



AAPC®

MEDIA KIT 2021

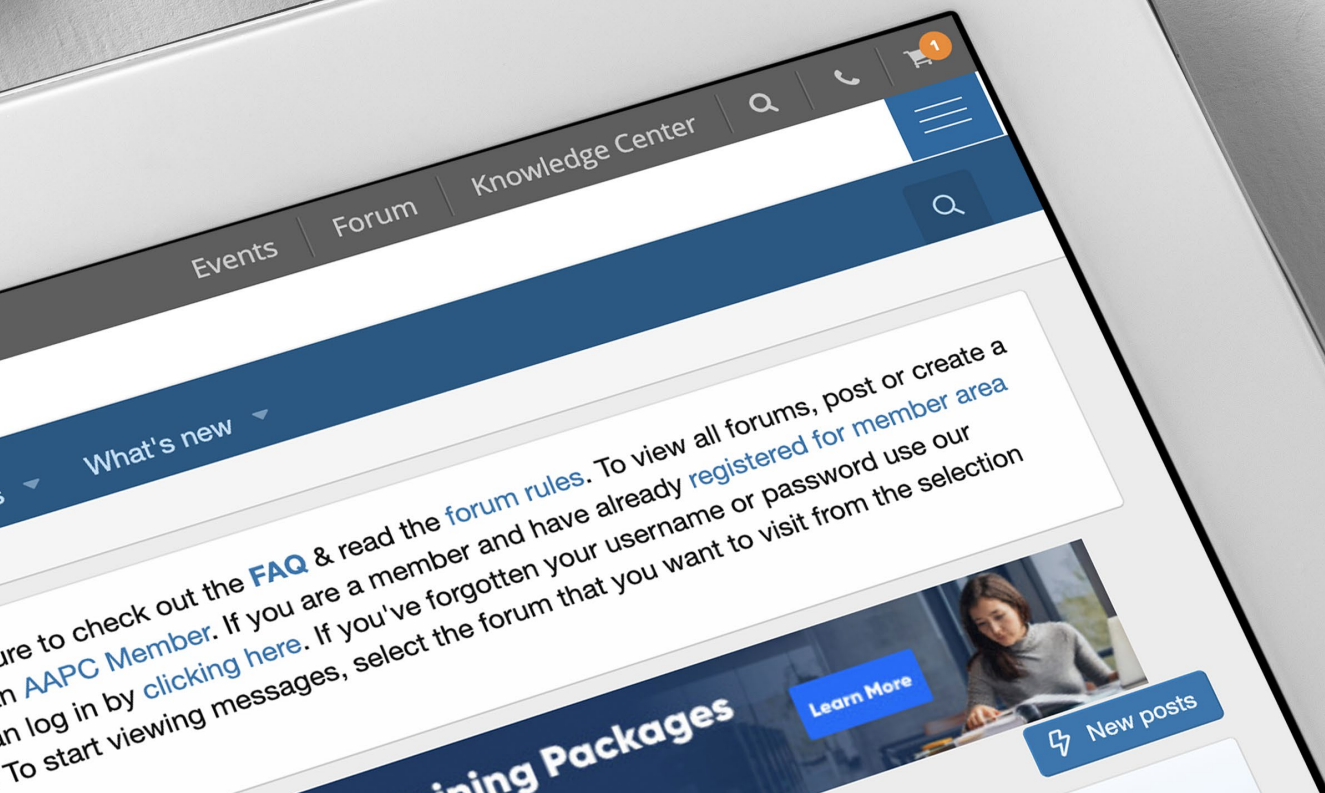
AAPC Media Marketing

Business Advertising Executive Team
media-marketing@aapc.com

Ease Workload
Learn how to reduce stress and improve mental health.

Say Goodbye to Claim Mistakes
Ensure your Medicare claims are correct and complete.

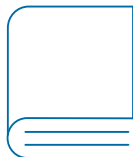
Don't Miss a Beat
Understand the new codes and guidelines for your cardiology practice.



