



MEDIA KIT



ABOUT AAPC



MAGAZINE



EMAIL



WEBSITE / WEBINARS

Mark Sherwood

mark.sherwood@aapc.com

O: (801) 990-7923 | M: (661) 524-2255

Organization Profile

Founded: 1988

Location: 2233 S Presidents Dr. Suite F, Salt Lake City, Utah 84120

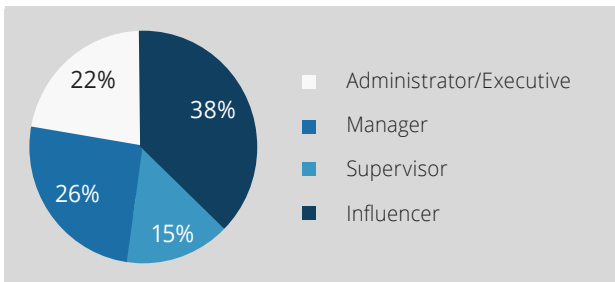
Website: www.aapc.com

Industry: Healthcare, medical coding, billing, auditing, compliance, and practice management

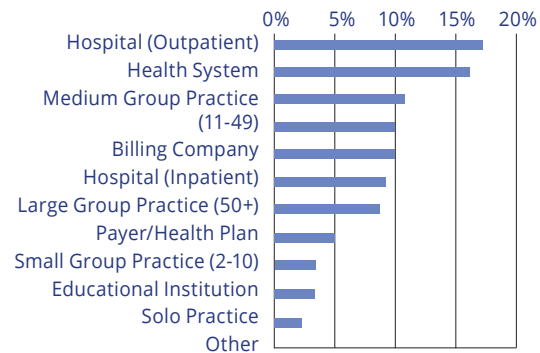
Members: More than 165,000.

AAPC is the nation's largest association for the business of healthcare, with more than 165,000 members representing health systems, hospitals, physician offices, outpatient facilities, and payer organizations. AAPC training and certifications validate the knowledge and expertise of healthcare professionals in disciplines surrounding medical coding, billing, auditing, compliance, and practice management. Industry-leading credentials include Certified Professional Coder (CPC®), Certified Professional Biller (CPB™), Certified Professional Medical Auditor (CPMA®), Certified Professional Compliance Officer (CPCO™), and Certified Physician Practice Manager (CPPM®), among others.

