

ADVERTISING PROSPECTUS

The Student National Medical Association is committed to supporting current and future underrepresented minority medical students, addressing the needs of underserved communities, and increasing the number of clinically excellent, culturally competent and socially conscious physicians.

Maximize your exposure to future physicians of color...

... Reach out to those who reach out to others.



Established in 1964 by medical students from Howard University School of Medicine and Meharry Medical College, SNMA boasts over 40 years of service to underrepresented minority medical students and medically underserved communities. With a membership of more than 8,000 medical and pre-medical students, residents, and licensed physicians nationwide, the Student National Medical Association is changing the future of health care around the globe. As an independent and student-run organization, SNMA is proud to offer you the following opportunities.

Journal of the Student National Medical Association

The *Journal of the Student National Medical Association* (JSNMA) is the flagship promotion and educational tool of the SNMA. As the voice of the SNMA, journal article topics include but are not limited to: medical education, basic sciences, research publication, arts in medicine, clinical case review, health advocacy, mentorship, career opportunities, cultural competency, community outreach, history of medicine, and social justice. The JSNMA is published quarterly with a readership of over 10,000. It is distributed directly to the homes of medical students, pre-medical students, residents, and physicians. It is also delivered to the offices of medical school deans, university libraries, corporations, and institutions.

Black and White

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1400	\$1100	\$850
4x	\$1375	\$1080	\$825
8x	\$1275	\$1000	\$750

For Color Advertisements	Additional \$ per run
Standard Color	\$425
Matched Color	\$600
Two - Four Colors	\$950
Five Colors or Screen	\$1,250

Issue	Submission Deadline
Fall	September 1st
Winter	December 1st
Spring	March 1st
Summer	June 1st

Artwork Specifications:

Artwork must be submitted either electronically as an email attachment to marketing@snma.org or on a CD to the SNMA, Attn: JSNMA. File formats accepted include .jpg, .pdf, or .gif. Each file should be no larger than 15K.

Additional Advertising Opportunities

Cover Advertisements (Color Only)

Frequency	Outside Back	Inside Front	Inside Back
1x	\$2650	\$2500	\$2300
4x	\$2450	\$2300	\$2150
8x	\$2350	\$2150	\$2000

Classified Advertisements

**\$1.50/word, up to 50 words.
Minimum of 20 words.
\$2.50/additional word.**

INTERESTED IN SUBMITTING AN ARTICLE TO BE PUBLISHED IN THE JSNMA?

EMAIL PUBLICATIONS@SNMA.ORG WITH TOPIC SUGGESTIONS OR QUESTIONS.

Advertisements must meet all relevant legal, professional, and ethical guidelines for acceptance. Please see the "SNMA Advertising Policy" for full terms and conditions. All placements are subject to approval, space availability, and must adhere to the guidelines provided by the SNMA Advertising Policy. Ads are accepted on a first-come first-serve basis. Rates are charged per placement.

Online Advertising on *www.SNMA.org*

Reach medical and pre-medical students by advertising online! The SNMA website, www.snma.org, is critical resource of information-sharing to not only SNMA members, but also many other students interested in the medical profession. The site includes information on applying to medical school, academic support enhancements, membership-only discussion boards, community service training and implementation information, and other online services.

Size	Width x Depth	Three Months	Six Months	Twelve Months
Banner	4.87" x .625" (468 x 60 pixels)	\$1350	\$2460	\$4560
Large Button	1.25" x 1.25" (120 x 120 pixels)	\$1200	\$2280	\$4320
Small Button	1.25" x .625" (120 x 60 pixels)	\$1125	\$2190	\$4200
Center Circle	-	\$3000	N/A	N/A

Reserve your space today!

Artwork Specifications:

Artwork must be submitted either electronically as an email attachment to marketing@snma.org or on a CD to the SNMA. File formats accepted include .jpg, and .gif. Each file should be no larger than 15K.

SNMA seeks to maintain an academic focus to the entire content of its website; therefore all placements are subject to approval based on content, as well as space availability. Advertisements must meet all relevant legal, professional, and ethical guidelines for acceptance. Advertisements must adhere to the guidelines provided by the SNMA Advertising Policy. Ads are accepted on a first-come first-serve basis. Rates are charged per placement.

