





**AMT**  
American Medical Technologists  
Certifying Excellence in Allied Health

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 [www.americanmedtech.org](http://www.americanmedtech.org)

# AMT Publications & Advertising Rate Card

## About AMT

Established in 1939, American Medical Technologists (AMT) is a nationally and internationally recognized certification agency and membership society for medical technologists, medical laboratory technicians, molecular diagnostics technicians, phlebotomy technicians, medical assistants, medical administrative specialists, medical laboratory assistants, dental assistants, clinical laboratory consultants, and allied health instructors.

## AMT Pulse

### General Information

Each issue of *AMT Pulse* contains membership updates and highlights, state and national meeting listings and news, advocacy/legislative information, lab, medical assisting, phlebotomy and armed services pearls of wisdom, career tips, 2-3 continuing education articles for credit, and a feature article on a trending topic.

### Circulation

85,000 members receive the issue as a free member benefit. The publication is also distributed to approximately 2,200 AMT affiliated schools across the country. National and international markets include medical laboratory, medical assisting, dental assisting, phlebotomy, and other allied healthcare professionals who work in hospitals, clinics, reference labs, physician and dental offices and research facilities.

## Rates

	1X	2X	3X	4X
<b>Full Page</b>	\$1,100	\$1,000	\$975	\$950
<b>Half Page</b>	\$650	\$625	\$600	\$575

Rates effective January 1, 2020.

## Size Requirements

Full page bleed ad size is 8.75 x 11.125 inches, based on trim size of 8.5 x 10.875 inches, plus 0.125 inch bleed area on all sides.

**Reminder: Keep all important text, images and logos 0.25 inches inside the trim.**

## Ad file requirements

- File format: High-resolution PDF/X-1a (see specs at [swop.org](http://swop.org) or [adobe.com](http://adobe.com), search on PDF/X compliance)
- Color format: CMYK process. NO RGB, LAB, Pantone or Spot colors
- Resolution: Minimum 300 dpi
- Fonts: Outlined or embedded Black Text 12 pt or smaller - Black only (C=0, M=0, Y=0, K=100)
- Ink density not to exceed 300%
- Crop marks and color bars should be outside printable area (0.125" offset)

**Deadlines for insertion:** November 15 (Winter Issue), February 15 (Spring Issue), April 15 (Summer Issue), July 15 (Fall Issue)

# AMT Update eNewsletter Advertising Rates

AMT Update is an electronic newsletter emailed monthly to 85,000 AMT members.

- Frequency: Third week of month
- Advertising is located at the top or bottom of each e-newsletter
- Statistics: Total open rate 50%; Total click 3%
- Closing: Ad and payment due 1st of month of distribution
- Format: JPEG or PNG

## Ad Insertion Rate - one time

Top Page Horizontal Banner (375 x 125 pixels up to 630 x 150 pixels)	\$825
Bottom Page Horizontal Banner (375 x 125 pixels up to 630 x 150 pixels)	\$625



## Terms of advertising

- All advertising is subject to approval. AMT reserves the right to reject any advertisement that does not meet with AMT publication standards.
- Advertisers and advertising agencies assume liability for all content of advertisements and assume responsibility for any claims made against the advertiser.
- Inclusion of advertising in AMT publications is neither a guarantee nor an endorsement by American Medical Technologists—or the AMT publication—of products, services, or claims made in advertisements.

Submit details of your advertising request at <https://www.americanmedtech.org/Be-Involved#177433-publications>.  
Questions? Contact us at [publications@americanmedtech.org](mailto:publications@americanmedtech.org)