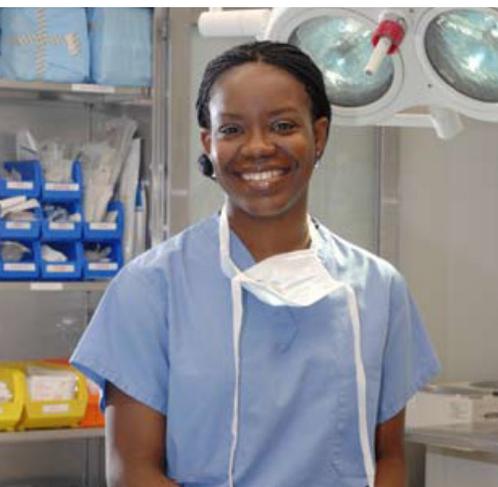


# Because Diversity Matters.

**Journal** for Minority Medical Students

**Keepsake:** A Guide for Minority Science Students

**The Young Scientist:** A Career Guide for Underrepresented Science Graduates



# A history of inspiration and Success

Spectrum Publishers—Healthcare Diversity & Informatics has been publishing medical journals for minority premed students, medical students, residents, new physicians, nurses, and allied health professionals for over 20 years.



## Our Mission Statement

To bring information, guidance, and inspiration to the nation's minority medical, premed and science students, as well as help medical schools and research programs increase the number of underrepresented minorities so we can eliminate health disparities.

## A little history

In 1989, the Journal of the Student National Medical Association (SNMA) was the group's official publication. That journal grew from a small publication into one of the most influential media of its type. Four years later, we changed the name of our publication to the Journal for Minority Medical Students to refocus the Journal to all segments of the minority medical student community.

In 1992, we introduced the Keepsake: A Guide for Minority Science Students. This special resource was commissioned under the auspices of the Health and Human Services Administration. It is designed to encourage minority science students to continue their pursuit of a career in the many related healthcare fields.

To reach students who were interested in research careers, we introduced The Young Scientist: A Career Guide for Underrepresented Science Graduates, an annual publication.

Join us as we continue to bring our readers the most current and relevant information on education, careers, finances and health disparities.



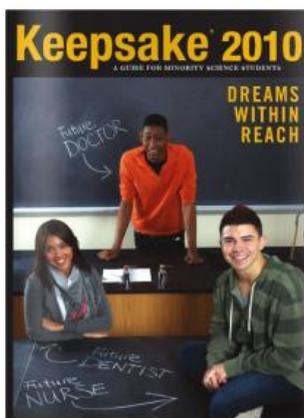
# Our Publications



## The Journal for Minority Medical Students

The Journal for Minority Medical Students is a non-technical publication designed to inform its readers of the most pressing issues in medical education.

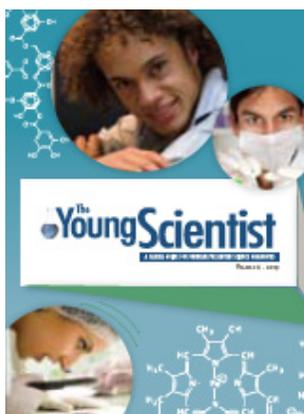
- Published Biannually
- Targeted to underrepresented minority medical students, residents, and faculty
- Distributed to every U.S. medical school campus
- Features columns by the AAMC, AMA, the Surgeon General, and others
- Also includes Special Reports to highlight the work being done at the National Institutes of Health



## Keepsake: A Guide for Minority Science Students

The Keepsake is designed as a guide to help minority undergraduates interested in a career in the health professions make their dreams come true.

- Published annually
- Targeted to underrepresented minority undergraduate students planning careers in medicine, dentistry, and nursing
- Distributed to summer programs, undergraduate advisors, as well as the MED-MAR and other special mailing lists
- Features articles on every step of the process of getting into health professions schools from tests to interviews



## The Young Scientist: A Career Guide for Underrepresented Science Graduates

The Young Scientist is a resource guide for graduate and undergraduate minority science students interested in research and biomedical science.

