

Updated 10/10/2011

Publisher Details

American Medical Association
 Contact Sean O'Donnell
 Tel. 312-464-4030
 Helen Obomanu
 Tel. 312-464-4318
 Address 515 N. State Street, 11th Floor
 Chicago, IL 60654
 Fax 312-464-5840
 Email online-advertising@ama-assn.org

Ad Trafficking

Ad Trafficker Adgera
 Contact George Gianakas
 Address 4 Cedar Ridge Avenue
 Smithtown, NY 11787
 Tel. 631-656-5547
 Fax 413-653-3959
 Email ama@adgera.com

Advertising Sales

Print/Online (New Jersey)
 Address 119 Cherry Hill Road, Ste 330
 Parsippany, NJ 07054-1114
 Tel. 973-263-9191
 Fax 973-263-9898
 Classified/Online (Chicago)
 Address 515 N. State Street, 11th Floor
 Chicago, IL 60654
 Tel. 800-262-2260
 Fax 312-464-5909
 Email classifieds@ama-assn.org

Available Ad Positions/Sites¹

Type	Size	Page Position	Max Banner File Size	JAMA	JAMA Career Center	Archives Journals ²	JAMA/Arch Email Alerts ³	AMedNews	AMedNews Email Alert ^{3,4}	AMedNews Mobile ⁵	AMA Corp.
Leaderboard	728x90	Top	40k	X	X	X	X	X	X		X
Anchor	728x90	Bottom	40k	X	X	X	X	X			X
Skyscraper	120x600	Right Column (Selected Pages)	40k	X	X	X			X		
Wide-Sky	160x600	Right Column (Selected Pages)	40k	X	X	X			X		
Medium Box	300x250	Right Column (Selected Pages)	40k	X		X		X			X
Interstitial ⁶	300x250	n/a	70k	X		X		X			
Mobile Banner	300x50	n/a	40k							X	
Half-page	300x600	Right Column (Selected Pages)	40k					X			
TEXT ³	n/a	n/a	n/a				X		X		

¹ Contact site advertising sales rep for specific web page availability
² Archives of General Psychiatry, Archives of Pediatrics & Adolescent Medicine, Archives of Ophthalmology, Archives of Neurology, Archives of Internal Medicine, Archives of Facial Plastic Surgery, Archives of Dermatology, Archives of Surgery, Archives of Otolaryngology - Head & Neck Surgery, Disaster Medicine and Public Health Preparedness
³ Our email alert subscribers select to receive either Text-Only or HTML formatted versions of the alerts:
 JAMA/Archives Email Alert - Required elements: Non-Flash Banner (728x90 only) creative and/or <250 characters of text (including spaces) and landing page url (advertiser's webpage) that can display in the placement. The Text-Only formatted version of the JAMA/Archives Email Alert is limited only to <250 characters of text and landing page url (non-hyperlinked). For the HTML formatted version of the JAMA Archives Email Alert we are able to offer the option of serving either a standard 728x90 banner ad or HTML formatted <250 characters of text (box) with a hyperlinked/clickable url.
 AMedNews Email Alert - Required Elements: Non-Flash Banner (728x90) creative and <250 characters of text (including spaces) and landing page url (advertiser's webpage) that can display in the placement. The AMedNews Email Alert is not able to offer the option of a text-based ad to serve with the HTML formatted alert.
 In instances where material appropriate to run in one of the two alert versions (HTML/Text-Only) is not provided, and AMA House ad will run in that placement.
 The option of a text-based ad only applies to the JAMA/Archives or AMedNews email alerts - text ad materials cannot run on our websites.
⁴ Email Alert Optional Elements: (AMedNews email alerts only): Non-Flash Banner (120x600 or 160x600) ad creative.
⁵ AMedNews Site formatted for use on mobile devices. Non-Flash banner only.
⁶ For Interstitial placements on our sites, our standard banner size is 300x250, however if another ad unit is desired our production team will test it to ensure it performs correctly within our templates.

Ad Programs - Material Requirements

The AMA's Online Advertising business offers several options for reaching our site visitors and online subscribers. In preparing your campaign, please take the following site/program ad unit and page placement options into consideration:

Ad Program	Definition	728x90	120x600	160x600	300x250 ⁶	300x50 ⁵	300x600	TEXT ³
AMA Corporate Site	Ad placements across the AMA Corporate Website (random rotation)	X			X			
JAMA ROS	Ad placements across the JAMA website (random rotation)	X	X	X	X			
JAMA Career Center ROS	Ad placements across the JAMA Career Center website (random rotation)	X	X	X				
JAMA Homepage Roadblock	Leaderboard, Box and Anchor on JAMA website homepage - exclusive placement for all paid ad placements for one week.	X			X			
Archives Journal ROS	Ad placements across the one Archives Journal website (random rotation)	X	X	X				
Archives Journal Homepage Roadblock	Leaderboard, Skyscraper and Anchor on one Archives Journal website homepage - exclusive placement for all paid ad placements (based on percentage of Share of Voice).	X	X	X				
AMedNews ROS	Ad placements across the amednews.com website (random rotation)	X			X	X	X	
AMedNews Homepage Roadblock	Leaderboard, Box and Anchor on AMedNews website homepage - exclusive placement for all paid ad placements for one week.	X			X			
Interstitial (JAMA/Arch, AMedNews) ⁶	Interstitial ad placements on the JAMA, Archives or AMedNews websites (random rotation)				X			
JAMA/Archives Journal Email Alerts (eTOC, Online First)	Exclusive placement on one JAMA or Archives Journal email alert newsletter (eTOC/Online First)	X						X
AMedNews Email Alert (eTOC)	Exclusive placement on one AMedNews email alert newsletter (eTOC)	X	X	X				X

