



## MEDIA KIT



ABOUT AAPC



PRINT ADVERTISING



EMAIL ADVERTISING



WEBSITE ADVERTISING



RECRUITMENT ADVERTISING



EXHIBITOR OPPORTUNITIES

# Organization Profile

Founded: 1988

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

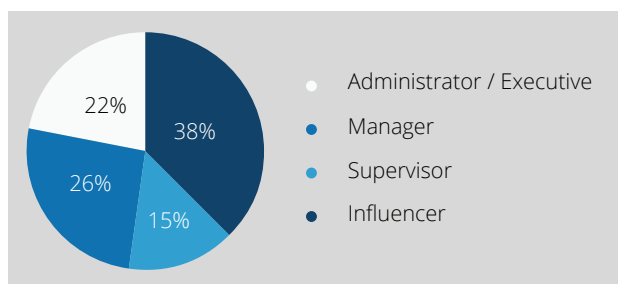
Website: [www.aapc.com](http://www.aapc.com)

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

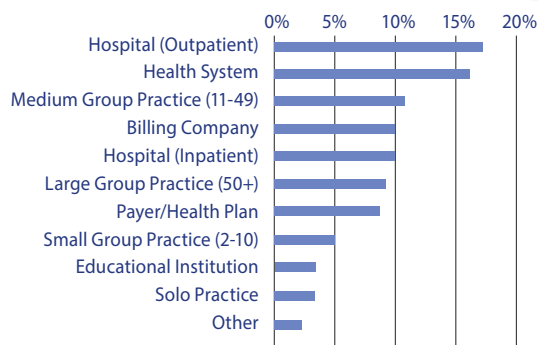
Members: More than 175,000.

AAPC is the nation's largest association for the business of healthcare, with more than 175,000 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.

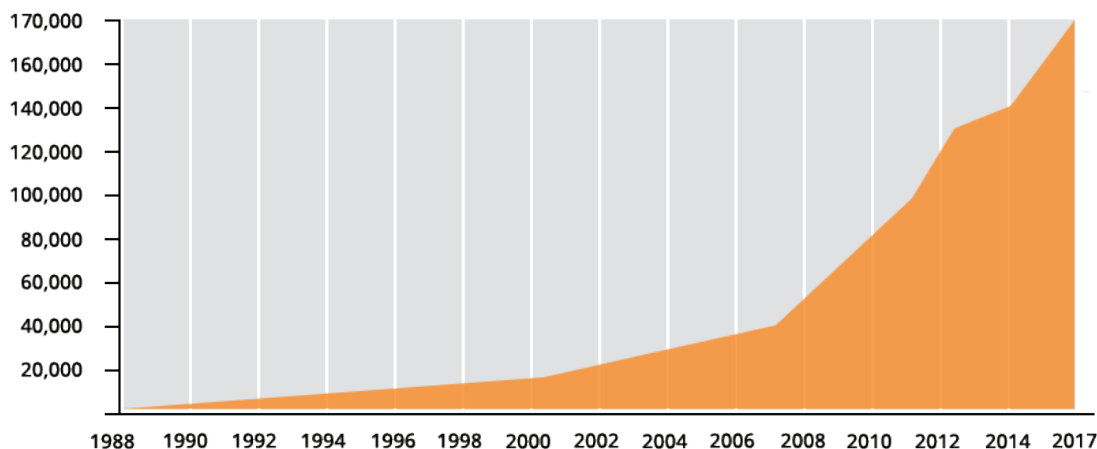
## Membership: Profile



## Membership: Workplace



## Membership: Growth



ABOUT AAPC

# Print Advertising

## Healthcare Business Monthly

Regularly reaching our membership of more than 175,000, *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	1 x	3 x	6 x	12 x
2 Pg Spread	\$6,510	\$5,859	\$4,834	N/A
Full Page	\$3,720	\$3,348	\$3,070	\$2,790
2/3 Page	\$3,360	\$3,024	\$2,772	\$2,520
1/2 Page	\$2,880	\$2,592	\$2,376	\$2,160
1/3 Page Sq.	\$2,640	\$2,376	\$2,178	\$1,980
1/3 Page Vert.	\$2,640	\$2,376	\$2,178	\$1,980
1/4 Page	\$2,520	\$2,268	\$2,080	\$1,890
		10% Off	17.5% Off	25% Off

\*More spread options available. Call for pricing.

PRINT ADVERTISING

# Print Advertising Continued

## Deadlines

Issue	Space Deadline	Art Due	Issue	Space Deadline	Art Due
January	11/01	11/10	July	05/01	05/10
February	12/01	12/10	August	06/01	06/10
March	01/01	01/10	September	07/01	07/10
April	02/01	02/10	October	08/01	08/10
May	03/01	03/10	November	09/01	09/10
June	04/01	04/10	December	10/01	10/10

## Sizes

Area	Trim Size	Bleed
Full Page	8.375" x 10.875"	0.125"
2/3 Page	4.8125" x 9.625"	0.125"
Half Page	7.375" x 4.8125"	0.125"
1/3-Page Square.	4.8125" x 4.8125"	0.125"
1/3-Page Vert.	2.3125" x 9.625"	0.125"
1/4 Page	3.75" x 4.8125"	0.125"
Spread	16.75" x 10.875"	0.125"

## 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

PRINT ADVERTISING

# Print Advertising Continued

## Page Layout



## 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 801-990-7923 (Cell: 661-542-2255) or by email at [mark.sherwood@aapc.com](mailto:mark.sherwood@aapc.com).