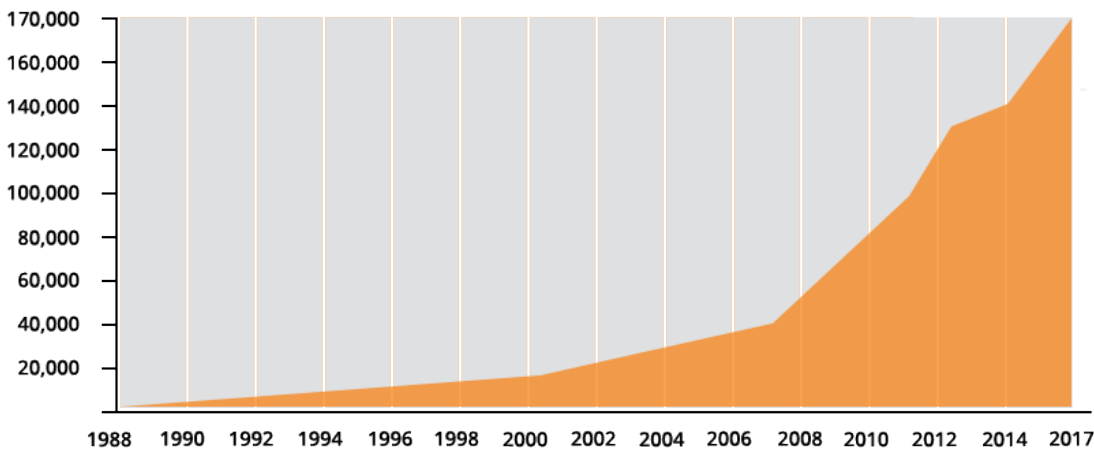
Membership: Profile



Membership: Workplace



Membership: Growth



ABOUT AAPC

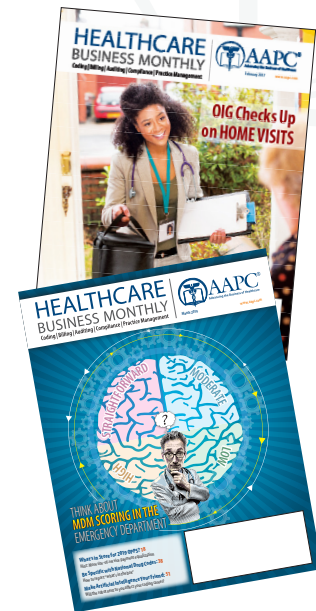
Magazine

Healthcare Business Monthly

Regularly reaching our membership of more than 165,000, *Healthcare Business Monthly* is filled with a variety of industry articles and AAPC news. Article topics include coding, billing, auditing, compliance, and practice management, and the articles themselves are authored by national experts, often from the AAPC membership.

All AAPC members receive a subscription as part of their membership. PDFs of past issues are also archived in the members-only section of the website, so the shelf-life of each issue is extended beyond the standard print life of a magazine. Member readership is further encouraged by offering **one free CEU** per issue, when members complete the “Test Yourself” quiz.

Type	12 x	3 x	1 x
2 Pg Spread	\$4,250	\$6,500	\$7,850
Full Page	\$2,850	\$4,250	\$5,000
2/3 Page	\$2,500	\$2,850	\$4,250
1/2 Page	\$2,250	\$2,500	\$2,850
1/3 Page	\$1,950	\$2,250	\$2,500
1/4 Page	\$1,495	\$1,950	\$2,250
1/8 Page	\$995	\$1,495	\$1,950
Market Place & Events Advertising	\$195	\$250	\$350



PRINT ADVERTISING

Issue	Space	Art	Issue	Space	Art
Jan.	11/01	11/10	July	05/01	05/10
Feb.	12/01	12/10	Aug.	06/01	06/10
March	01/01	01/10	Sept.	07/01	07/10
April	02/01	02/10	Oct.	08/01	08/10
May	03/01	03/10	Nov.	09/01	09/10
June	04/01	04/10	Dec.	10/01	10/10

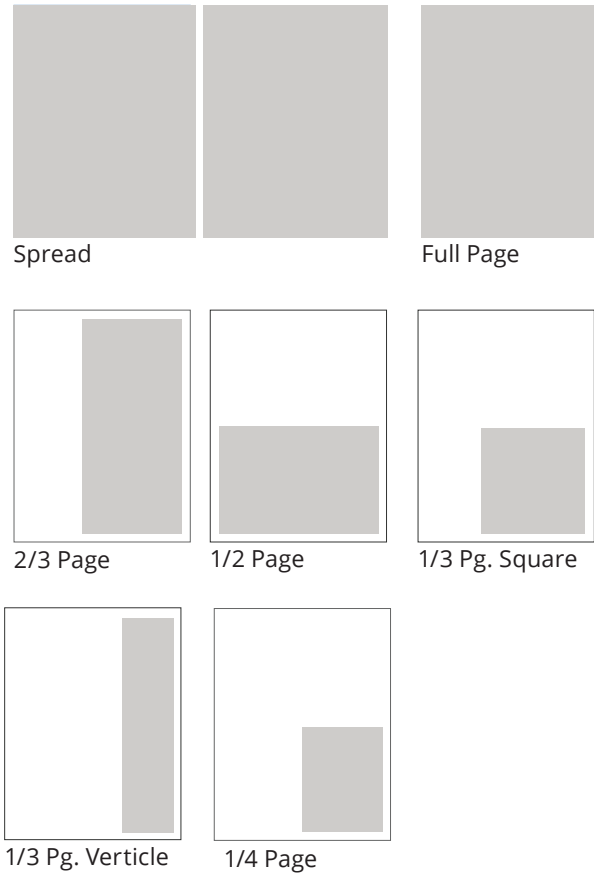
Deadlines

Space - 1st of the month, two months prior to publication.