- Published annually
- Targeted to underrepresented minority students who want to pursue careers in research
- Distributed at the annual ABRCMS conference as well as to other advisors and special mailing lists
- Features career information and highlights research training programs at NIGMS, MARC, and summer programs across the country

# How we can help you reach your diversity goals

## Reader profile

A typical reader of the Journal is a medical student who is **African American, Latino, Asian/Pacific Islander, or Native American.**

Other consistent readers of the Journal are minority residents as well as faculty members and other leaders in academic medicine.

**25%** of our readers become physicians each year

**25%** of our readers are involved in clinical rotations that expose them to protocols where pharmaceuticals are prescribed.



By advertising in one or more of our publications, you'll reach the largest minority health professions student population in the country.

- Residency training programs
- Fellowships
- Summer program
- Medical schools
- Graduate programs
- Pharmaceutical companies

### Our Impact:

- Reach 70% of the total population of minority medical students and residents.
- Our publications are distributed at all 131 medical schools and the Top 20 osteopathic medical schools in the country.
- Reader Response cards and our Campus Rep program deliver improved ROI to our advertising partners.

# Advertising Rates

## Display Ads

Size	B/W	4 Color
Page	\$1850	\$2475
2/3 Page	\$1550	\$2175
1/2 Page	\$1250	\$1850
1/3 Page	\$925	\$1550

## ERAS/Residency Training Program Advertisers

For advertisers looking to attract students to their residency training programs.

Size	1/2 Page 7 x 5	1/4 page 2.25 x 10
ERAS Network	\$850	\$495

## Online - Banners

Ad Sizes	Monthly	Weekly	Quarterly	Semi Annual	Annual
Leader Board Banner	\$350.00	\$90.00	\$875.00	\$2,150.00	\$4,275.00
Skyscraper - Website	\$298.00	\$77.00	\$744.00	\$1,826.00	\$3,634.00
Mini Square	\$88.00	\$23.00	\$219.00	\$538.00	\$1,069.00
Square	\$263.00	\$68.00	\$656.00	\$1,613.00	\$3,206.00
ERAS Listing	\$35.00	NA	\$100.00	\$200.00	\$375.00

The screenshot shows the Spectrum Publishers website interface. At the top, there's a navigation bar with 'View Digital Edition' and 'SPECTRUM PUBLISHERS' logo. Below that, there are sections for 'Our Publications', 'Opportunities', and 'Member Login'. The main content area features several article thumbnails, including 'Stanford SMYSP Program Going Strong' and 'HHS & Walgreens to Increase Vaccinations Among Minorities'. A prominent vertical banner on the right side reads 'Keepsake 2010' and 'A GUIDE FOR MINORITY SCIENCE STUDENTS'. At the bottom, there are social media links for Twitter, LinkedIn, and Facebook, along with a 'Browse & Search the Full Directory Now' button.

## Mechanical Specs

**Trim size:** 8" x 10 7/8"

**Binding:** Perfect bound (JMMS/Keepsake); saddle-stitch (Young Scientist)

**Paper:** Cover: 80# Unigloss gloss white cover; inside pages and Special REports: 80# Unigloss gloss white book

## Bleed Requirements

Bleed available for full page ads only. Live matter, including type and logos, must be kept within the live area, which starts 5/8" from top, 3/4" from bottom, 7/8" from left, 7/8" from right of the bleed ad size.

# Advertising Rates

## Become a Charter Advertiser

With an insertion frequency of twice per year, you receive the following benefits:

- Guaranteed rate protection for the life of the Charter
- Special listing on page one of each issue
- Preferred positioning for your ad, e.g., right hand page, front of book
- Editorial support, e.g., you may profile one of the physician/researchers at your institution who would serve as a role model for our readers



## Charter Rates

Ad Sizes	b/w	Banner (added cost)	4 Color	Banner (added cost)
Page	\$1200	\$400	\$1800	Free
2/3 Page	\$1000	\$500	\$1600	\$250
1/2 Page	\$800	\$600	\$1400	\$300
1/3 Page	\$700	\$800	\$1300	\$400

## Special Reports

Sole sponsorship of a targeted 10-, 16-, 20-, or 24-page Special Report is available.

## Additional opportunities

Inserts and business reply cards available at regular B/W page rate.

## For more information, Spectrum Publishers:

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