

2011



AAPC
Credentialing the Business Side of Medicine

MEDIA KIT



ABOUT AAPC



PRINT ADVERTISING



WEBSITE ADVERTISING



EMAIL ADVERTISING



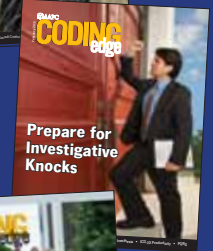
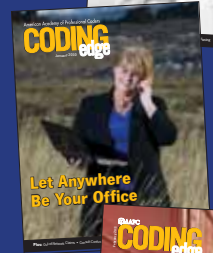
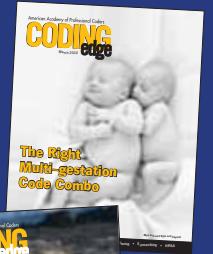
RECRUITMENT ADVERTISING



EXHIBITOR OPPORTUNITIES



ADVERTISING PACKAGES



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2 Print Advertising

3 Website Advertising

4 Email Advertising

5 Recruitment Advertising

6 Exhibitor Opportunities

7 Advertising Packages

Organization Profile

Founded: 1988

Location: 2480 S. 3850 West, Suite B,
Salt Lake City, UT 84120

Website: www.aapc.com

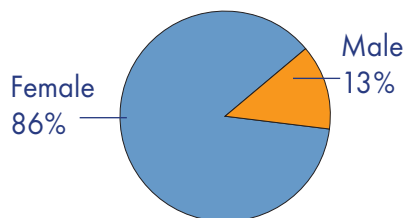
Media Contact: Josh Berndt,
Director of Public Relations
800-236-2229
josh.berndt@aapc.com

Industry: Health Care, Insurance,
Medical Coding, Billing, and Auditing

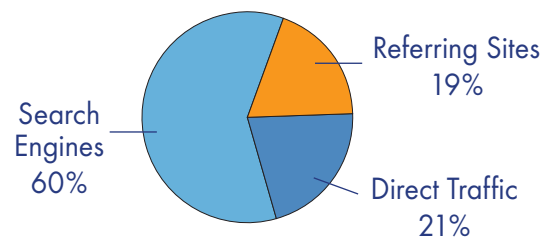
Members: More than 100,000.

AAPC is the nation's largest education and credentialing organization for medical coders, billers, auditors, practice managers, compliance specialists, revenue cycle managers, and other top health care medical business professionals. With more than 100,000 members, AAPC provides the following nationally recognized credentials to medical coders in physician offices, outpatient facilities, and payer environments: Certified Professional Coder (CPC®); Certified Professional Coder—Hospital (CPC-H®); Certified Professional Coder—Payer (CPC-P®); Certified Professional Medical Auditor (CPMA®); Certified Interventional Radiology Cardiovascular Coder® (CIRCC®); and the Certified Professional Compliance Officer (CPCO™) as well as numerous specialty-specific credentials. AAPC credentials represent the industry-standard certifications for the business side of medicine.

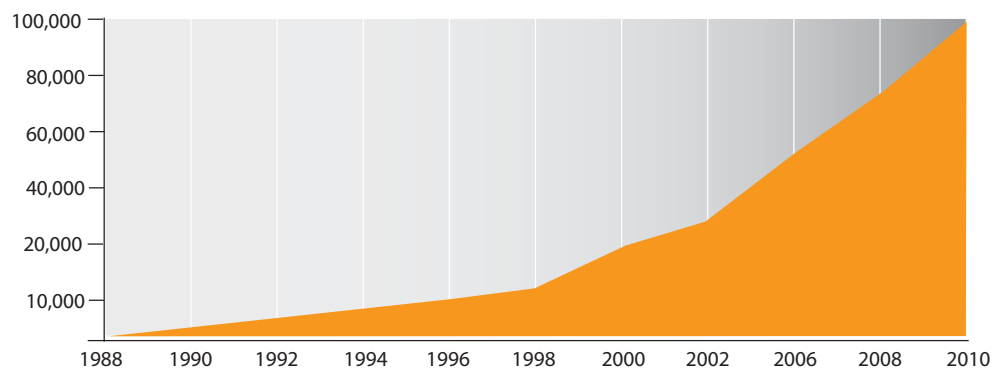
Gender



Website Traffic Sources



Membership Growth



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Coding Edge

Coding Edge, AAPC's print publication, has a monthly circulation exceeding 100,000. Each issue of *Coding Edge* is filled with articles and news that relate to medical coding, compliance, auditing, and other issues that affect the industry and members of AAPC. Articles are contributed by both national experts and AAPC members. Subscriptions are complimentary and are included as a part of AAPC membership benefits. PDFs of past issues are archived and available for members viewing at www.aapc.com. This extends the shelf life of each issue beyond the standard print life of a magazine. Each issue of *Coding Edge* contains a "Test Yourself" section (available online only) where members may receive 1 CEU when they answer questions from the test and post them online.