Art work - 10th of the month, two months prior to publication..

Print Advertising

Page Layout



Size

Area	Trim Size
Spread	16.75" x 10.875"
Full Page	8.375" x 10.875"
2/3 Page	4.8125" x 9.625"
Half Page	7.375" x 4.8125"
1/3-Page Square.	4.8125" x 4.8125"
1/3-Page Vert.	2.3125" x 9.625"
1/4 Page	3.75" x 4.8125"
1/8 Page	3.75" x 2.40"

PRINT ADVERTISING

Live Area

Full and Half Page Sizes— 0.25" margins from trim on all sides

Third and Quarter Page Sizes— 0.125" margins from trim on all sides

AAPC will accept artwork in the following formats:

Preferred digital files: Acrobat PDF, created CMYK with high-resolution images (300 dpi) press-optimized format—all images and fonts embedded.

Accepted digital files: InDesign or Illustrator CS4 (Mac only). InDesign files must include graphics (CMYK if color) and fonts. Illustrator files must have fonts turned to outlines. Any other format will be returned as unusable.

All ads are subject to AAPC approval.

For details on rates and placement contact: Mark Sherwood at 661-542-2255 (mark.sherwood@aapc.com)

Email Advertising

Healthcare Business Tips & Resources

Healthcare Business Tips & Resources is a monthly e-newsletter sent to more than 165,000 members and several thousand non-members on the 22nd of each month. Each e-newsletter contains current news and updates to help medical coders, billers, auditors, compliance specialists, and practice managers stay current on issues affecting the business side of healthcare.



Deadline & Delivery

Healthcare Business Tips & Resources is sent via email around the 15th every month. The deadline is the 5th of the month.

Creative Specifications

Type 150 x 175 banner per issue rate:

Accepted Formats: GIF, PNG, and JPG — artwork may not contain any animation.

Artwork size: 150 x 175 pixels, no larger than 20kb. Ad will be linked to an AAPC-approved URL provided by vendor.

**All artwork, copy and advertisements are subject to approval by AAPC.*

Rates and Frequency Discounts

	1 x	3 x	12x
Rate	\$3,600	\$2,400	\$1,800

Delivery Rate:	99.8%
Open Rate:	20%
Audience:	180,000+

Targeted Email List

For .35 cents per email address AAPC can send a targeted email on your behalf to AAPC members based on variables like specific credential and geography.

EMAIL ADVERTISING

Webinar Sponsorship

www.aapc.com/medical-coding-education/webinars

AAPC hosts 3-4 educational webinars each month to keep our members up-to-date in an ever changing industry. Our live and on-demand webinars reach thousands of AAPC members, often decision makers such as practice managers looking for the latest products and trends. Rates for webinar advertising start at \$1,500 to sponsor five consecutive webinars. Annual sponsorship is also available. Sponsors run live in real time and will also be available to over 50,000 AAPC members on demand.

See full webinar schedule at www.aapc.com/medical-coding-education/webinars.

Contact Mark Sherwood for Webinar sponsorship specifics (661) 542-2255 or mark.sherwood@AAPC.com

Website Advertising

WWW.AAPC.COM

AAPC's website advertising offers you numerous opportunities to target your ads to a specific audience. Our Member Forums give advertisers access to specialty-specific coders, billers, auditors, compliance specialists, and practice managers—making your ad visible to those who you want most to see it.