PRINT ADVERTISING

# Email Advertising

## Healthcare Business Tips & Resources

*Healthcare Business Tips & Resources* is a monthly e-newsletter sent to more than 175,000 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.

## Circulation

*Healthcare Business Tips & Resources* is sent via email on the first Friday of every month.

## Art Specifications

Artwork is due the week prior to e-mail release and must meet these criteria:

**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.



## Space Reservation Deadlines

Issue	Due Date	Issue	Due Date
January	December 15	July	June 15
February	January 15	August	July 15
March	February 15	September	August 15
April	March 15	October	September 15
May	April 15	November	October 15
June	May 15	December	November 15

EMAIL ADVERTISING

# Email Advertising Continued

## Healthcare Business Tips & Resources Pricing

Type—150 x 175 banner per issue rate:

	1 x	3 x	12 x
Rate	\$3,200	\$2,400	\$1,800

Delivery Rate:	99.8%
Open Rate:	20%
Audience:	175,000+

\*All artwork, copy and advertisements are subject to approval by AAPC and may be refused if deemed inappropriate by AAPC marketing.

EMAIL ADVERTISING

# 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

WEBSITE ADVERTISING



# Website Advertising Continued

**Forum Banner 728x90**

If this is your first visit, be sure to check out the [FAQ & read the forum rules](#). To view all forums, post or create a new thread, you must be an AAPC Member. If you are a member and have already registered for member view and forum access, you can log in by clicking here. If you've forgotten your username or password use our [password reminder tool](#). To start viewing messages, select the forum that you want to visit from the selection below.

**Medical Billing and Coding Forum**  
Welcome to the Medical Billing and Coding Forum.

Forum	Threads / Posts	Last Post
<b>AAPC Discussion</b>		
HEALTHCON - National Conference	Threads: 88 Posts: 353	by <a href="#">medschool</a> Yesterday, 11:40 AM
Membership Recognition Program	Threads: 22 Posts: 88	by <a href="#">AAPC Support</a> 12-28-2015, 07:46 AM
<b>Local Chapters</b>		
Employment General Discussion	Threads: 4,803 Posts: 17,028	by <a href="#">NCC - remote coding</a> Today, 05:32 AM
Job Postings		
Resume Postings		
General Discussion	Threads: 876 Posts: 2,402	by <a href="#">NCC - remote coding</a> 12-28-2015, 05:32 AM
Accounting		
Compliance		
Medical Coding		

Mark Forums Read | View Forum Leaders

**What's Going On?**  
Medical Billing and Coding Forum Statistics  
Threads: 149,877 Posts: 413,710 Members: 478,853  
Welcome to our newest member, [Terry1975](#)!

**Team Legend**

- ☐ Contains unread forum posts
- ☐ Contains no unread forum posts
- ☐ Forum is a category
- ☐ Forum is a link

**ABOUT US**

- National Advisory Board
- Chapter Association Board
- Physician Advisory Board
- Legal Advisory Board
- Code of Ethics
- Member Bill of Rights
- Admission
- Partner with Us
- Privacy
- Contact Us

**CERTIFICATION**

- Individual Certification
- Conferences
- Local Chapters

**EDUCATION**

- Courses/Modules
- Book Prep
- Continuing Education
- Webinars
- Workshops
- Member Bill of Rights
- Admission
- Partner with Us
- Privacy
- Contact Us

**MEMBERSHIP**

- Join
- Renew
- Membership Benefits

**HEALTHCARE BUSINESS MONTHLY**

- Current & Past Issues
- Test Yourself

**STORE**

- Medical Coding Books
- CPT Books
- ICD-10 Books
- HCPCS Books
- Vendor Book Store
- Information Resources
- Other Items

**HEALTHCARE BUSINESS MONTHLY**

- Current & Past Issues
- Test Yourself

**RESOURCES**

- Articles/Digests
- Coding Help
- Compliance
- Events
- Forums
- Publications
- Research
- Tools
- What is Medical Billing?
- What is Medical Coding?
- What is Reimbursement?
- What is Medical Auditing?
- What is a Code Set?
- Medical Coding Salary
- Medical Coding Glossary
- CPTB

**HCPCS Level II**

**ARCHIVES**

- Healthcare Business in News
- ICD-10 Tips & Resources
- Coding/Billing
- Auditing/Compliance
- Practice Management
- English/ESL
- Billing/Insurance

**CONNECT WITH US**

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**Medical Coding Resources**

AAPC provides invaluable industry resources, including access to annual salary surveys, exclusive publications, ICD-10 training, and premier programs and products. In addition to the below categories, AAPC has created and offers free access to a variety of tools, including a MACRA Calculator, E/M Utilization Tool, Health Plan/Insider Policy Search, Denied Claim Calculator, Risk Adjustment Search, and a CPTB B2B Calculator.