2011 Monthly Rates

Ad Size	1 x	3 x	6 x	12 x
Full Page	\$2,400	\$2,160	\$1,920	\$1,680
1/2 Page	\$1,875	\$1,688	\$1,500	\$1,313
1/3 Page	\$1,763	\$1,586	\$1,410	\$1,234
1/4 Page	\$1,650	\$1,485	\$1,320	\$1,155

Premium Placement Charge:

Back cover: add \$600
 Inside front cover: add \$400
 Inside back cover: add \$400
 All rates are a net cost.

10% Off 20% Off 30% Off

Deadlines

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

Full Page

Trim Size: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"

Third-page

Trim Size: 2.75" x 10.875"
 Bleed: 3.0" x 11.125"

Half Page

Trim Size: 7.5" x 4.625"
 Bleed: 7.75" x 4.9375"

Quarter page

Trim Size: 3.75" x 4.5"
 Bleed: 4.0125" x 4.75"

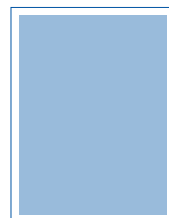
Live Area:

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

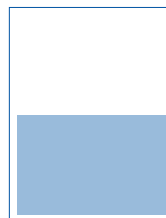
Third and Quarter Page Sizes—

0.25" margins from trim left and right

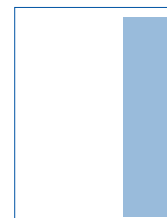
0.25" margins from trim top and bottom



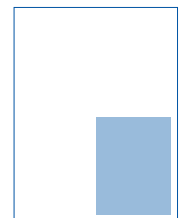
Full Page



1/2 Page



1/3 Page



1/4 Page

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.

Production service is available; call for rates.

For details on rates and placement contact Jamie Zayach at jamie.zayach@aapc.com.

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WWW.AAPC.COM

Website advertising is available in five different sizes (shown below):

	Ad size	1 x	3 x	6 x	12 x
Button	220x40 pixels	\$595/mo	\$445/mo	\$415/mo	\$295/mo
Small Vertical Banner	220x80 pixels	\$895/mo	\$670/mo	\$625/mo	\$445/mo
Large Vertical Banner	220x160 pixels	\$995/mo	\$745/mo	\$695/mo	\$495/mo
Base Full-Banner	468x60 pixels	\$1,295/mo	\$970/mo	\$905/mo	\$645/mo
Base Leaderboard	728x90 pixels	\$1,495/mo	\$1,120/mo	\$1,045/mo	\$745/mo
			25% Off	30% Off	50% Off

Placement of advertising based on availability and approval. Prices are net cost.

Website Statistics

Page Views:	5,000,000/mo
Total Visits:	850,000/mo
Unique Visitors:	495,000/mo



The screenshot shows the AAPC website interface. At the top, there is a navigation bar with links for Home, About AAPC, Contact Us, Membership, and Cart. Below this is a search bar. A secondary navigation bar contains links for Training, Certification, Continuing Education, ICD-10, Jobs, Networking, Resources, Store, and Log In / Join. The main content area is titled 'Resources for Coders' and includes a sidebar menu with options like Overview, News/Articles, Events, AAPC Publications, Coding Help, Research, Links to Others, Member Perks, and Buyer's Guide. The main content area lists various resources such as News/Articles, Events, Publications, Coding Help, ICD-10 Implementation, and Medical Terminology Glossary. There is also a 'Research' section with links to Buyer's Guide, Links, Member Savings Discounts, Vendor Bookstore, and Coding Discussion Forums. A footer at the bottom contains copyright information and additional navigation links.

Large Vertical Banner
220 x 160

Small Vertical Banner
220 x 80

Button: 220 x 40

Base Leaderboard: 728 x 90
Base Full Banner: 468 x 60

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The *EdgeBlast* is a twice-monthly e-newsletter sent to more than 100,000 members and several thousand non-members. Each *EdgeBlast* contains current news and updates, to help medical coders, billers, and auditors stay current on issues affecting their jobs..

Circulation

EdgeBlast is sent via email on the first and third Wednesday of every month.

Deadlines

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

2011 Rates (all rates are net cost)

Hyperlink is included in cost.

1 Month	2 Issues	\$1,500/mo	
3 Months	6 Issues	\$1,200/mo	20% Off
6 Months	12 Issues	\$1,050/mo	30% Off
12 Months	24 Issues	\$ 900/mo	40% Off

Note: You may purchase single ads. Rate is \$800 per single advertisement.