ADVERTISE WITH US



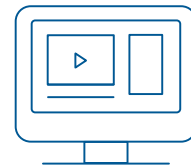
Email



Magazine



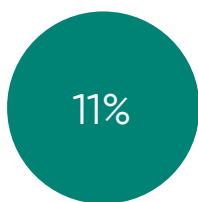
Webinar



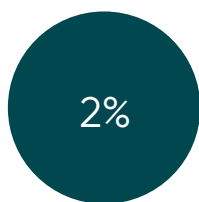
Website

ABOUT AAPC

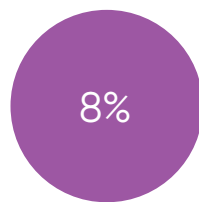
AAPC is the nation's largest association for the business of healthcare, with more than 200,000 members representing health systems, hospitals, physician offices, outpatient facilities, and payer organizations. AAPC training and certifications validate the knowledge and expertise of healthcare professionals 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.



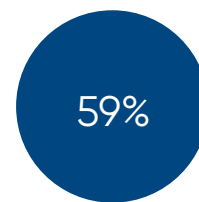
Managers



Educators

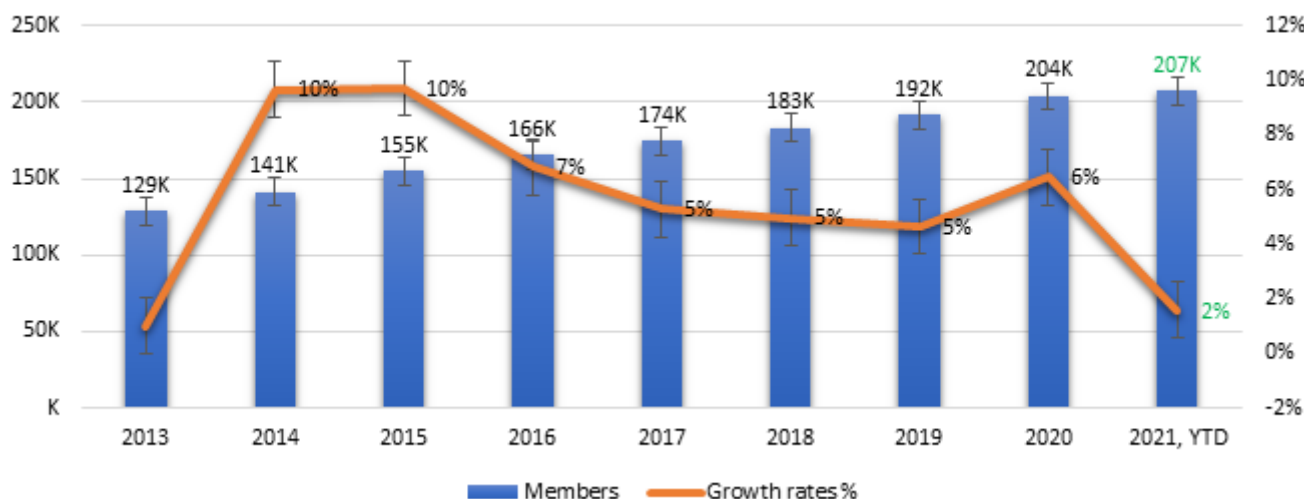


Auditor



Coders & Billers

Yearly Membership Growth

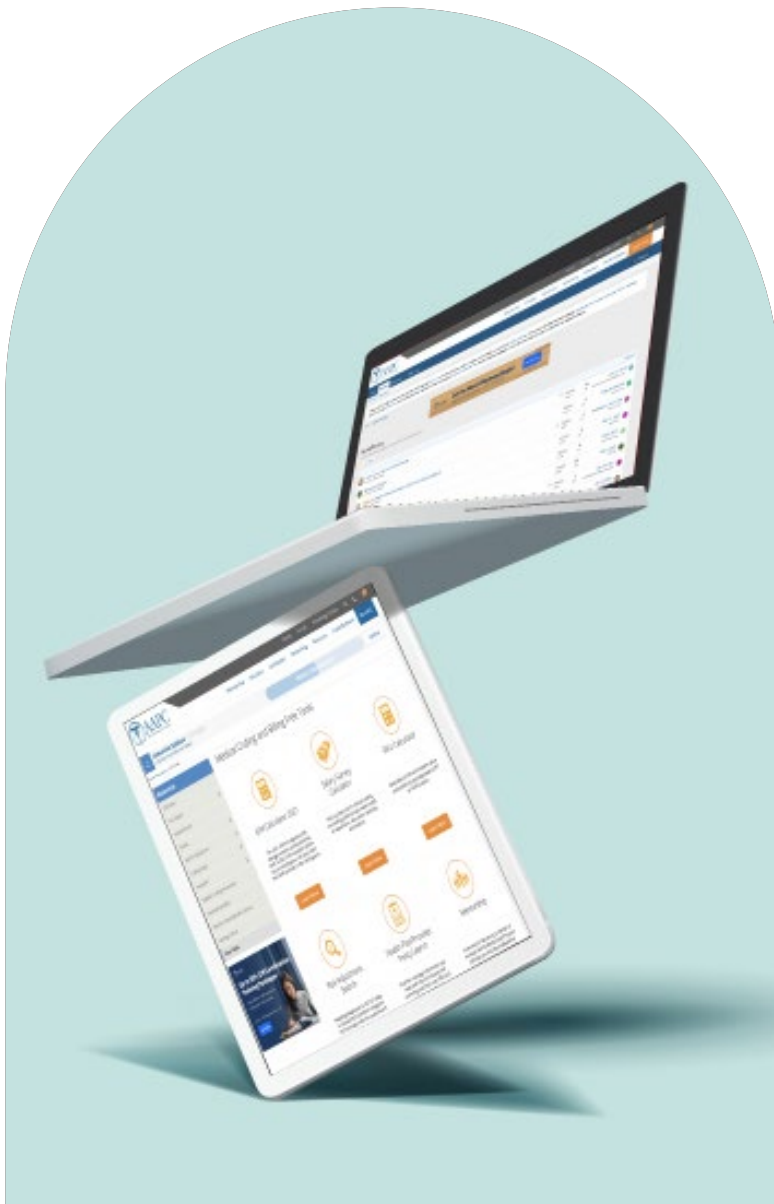


WEBSITE ADVERTISING

AAPC.COM 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.

	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.*



Million Sessions/Year



Million Page Views/Year



Million Users/Year

PRINT ADVERTISING



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 monthly 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 Continuing Education Unit per issue, when members complete the “Test Yourself” quiz.

Rates & Frequency Discounts

	12 ads	3 ads	1 ad
2 Page Spread	\$4,250	\$6,500	\$7,850
Full Page	\$2,850	\$4,250	\$5,000
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
Market Place & Events Advertising	\$195	\$250	\$350

* Price per issue

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.

Page Layout



Spread

Trim size: 16.75" x 10.875"



Full Page

Trim size: 8.375" x 10.875"



