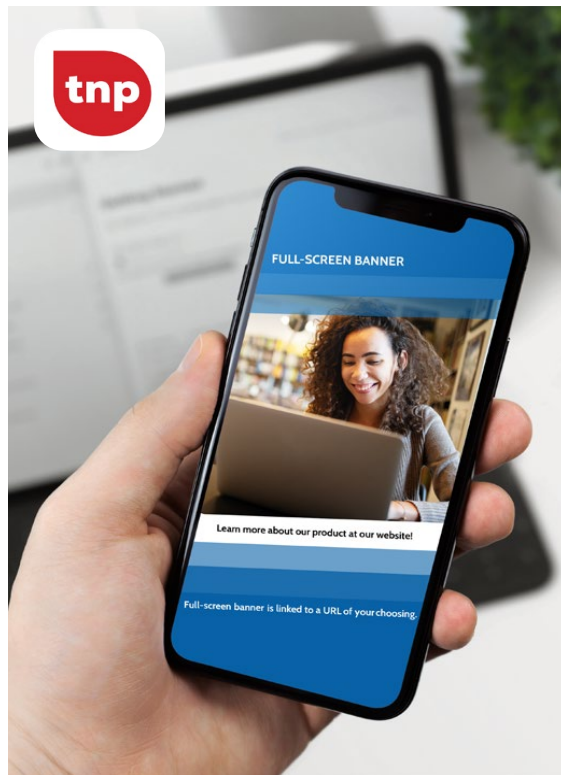
## Read on All Devices 24/7

Download on the App Store

GET IT ON Google Play

Mobile web edition

FULL-SCREEN AD



**THE new PHYSICIAN**  
AMERICAN MEDICAL STUDENT ASSOCIATION

**Issue name**  
Volume X, Issue Y

**Magazine story headline 1**  
The article may be described in more detail here. This description may be up to three lines long.  
by Jane Doe, M.D.

**Magazine story headline 2**  
The article may be described in more detail here. The headline above is the part linked to the actual article.  
by Another Author

**Magazine story headline 3**  
The article may be described in more detail here. The number of articles in this top section would typically be three, but sometimes only two.  
by A. Med Student

**Magazine story headline 4**  
The article may be described in more detail here. This description may be up to three lines long.  
by Jane Doe, M.D.

**Magazine story headline 5**  
The article may be described in more detail here. The headline above is the part linked to the actual article.  
by Another Author

**Magazine story headline 6**  
The article may be described in more detail here. The number of articles in this middle section would typically be three, but sometimes only two.  
by A. Med Student

**Magazine story headline 7**  
The article may be described in more detail here. This description may be up to three lines long.  
by Jane Doe, M.D.

**Magazine story headline 8**  
The article may be described in more detail here. The headline above is the part linked to the actual article.  
by Another Author

**Magazine story headline 9**

**B Skyscraper**

**E Side Message**

**C1**

**C2**

**20-character headline**  
Your 80-word description goes here as part of the E position Side Message.

Get the *tnp* app!  
Download on the App Store  
GET IT ON Google Play

**C Product Showcase**

# Reserve Ad Space + Send Artwork

- Visit [amsa.org/workwithus](https://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](mailto: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](http://fp4change.org)

**AMSA Academy** – [amsa.org/events/academy](http://amsa.org/events/academy)

- Heart IM
- IMG Residency Prep
- Life & Leadership
- Reproductive Health Project
- Scholars Program
- Visual Intelligence

**LEARN MORE**

For more information visit [amsa.org](http://amsa.org), email [sales@amsa.org](mailto: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

**LEARN MORE**

**For more information, visit [fp4change.org](http://fp4change.org),  
email [sales@amsa.org](mailto: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](https://amsa.org/events/academy), email [sales@amsa.org](mailto:sales@amsa.org), or call (703) 665-4811.