These resources help professionals involved in the business of healthcare get the most out of their practices and facilities.

- Publications**  
AAPC's Healthcare Business Monthly & Newsletters
- News/Articles**  
Timely news and information
- Links**  
Important links in healthcare
- Discussion Forums**  
Join the Discussion
- Buyer's Guide**  
Industry-related products and services
- Events**  
Available live and on-demand

- Coding Help**  
Information about the code sets
- Member Savings Discounts**  
Special discounts for members
- Medical Terminology Glossary**  
Medical coding and billing terms
- Research**  
Insights into the healthcare workforce
- Ask an AAPC Expert**  
Receive expert answers from trained professionals
- Vendor Bookstore**  
3rd party vendors' books

**Large Vertical Banner 220x160**

WEBSITE ADVERTISING

# Recruitment Advertising

## Looking for great talent?

Recruit from AAPC's growing membership across the United States. AAPC offers several effective ways to advertise employment to our members, including job postings and targeted, specialty-specific campaigns for certified professional coders, billers, auditors, compliance specialists, practice managers, practice administrators, office managers, revenue cycle managers, healthcare business educators, and consultants.

## Options for Recruitment Advertising

### **Healthcare Business Monthly Print Recruitment Ads**

See information on the Print Advertising page at: [www.aapc.com/advertise/display-advertising.aspx](http://www.aapc.com/advertise/display-advertising.aspx) for specific sizes, specifications, due dates, and rates.

### **Website Recruitment Ads**

AAPC offers a variety of ad sizes and placements to optimize exposure to your ad. See information on the Website Advertising page at: [www.aapc.com/advertise/website-advertising.aspx](http://www.aapc.com/advertise/website-advertising.aspx)

### **Exhibiting at AAPC Conferences**

Looking for some face-to-face recruiting opportunities? See our Exhibiting Opportunities page at: [www.aapc.com/advertise/exhibiting-opportunities.aspx](http://www.aapc.com/advertise/exhibiting-opportunities.aspx) for more information on registering for a booth at one of our national or regional conferences.

# Exhibitor Opportunities

## Conferences

AAPC conferences offer exhibitors an opportunity to target the cream of the crop among AAPC's 175,000 members, along with other healthcare professionals. Both the national and regional conferences bring a variety of decision makers and strong influencers within the medical business community. Our membership is comprised of medical coders, billers, auditors, compliance specialists, healthcare revenue managers, practice and office administrators/managers, and other healthcare professionals representing a variety of physician offices, clinics, facilities, payers, educators, and consulting firms. For more information on exhibiting or sponsoring at an AAPC conference, please go to: [www.aapc.com/advertise/exhibiting-opportunities.aspx](http://www.aapc.com/advertise/exhibiting-opportunities.aspx)

## Attendance

Professional medical coders, billers, auditors, practice administrators, revenue cycle managers, and compliance officers, perform a wide variety of job responsibilities within the health care system and are diverse in their specialties. The common goal is upholding a higher standard for health care management.

AAPC members and conference attendees rely on current information, products, and services to remain on the cutting edge within the rapidly growing health care environment.

The exhibit area at AAPC's National Conference provides every attendee with the opportunity to observe new products, publications, software, etc. and speak with each company's representatives face-to-face.

As an exhibitor at an AAPC conference, you will have the opportunity to meet with key decision makers, as well as powerful influencers, from a large variety of backgrounds including:

- Physician offices
- Small/large medical group practices
- Clinics
- Facilities
- Compliance groups
- Auditing groups
- ASCs

More than 90 percent of the attendees are AAPC members with the majority holding an AAPC credential. AAPC Conference attendance averages 3,000 for the national and 800-1000 for the regional.

## Exhibiting Details

AAPC conferences offers unopposed exhibiting time for your company to meet with conference attendees. The opening reception with the exhibitors, and most scheduled meals are provided directly in the exhibit hall, which encourages attendees to visit the representatives of each of the exhibiting companies.

## Sponsorship Opportunities

For increased visibility, exposure and impact, companies may take advantage of one of the numerous sponsorship opportunities AAPC has available. More information may be found in the conference prospectus.

# Exhibitor Opportunities

## More Information

Please contact Victoria Fuentes at 385-207-2288 ([victoria.fuentes@aapc.com](mailto:victoria.fuentes@aapc.com)) for details and pricing.

## CEU Vendor Details

AAPC grants prior approval for continuing education programs based on the relevance of the program content to the medical coding, billing, auditing, and reimbursement professions.

Educational materials must be pre-approved for continuing education units (CEUs) by AAPC to be valid for award of CEU credit(s). For more information, go to: [www.aapc.com/medical-coding-education/help/ceu-help-vendors.aspx](http://www.aapc.com/medical-coding-education/help/ceu-help-vendors.aspx).

Thank you!

EXHIBITOR OPPORTUNITIES