Art Specifications

AAPC will accept artwork in the following:

Artwork Formats: gif, png, jpg (any other format will be returned as unusable). Artwork may not contain any animation within the ad.

Artwork size: 145x145 pixels/no larger than 15Kb.

Ad will be linked to an AAPC-approved URL provided by vendor.

Email art file to:
jamie.zayach@aapc.com

All artwork is subject to AAPC approval.

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Coding Edge Job Section

Looking for great talent? Recruit from AAPC's growing membership from across the United States. AAPC offers numerous avenues for potential employers to advertise employment to our members. Employers may place a display ad in the Recruitment Advertising section of *Coding Edge* magazine, or use AAPC's online job database (www.aapc.com/jobs). Recruitment advertising with AAPC is an effective and efficient way to recruit qualified candidates.

2011 Monthly Rates for Coding Edge Print Recruitment Ads

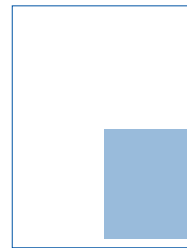
Ad Size	1 x	3 x	6 x	12 x
1/4 Page	\$824	\$742	\$660	\$577
1/8 Page	\$450	\$405	\$360	\$315
		10% Off	20% Off	30% Off

Deadlines

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

Quarter-page

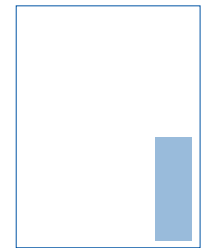
Trim Size: 3.75" x 4.5"
Bleed: 4.0125" x 4.75"



1/4 Page

Eighth-page

Trim Size: 2.375" x 5"
Bleed: 2.5" x 5.125"



1/8 Page

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.

Production service is available; call for rates.

For details on rates and placement contact Jamie Zayach at jamie.zayach@aapc.com.

Online Job Database

Accessed by certified professional coders, billers, auditors, practice managers, practice administrators, office managers, revenue cycle managers, and consultants across all specialties.

Online Job Database Posting Rates

	Individual Rate	Corporate Member Rate
14 days	\$60	\$54
30 days	\$100	\$125
60 days	\$125	\$112.50
90 days	\$150	\$135

*all AAPC advertising rates are net cost

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Conferences

2011 Conferences

AAPC will host a Regional Conference September 7-9, 2011 in Nashville, Tennessee.

Reservation Deadline—August 15, 2011

2012 Conferences

AAPC will host a National Conference April 4-7, 2012 in Las Vegas, Nev.

Reservation Deadline—March 15, 2012

AAPC will host a Regional Conference in 2012. Location and date to be decided.

Attendance

Professional medical coders 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
- Specialty groups
- Outpatient facilities/hospitals
- Payers
- Educators
- Revenue Cycle Managers
- Consulting Firms

More than 90 percent of the attendees are AAPC members with the majority holding an AAPC credential in outpatient coding. AAPC Conference attendance averages 3,000 for the national and 600 for the regional.

Exhibiting Details

The AAPC conference offers unopposed exhibiting time for your company to meet with conference attendees. An opening exhibitor reception, 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.*

More Information

Please contact Jamie Zayach for details and pricing.

800-626-2633 x 191

jamie.zayach@aapc.com

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Platinum

12 full-page print ads in <i>Coding Edge</i>	\$20,160
12 months website base rotating banner ad	\$7,740
12 months <i>EdgeBlast</i> ads (24 issues)	\$10,800
Regular price	\$38,700
Discount (30%)	– \$11,610
Package price*	\$27,090

Bonus: 30% discount on all CEU application fees

Gold

6 full-page print ads in <i>Coding Edge</i>	\$11,520
6 months website bottom rotating banner ad	\$5,430
6 months <i>EdgeBlast</i> ads (12 issues)	\$6,300
Regular price	\$23,250
Discount (20%)	– \$4,650
Package price*	\$18,600

Bonus: 20% discount on all CEU application fees

Silver

3 full-page print ads in <i>Coding Edge</i>	\$6,480
3 months website bottom rotating banner ad	\$2,910
3 months <i>EdgeBlast</i> ads (6 issues)	\$3,600
Regular price	\$12,990
Discount (15%)	– \$1,949
Package price*	\$11,042

Bonus: 15% discount on all CEU application fees

*NOTE: Prices do not include cost of CEU's

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.

To retain all AAPC certifications, coding and reimbursement professionals are required to participate in this mandatory program for maintenance of certification. Participation in AAPC-approved continuing education coding conferences, seminars, workshops, local chapter meetings, and publications are valid methods by which members may obtain continuing education credits and maintain or increase competence.

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.