



MEDIA KIT



ABOUT AAPC



MAGAZINE



EMAIL



WEBSITE / WEBINARS

Victoria Fuentes

victoria.fuentes@aapc.com

(385) 207-2288

Organization Profile

Founded: 1988

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

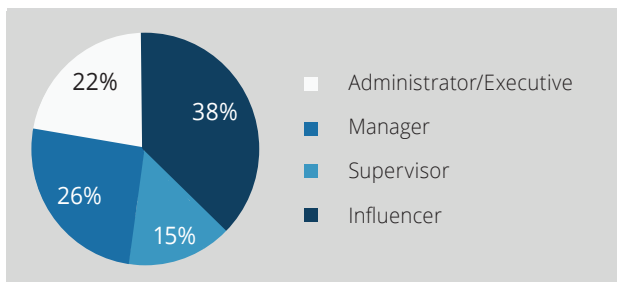
Website: www.aapc.com

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

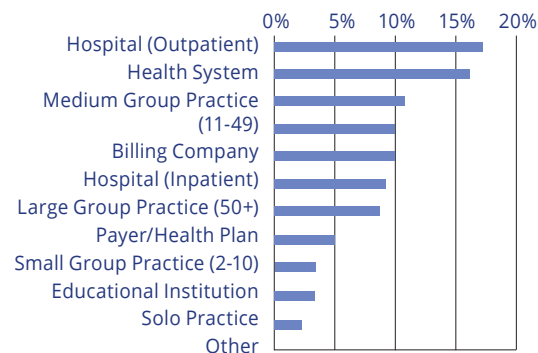
Members: More than 190,000.

AAPC is the nation's largest association for the business of healthcare, with more than 190,000 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.

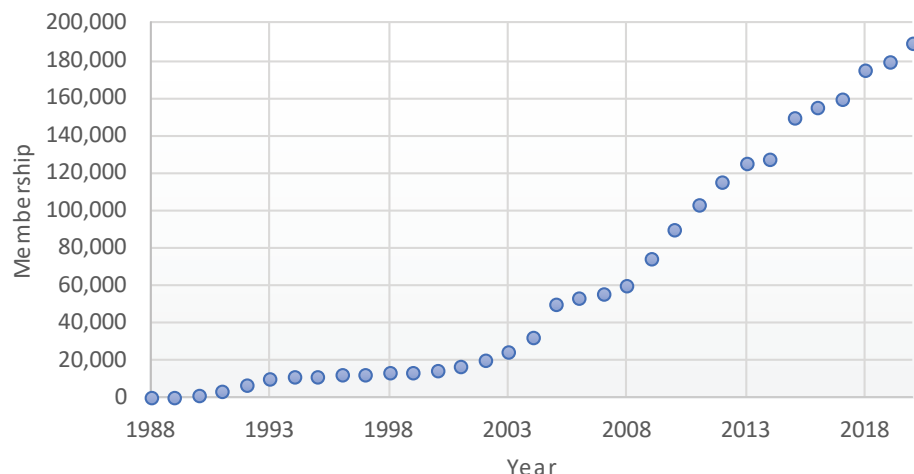
Membership: Profile



Membership: Workplace



Membership Growth



ABOUT AAPC

Magazine

Healthcare Business Monthly

Regularly reaching our membership of more than 190,000, *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 at 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



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 publicaion.

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

PRINT ADVERTISING

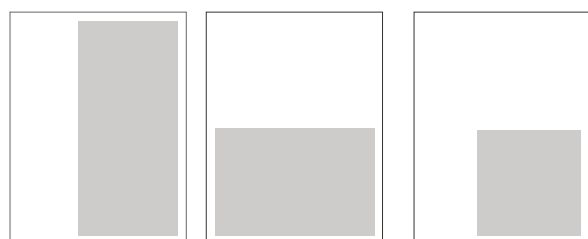
Print Advertising

Page Layout



Spread

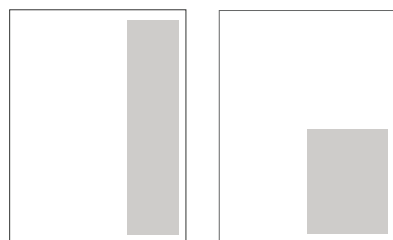
Full Page



2/3 Page

1/2 Page

1/3 Pg. Square



1/3 Pg. Verticle

1/4 Page

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"

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: Victoria Fuentes at 385-207-2288 (victoria.fuentes@aapc.com)

PRINT ADVERTISING

Email Advertising

Healthcare Business Tips & Resources

Healthcare Business Tips & Resources is a monthly e-newsletter sent to more than 190,000 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 Victoria Fuentes for Webinar sponsorship specifics (385) 207-2288 or victoria.fuentes@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 2019

Sessions	25.7 Million/Year
Page Views	96.5 Million/Year
Users	8.9 Million/Year

Website Advertising

[illegible]

ABOUT US	CERTIFICATION	NETWORKING
National Advisory Board	Examination Schedule	Job Ads
Chapter Application Board		Certification
Programs: Accounting Finance	EDUCATION	Local Chapters
Legal Industry Round	Continuing Education	
Lawyer's Help	Book Reviews	STORE
Member Job Opening	Continuing Education	Marketing: eMarketing Tools
Advertise on	Continuing Education	CD-ROMs
Practice/Consulting	Webinars	CD-ROMs
Advertise	Continuing Education	Webinars
Contact Us		Electronic Resources
		Software
MEMBERSHIP		
Join		HEALTH CARE BUSINESS
Renew		MONTHLY
Membership Benefits		Current/Track Issues
		Tools/Manual

[illegible]

WEBSITE ADVERTISING

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

Rate ☐ 1x \$850 ☐ 5x \$1,500 ☐ 20x \$3,000

E-Newsletter Banner

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

Targeted Email

☐ See Other Considerations for Details

Advertising Insertion Order Total:

\$ _____

X Advertiser's Signature _____ Date _____

CREDIT CARD PAYMENTS:

Submit completed contract by email to Victoria Fuentes at
 victoria.fuentes@aapc.com

MAKE CHECKS PAYABLE TO AAPC AND MAIL TO:

AAPC
 PO Box 639237
 Cincinnati, OH 45263-9237

X Accepted by AAPC _____ Date _____

PAYMENT TERMS

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

ADVERTISING INSERTION ORDER