Placement Options

Further direct your marketing dollars by placing your program, product, or service on one or more of the following pages:

- SNMA Home Page
(Center Circle only)
- Advocacy
- Pipeline Programs
- Health Education and Prevention
- International Missions
- Mentorship
- Member Benefits
- Student Membership
- Physician/Alumni Membership
- Pre-medical Section
- SNMA News
- Regional Pages
- Event Calendar
- MedConnect

SNMA Membership List

SNMA Members are professionals, future professionals, academicians, and community leaders. The SNMA Membership list is an excellent resource for direct mail marketing to this target audience. The Member database is updated regularly, ensuring the most up-to-date contact information.



Membership Mailing List = \$100.00/100 members

List Rental Terms:

Only names and mailing and e-mail addresses will be furnished. Orders for the SNMA Membership mailing list consists of sending the SNMA a letter of intent stating the proposed use of the list, the desired number and classification of members (i.e. Year in Medical School, Geographic Area), and describing the materials or information being distributed. The SNMA reviews all materials/information mailed to its members and reserves the right to refuse any item deemed inappropriate according to the SNMA Advertising Policy. Final approval is confirmed by the SNMA within 48 hours of receiving the order and accompanying materials. Letters of intent should be sent to the SNMA National Headquarters, Attention: Mailing List Request. Lists are for ONE TIME USE ONLY, and may not be duplicated.

SNMA President's Newsletter/ MAPS Minutes

The President's Newsletter is published electronically a minimum of ten (10) times a year, with direct distribution of the newsletter to every SNMA chapter and member. The President's Newsletter typically includes organizational news and logistical information, community service updates, advocacy updates, conference and international mission highlights, and a wide range of announcements, advertisements, and scholarship opportunities. Our pre-medical members are organized as the Minority Association of Pre-Medical Students (MAPS) and receive special attention as the future of the SNMA. MAPS Minutes is published quarterly especially for our pre-medical members, and typically provides insight on medical school admissions, academic growth, and special opportunities. With their frequent publication, advertisements in the President's Newsletter and the MAPS Minutes are an excellent method of immediate outreach to a large number of students. Both newsletters are also posted on the SNMA website for broader distribution.

Option	1 issue	4 issues	Full Year (President's Newsletter only)
1/4 Page	\$30	\$90	\$200
1/2 Page (horizontal or vertical)	\$50	\$150	\$300
Full Page	\$75	\$250	\$400

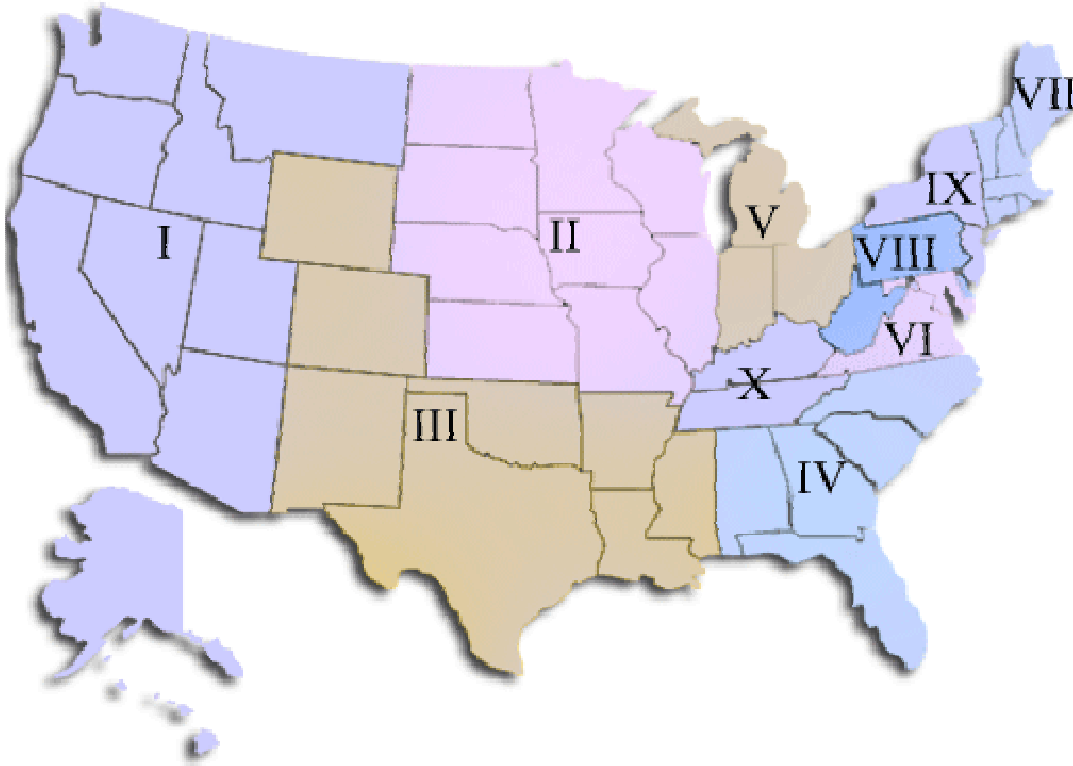
Artwork Specifications:

Artwork must be submitted either electronically as an email attachment to marketing@snma.org or on a CD to the SNMA, Attn: President's Newsletter. File formats accepted include .doc, .jpg, and .gif. Each file should be no larger than 15K.

***Special Courtesy will be given to partner organizations or institutions of the SNMA. Please contact the National President at president@snma.org.*

SNMA Regional Conference Exhibit Halls

Similar to the Professional and Pre-medical Exhibit Halls at the Annual Medical Education Conference, the SNMA Regions each host an enlightening regional conference, typically in October or November. These regional exhibit halls provide your institution or company with a wider source of outreach to medical students in a particular geographic area.



Each Regional Conference and Exhibit hall is independently organized and coordinated by the SNMA Regional leadership and/or local chapter members. Prices and logistics vary. For further information, please contact the respective Regional Director:

AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA	region1director@snma.org
IA, IL, KS, MN, MO, ND, NE, SD, WI	region2director@snma.org
AR, CO, LA, MS, NM, OK, TX, WY	region3director@snma.org
AL, FL, GA, NC, SC, Caribbean	region4director@snma.org
OH, IN, MI	region5director@snma.org
DC, MD, VA	region6director@snma.org
CT, MA, ME, RI, NH, VT	region7director@snma.org
DE, PA, WV	region8director@snma.org
NJ, NY	region9director@snma.org
KY, TN	region10director@snma.org

2010 Annual Medical Education Conference in Chicago, Illinois

The SNMA Annual Medical Education Conference (AMEC) has emerged as a cornerstone activity for the SNMA, an event in which both students and professionals have gathered with high anticipation to attend a wide range of educational and networking events. The AMEC attracts students from all levels of medical education and is consistently the largest gathering of under-represented minority medical students at any time in any place in the country. The AMEC is held each spring in locations around the country and serves to enhance our members' career development, provide continuing education, facilitate networking among minority medical students, bolster the effectiveness of our local community service programs and recognize the achievements of our members. In short, our Conference is designed to nurture future leaders in the field of medicine.

More than 2000 medical students, pre-medical students, and physicians annually attend the Annual Medical Education Conference! Past sponsorship and involvement includes medical schools and residency programs from around the nation and the Caribbean, biomedical technology companies, book publishers, financial institutions, national and local community associations, federal and local government agencies, private health care practices, and retailers.

*INTERESTED IN
LEADING A
WORKSHOP FOR
FUTURE PHYSICIANS?*

*EMAIL
CONVENTION@SNMA.ORG
WITH WORKSHOP
PROPOSALS OR IDEAS FOR
COLLABORATION.*

Professional and Pre-medical Exhibit Halls

Exhibits in both our professional exhibit hall and our Pre-medical Forum range in cost from \$700 for Pre-medical Forum recruitment space to \$2,300 for a 10' x 10' booth in our Professional Exhibit Hall. Exhibitors also are invited to sponsor medical and premedical workshops and/or to include materials in the participants' conference bags. Both additional options will maximize your exposure to our entire conference attendance. Please refer to the SNMA AMEC Sponsorship Prospectus for more details concerning AMEC participation.

Conference Program Booklet Advertisements

Please refer to the SNMA AMEC Sponsorship Prospectus for more details concerning AMEC participation.

<i>PROMOTION</i>	<i>COST</i>
Quarter Page, Program Advertisement	\$500
Half page, Program Advertisement	\$750
Full Page, Program Advertisement	\$1,000
Inside Front or Back Cover, Program Advertisement	\$1,500
Outside Back Cover, Program Advertisement	\$2,000

SNMA Advertising Policy



All advertisements accepted by SNMA for placement in any media must comply with all relevant legal, professional and ethical guidelines. SNMA reserves the right to unilaterally reject, omit or cancel advertising which it deems not to be in the best interest of the association, or which by its tone, content or appearance is not in keeping with the essentially scholarly, educational, service-oriented and professional nature of SNMA's publications.

