





AMT
American Medical Technologists
Certifying Excellence in Allied Health

 10700 W Higgins Road, Ste 150
Rosemont, IL 60018

 847-823-5169

 publications@americanmedtech.org
www.americanmedtech.org

AMT Electronic Ad Insertion Rates

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 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

Rates effective January 1, 2021.

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 your advertising request/images and questions to publications@americanmedtech.org.