1/2 Page

Trim size: 7.375" x 4.8125"



1/3 Page Vertical

Trim size: 2.3125" x 9.625"



1/4 Page

Trim size: 3.75" x 4.8125"

Deadlines

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

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

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

EMAIL ADVERTISING

Healthcare Business Tips & Resources

Healthcare Business Tips & Resources is a monthly e-newsletter sent to more than 200,000 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.



Open Rate



Delivery Rate

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

150 x 175 pixel banner, 20 KB max. Accepted Formats: GIF, PNG, and JPG – artwork may not contain any animation. Ad will be linked to an URL provided by vendor.

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

Rates & Frequency Discounts

12 ads \$1,800	3 ads \$2,400	1 ad \$3,600
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** Price per Email*

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.

WEBINAR SPONSORSHIP

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.

Rates & Frequency Discounts

20 ads

\$3,000

5 ads

\$1,500



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



Contact Our Media Marketing Team

media-marketing@aapc.com

Magazine

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

** Price per issue*

Magazine eNewsletter

12 ads

\$1,800

3 ads

\$2,400

1 ad

\$3,600

** Price per issue*

Webinar Sponsorship

20 ads

\$3,000

5 ads

\$1,500

** Price per issue*

Targeted Email

\$0.35/email address

Website Banner

\$70/CPM

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