SNMA reserves the right to refuse to accept advertisements that because of omissions or inaccuracies provide misleading or incorrect information. In the event an advertisement is refused on any of the aforementioned grounds, and payment has been received with the Insertion Order, refunds will be processed immediately and artwork will be returned.

Publication of any advertisement by SNMA constitutes neither an endorsement of the advertiser nor of the products or services advertised. SNMA is not responsible for any claims made in any advertisement it accepts for placement. Any references to products, services, or health care providers, and any claims made therein, are not intended to constitute a recommendation by SNMA of such products, services or providers.

Advertisers and advertising agencies assume complete liability for all content (including text representation and illustrations) of advertisements published by SNMA in any media, and also agree to assume full responsibility and to hold SNMA harmless for any claims arising there from made against the publisher.

Advertising may be paid in advance, but if invoiced, shall become due no less than 30-days after the ad has appeared either in print or on the web site, and/or upon receipt of a corresponding invoice. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions. Listed prices are not inclusive of third-party fees, and will not be deducted from SNMA's quoted price.

All advertising space assignments will be made by SNMA on a first-come, first-served basis. Cancellations are not accepted and copy corrections are not guaranteed after the closing date.

Multiple advertisement rates apply only for consecutive advertisements. If a contracted ad smaller than agreed upon is run, or a contracted ad is omitted, the discount rate will not apply. Any new or revised copy and/or artwork for a contract ad must be received by the established deadline; otherwise, standing copy and/or artwork will be used. The words "paid advertisement" shall be included with all advertisements that, in the opinion of the publisher, might be confused with editorial content. SNMA is not responsible for returns on mailing addresses, both postal and e-mail.

*Student National Medical Association
National Headquarters
5113 Georgia Avenue N.W.
Washington, DC 20011
(202) 882-2881 (phone) - (202) 882-8032 (fax)
marketing@snma.org
www.snma.org*

Student National Medical Association

Advertisement Submission Form

Receipt of this form by SNMA will constitute mutual agreement to the advertising policy and expectations described in this prospectus. Please submit this completed form, any specified artwork, and any required documentation for each individual advertisement. Please print or type all information clearly. You must include an e-mail address.

Business/Institution Name _____

Name _____ Position _____

Address _____ City, State, Zip _____

Telephone _____ Fax _____

Email _____

Referred by (Provide full Employee, Officer, Chapter or Region Name) _____

JSNMA Comments/Specific Instructions:

JSNMA Advertisement - Check frequency, size, and/or color preference (if applicable).

- | | | |
|----------------------------------|------------------------------------|--|
| <input type="checkbox"/> 1x/year | <input type="checkbox"/> Full Page | <input type="checkbox"/> Standard Color (+\$425) |
| <input type="checkbox"/> 4x/year | <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> Matched Color (+\$600) |
| <input type="checkbox"/> 8x/year | <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> Two - Four Colors (+\$950) |
| | | <input type="checkbox"/> Five Colors or Screen (+\$1250) |

SNMA Online Advertisement - Check size and frequency, and notate placement options as listed on Page 3.

- | | | |
|---------------------------------------|--|---------------------------|
| <input type="checkbox"/> Banner | <input type="checkbox"/> Three Months | Placement Option #1 _____ |
| <input type="checkbox"/> Large Button | <input type="checkbox"/> Six Months | Placement Option #2 _____ |
| <input type="checkbox"/> Small Button | <input type="checkbox"/> Twelve Months | |

SNMA Membership Mailing List - Submit a Letter of Intent as described on Page 4.

SNMA President's Newsletter Announcement **MAPS Minutes Announcement**

- | | | | |
|------------------------------------|---|------------------------------------|-----------------------------------|
| <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> 1 issue | <input type="checkbox"/> 1/4 Page | <input type="checkbox"/> 1 issue |
| <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 4 issues | <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 4 issues |
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Full year (min. 10 issues) | <input type="checkbox"/> Full Page | |

SNMA Annual Medical Education Conference Professional or Premedical Exhibit Hall
More information to be made available upon request.

SNMA Annual Medical Education Conference Program Booklet Advertisement
More information to be made available upon request.

Amount Enclosed: \$ _____

Method of Payment:

- Check Enclosed. Purchase Order Cash Credit Card Please Send Invoice.

Credit Card Authorization: Visa MasterCard Discover American Express

Card # _____ Expiration Date: _____

Name on Card: _____ Security Code: _____

Authorization Signature: _____ Date _____