Website Banner Ad Type	Dimensions	Price*
Large Vertical Banner	220 x 160 pixels	\$70/CPM
Base Banner	728 x 90 pixels	\$70/CPM
Forum Banner	728 x 90 pixels	\$70/CPM

*\$1,000 minimum purchase. CPM = (Cost per thousand impressions)

Placement of advertising based on availability and approval.

Website Statistics as of 2017

Sessions	28 Million/Year
Page Views	104 Million/Year
Users	9.3 Million/Year

RECRUITMENT ADVERTISING

Website Advertising

WEBSITE ADVERTISING

This is a screenshot of the AAPC Forum page. At the top, there is a navigation bar with links for Home, What's New, and Web Forum. Below the navigation bar, there is a search bar and a list of forum categories including Forum, Medical Billing and Coding Forum, Local Chapters, Employment General Discussion, Job Postings, Resource Postings, Practice Management, General Discussion, Auditing, Compliance, and Medical Coding. A large banner labeled "Forum Banner 728x90" is positioned at the top of the forum content area. Below the banner, there is a list of forum threads with columns for Thread Name, Posts, and Last Post.

This is a screenshot of the AAPC website navigation menu. It is organized into several columns: ABOUT US, CERTIFICATION, NETWORKING, EDUCATION, STORE, and HEALTH CARE BUSINESS MONTHLY. Each column contains a list of links to various resources and services offered by AAPC. The AAPC logo is visible at the bottom of the menu.

This is a screenshot of the AAPC website's "Medical Coding Resources" page. The page features a navigation bar at the top with links for Home, Resources, Medical Coding Resources, Publications, News/Articles, Links, Discussion Forums, Buyer's Guide, and Events. The main content area is divided into several sections: Overview, Resources, Publications, News/Articles, Links, Discussion Forums, Buyer's Guide, and Events. A large vertical banner labeled "Large Vertical Banner 220x160" is positioned on the left side of the page. At the bottom of the page, there is a base banner labeled "Base Banner 728x90".

Contact Information

Company: (as you prefer it to appear on website and program) _____

Website: _____ Name: _____

Email: _____ Phone: _____

Company Address: _____ City: _____

State: _____ Zip Code: _____

Ad Options (check all the appropriate boxes below) Please Note: Ad placement is determined on availability and approval. Prices are subject to change.

HBM

	12x	3x	1x
2 Pg Spread	<input type="checkbox"/> \$4,250	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$7,850
Full Page	<input type="checkbox"/> \$2,850	<input type="checkbox"/> \$4,250	<input type="checkbox"/> \$5,000
2/3 Page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,850	<input type="checkbox"/> \$4,250
1/2 Page	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,850
1/3 Page SQ	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,500
1/3 Page Vert.	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,500
1/4 Page	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$1,950	<input type="checkbox"/> \$2,250
1/8 Page	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$1,950
Marketplace/ Events	<input type="checkbox"/> \$195	<input type="checkbox"/> \$250	<input type="checkbox"/> \$350

Other Considerations:

Website

- Large Vertical Banner - 220 x 160 px
- Base Banner - 728 x 90 px
- Forum Banner Banner size - 728 x 90 px

\$70/CPM

Impressions: _____ Total: \$ _____

Webinar Sponsor

	1x	5x	20x
Rate	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000

E-Newsletter Banner

	12x	3x	1x
Rate Per Insertion	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$3,600

Targeted Email

- See Other Considerations for Details

Advertising Insertion Order Total:

\$ _____

Advertiser's Signature _____ Date _____

Accepted by AAPC _____ Date _____

CREDIT CARD PAYMENTS:

Submit completed contract by email to Mark Sherwood at mark.sherwood@aapc.com

MAKE CHECKS PAYABLE TO AAPC AND MAIL TO:

AAPC
PO Box 639237
Cincinnati, OH 45263-9237

PAYMENT TERMS

- Payments are due to AAPC upon invoice and are considered late after (30) days.

ADVERTISING INSERTION ORDER