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Rich Media Spec/Restrictions^{7,8}

Banner Type	Size	Expandable Dimensions ⁹	Expansion Direction ⁹	3rd Party Server? ⁹	Max # of Panels	User Initiated Expansion	Panel Close	Close Button Requirements	Max Weight (Polite)	Back-up File Required?
Leaderboard	728x90	728x270	Down	Yes	3	Rollover	Roll off	Close X	80k	Yes; GIF
Anchor	728x90	728x270	Down	Yes	3	Rollover	Roll off	Close X	80k	Yes; GIF
Skyscraper	120x600	400x600	Left	Yes	3	Rollover	Roll off	Close X	80k	Yes; GIF
Wide Sky	160x600	400x600	Left	Yes	3	Rollover	Roll off	Close X	80k	Yes; GIF
Medium Box	300x250	500x250	Left	Yes	3	Rollover	Roll off	Close X	80k	Yes; GIF
Interstitial	300x250			Yes	3	Rollover	Roll off	Close X	80k	Yes; GIF

⁷ Accepted File Formats: HTML, Flash, GIF, Animated GIF, JPEG - please check with our production office if a different file format is required.

⁸ Accepted 3rd Party Servers: Pointroll, Atlas, Doubleclick (DART), Mediamind (Eyeblaster) - please check with our production office if a different 3rd Party Server is required.

⁹ Expandable Banners must be served by 3rd Party

Audio/Video

Ad Type	Max Polite weight (Audio)	Max Polite weight (Video)	Accepted Formats	User Initiated Audio/Video	Audio/Video Stop	Close Button Requirements	Animation Max Time	Max Looping	Alt Text	Back-up File Required? ¹⁰
Website Ads	40k	80k	FLV	Mouse Click	Roll off	Close X	30sec	3x	30 Char.	Yes; GIF
Email Alerts	<i>Email alerts do not support Rich Media or Flash materials; GIF, Animated GIF, JPEG and Text-Only ads can run in our email alerts.</i>									

¹⁰ GIF Requirement; A default GIF must be submitted for visitors without Flash or JavaScript

Flash Specs

Ad Type	Version	Max Flash Weight	Click Tag Required? ¹⁰	Back-up File Required? ¹¹	Max GIF Weight	Frame Rate	Max Looping
Website Ads	Up to 9	80k	Yes	Yes; GIF	40k	18fps	3x
Email Alerts	<i>Email alerts do not support Flash materials; GIF, Animated GIF, JPEG and Text-Only ads can run in our email alerts</i>						

¹¹ Click Tag; Flash Ads must have Click Tag encoded in the creative

Ad/Material Submission Instructions

- * Creative material is due to AMA Ad Services a minimum of 7 business days prior to campaign launch.
- * Please submit all ad materials to AMA Online Advertising (Publisher) via email: online-advertising@ama-assn.org
- * If campaign is being tracked by client/3rd party server, access must be provided to AMA Online Ad Services, for impression/billing reconciliation, by the 20th day of the month in which campaign is active.
- * Hyperlinking: A maximum of 5 Click-through URL's are permitted. Advertisement must link directly to client website, which must clearly display the sponsoring company/entity. Linking to 3rd party websites or interstitial registration pages is not permitted.
- * All Advertising and Landing Pages are subject to AMA Editorial review. The AMA reserves the right to decline any submitted advertisement creative or campaign.
- * All changes to campaign materials (served locally or via 3rd Party) must be reviewed and approved by the AMA prior to live serving of the revised material.
- * All advertising must comply with the AMA's "Principles for Advertising and Sponsorship". Banners and Landing Pages must be oriented toward the professional. Banners must clearly indicate a product or company logo.
- * Industry sponsored CME may not be directly promoted on the AMA websites.
- * Neither the ad materials or landing page of the advertiser site should offer a "gift" to viewers.

Cancellation and Termination

Advertisers may cancel the entire Insertion Order, or any portion thereof, as follows:

- * **Run-of-Site and Interstitial Banner Programs:** On written notice to the Publisher, advertiser may cancel all, or a portion of the campaign, without penalty 7 days or more before the campaign start date. For cancellations received within 7 days of the start date, the advertiser will be responsible for 50% of the campaign amount that was reserved for delivery. Cancellations of online display advertising mid-campaign will be subject to 14 days notice and payment of impressions served through the end of the month.
- * **Flat-fee or Fixed-Placement Programs** (including but not limited to Roadblocks, eTOC's, Online First Alerts and all other email products): On written notice to the Publisher 14 days or more before the start date of the campaign, advertiser may cancel without penalty. For cancellations received within 14 days of the start date, advertiser will be responsible for 50% of the campaign amount that was reserved for delivery.