



JSNMA

JOURNAL OF THE STUDENT NATIONAL MEDICAL ASSOCIATION

JSNMA.org

JSNMA is the flagship publication of the Student National Medical Association (SNMA). As the voice of the SNMA, it serves as an educational and outreach tool to upcoming doctors and researchers. Journal topics include medical education, research, health advocacy, career opportunities, cultural competency and community outreach. As a print publication, JSNMA reached over 8,000 student health professionals, physicians, deans and executives.



JSNMA.org includes interactive tools to engage readers in discussion of hot topics and educates about trends in medical education and health care delivery. JSNMA reaches a wide and diverse audience by utilizing its robust social networks. JSNMA maintains a quarterly publication calendar with interim content updates providing real-time access to news and information via laptops and smart phones.

Features

- Sharing options via your favorite social networks
- Advertising Options
- Opportunities and Announcements section
- Access from your mobile device
- RSS Feeds
- JSNMA archive
- Real-time articles and timely information

Editorial Content

Spring 2011 – The Future of Medicine

Summer 2011 - TBD

Fall 2011 - TBD

Winter 2011 - TBD

Heartbeat

This section features articles related to the editorial of the issue theme. Journal themes range from preventive medicine and global health to current social and political issues as well as matriculation rates of students of color. The themes featured in JSNMA reflect SNMA's programmatic agenda. JSNMA remains an active source of information for its readers about issues in medicine and health care that SNMA continues to impact nationwide.

Opinions/Editorials

The writers of JSNMA mostly medical students, have a unique perspective on health education, health care delivery and service to under-served communities. SNMA members share experiences of their journey to become a doctor, their encounters while working in the community and their feelings about socio-political issues facing the nation.

The Scientific Focus

The Scientific Focus gives readers information on the research community, trends in medicine and information on how they can get engaged. The Scientific Focus serves multiple functions within the Journal. First, it gives medical students the opportunity to have their scientific research or writing peer reviewed and published for a national audience. Second, it gives readers insight into various career options within the medical field.

Inside SNMA

The Inside SNMA section contains news and information about the organization, highlighting member accomplishments and community involvement both domestic and global as well as information for members to maximize their SNMA experience.

Reader Profile

JSNMA is committed to supporting current and future under-represented medical students by addressing the needs of under-served communities. Further, JSNMA supports the increase of the number of clinically excellent and culturally competent and socially conscious physicians and researchers. Overwhelmingly, our readers work in under-served communities to provide needed health care services to those with limited access, while simultaneously preparing for careers as clinical physicians, physician-scientists and health care executives.

Gender

Male: 37%
Female: 63%

Age

18-24: 35%
25-30: 55%
31-35: 6%
35+: 4%

Ethnicity

Asian/Pacific Islander: 5%
Black (non-Hispanic): 69%
Caucasian: 6%
Latino/Hispanic: 3%
Native American: 1%
Other: 15%

Marital Status

Single: 93%
Married: 6%
Divorced: 1%

Matriculation Status

Undergrad/Grad/Post-bacc.: 19%
Medical Student: 49%
Resident/Fellow: 30%
Physician/Professional/Corporate: 2%

Placement Options

Fixed Display

This ad type maintains its position throughout the site.

Banner (468px x 60px)

- In header
- Above article

Medium Rectangle (300px x 250px)

- Top right sidebar

Skyscraper (120px x 600px)

- Right sidebar

Square button (125px x 125px)

- Right sidebar

Variable Options

Banner (468px x 60px)

- In article

Medium Rectangle (300px x 250px)

- In article

Opportunities

- Text listing

Packages

Premium

- Exclusive posting to all fixed ad space for a specific period of time
- Includes two banner ads, one medium rectangle, two square buttons and one skyscraper
- Includes the above article banner and skyscraper

Sponsorship

- Advertorial and/or article placement within an appropriate section of the site; article is posted for a specific period of time (includes the above article banner and skyscraper)
- Two banner postings for three months
- Special mention and link to website on the About page
- Unlimited listing of announcements for a calendar year in Opportunities and Announcements

Build Your Own

- Create a package that is customized to meet your specific recruitment and promotional goals.
- Contact us for details and pricing.

Specifications

Display Options

Banner	468px x 60px
Medium Rectangle	300px x 250px
Skyscraper	120px x 600px
Square button	125px x 125px

Submitting Artwork

All files must be under 50MB and must be in either .jpg, .png, .gif or animated .gif format. Submissions must also include an appropriate hyperlink to accompany the advertisement. Artwork must be submitted either electronically to marketing@snma.org. All materials and insertion orders must be received within ten business days of intended live date.

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

Opportunities and Announcements

To submit information for the Opportunities and Announcements section, please complete the submission form and return to marketing@snma.org. All sections of the form must be complete. Announcements must be limited to 250 words.

Questions?

For cost information and details:

marketing@snma.org

202-882-2881