

2013



AAPC
Credentiaing the Business Side of Medicine

MEDIA KIT



ABOUT AAPC



PRINT ADVERTISING



WEBSITE ADVERTISING



RECRUITMENT ADVERTISING



EXHIBITOR OPPORTUNITIES

1 About AAPC

2 Print Advertising

3 Website Advertising

4 Recruitment Advertising

5 Exhibitor Opportunities

Organization Profile

Founded: 1988

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

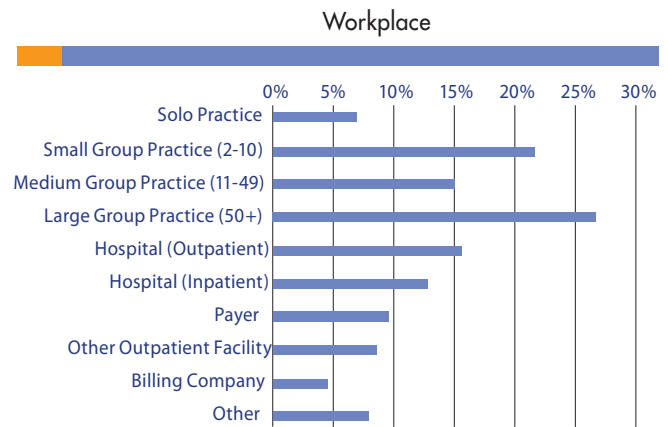
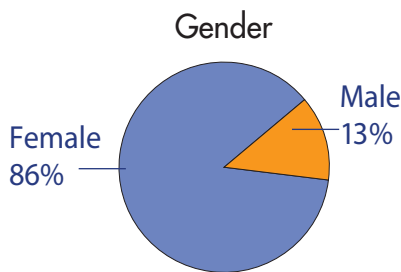
Website: www.aapc.com

Media Contact: David Blackmer,
public.relations@aapc.com

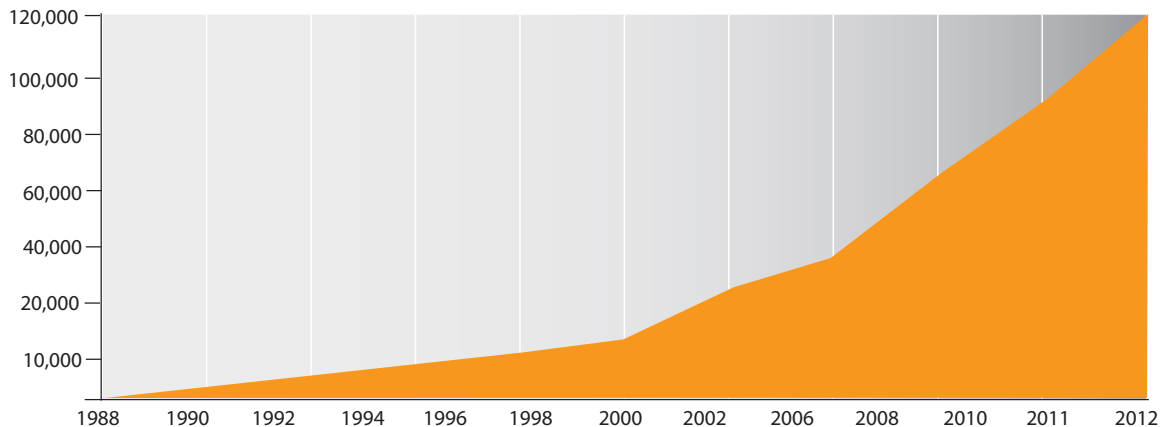
Industry: Health care, medical coding, billing, auditing, compliance, and practice management

Members: More than 120,000.

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. 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 Physician Practice Manager (CPPM®); 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.



Membership Growth



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Cutting Edge

Cutting Edge, AAPC's print publication, has a monthly circulation exceeding 120,000. Each issue of *Cutting Edge* is filled with articles and news that relate to medical coding, compliance, auditing, practice management, 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. so the shelf life of each issue extends beyond the standard print life of a magazine. Each issue of *Cutting 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.

2012 Monthly Rates

Type	1 x	3 x	6 x	12 x
Full Page	\$3,100	\$2,790	\$2,558	\$2,325
2/3 Page	\$2,800	\$2,520	\$2,310	\$2,100
1/2 Page	\$2,400	\$2,160	\$1,980	\$1,800
1/3 Page Sq.	\$2,200	\$1,980	\$1,815	\$1,650
1/3 Page Vert.	\$2,200	\$1,980	\$1,815	\$1,650
1/4 Page	\$2,100	\$1,890	\$1,733	\$1,575
		10% Off	17.5% Off	25% Off

Premium Placement:

Back cover: \$2,500
 Inside front cover: \$1000
 Inside back cover: \$1000

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: 0.125"

2/3 Page

Trim Size: 4.8125" x 9.625"
 Bleed: 0.125"

Half Page

Trim Size: 7.375" x 4.8125"
 Bleed: 0.125"

1/3-page Sq.

Trim Size: 4.8125" x 4.8125"
 Bleed: 0.125"

1/3-page Vert.

Trim Size: 2.3125" x 9.625"
 Bleed: 0.125"

1/4 page

Trim Size: 3.75" x 4.8125"
 Bleed: 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



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 Jamie Zayach at jamie.zayach@aapc.com.

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WWW.AAPC.COM

AAPC's website advertising offers you numerous opportunities to target your ads toward a specific audience. Our Member Forums are organized into various specialties and roles—making your ad visible to those who you want most to see it. Contact Jamie Zayach at jamie.zayach@aapc.com or by calling 800-626-2633, ext 191, for various ad placement info and rates.

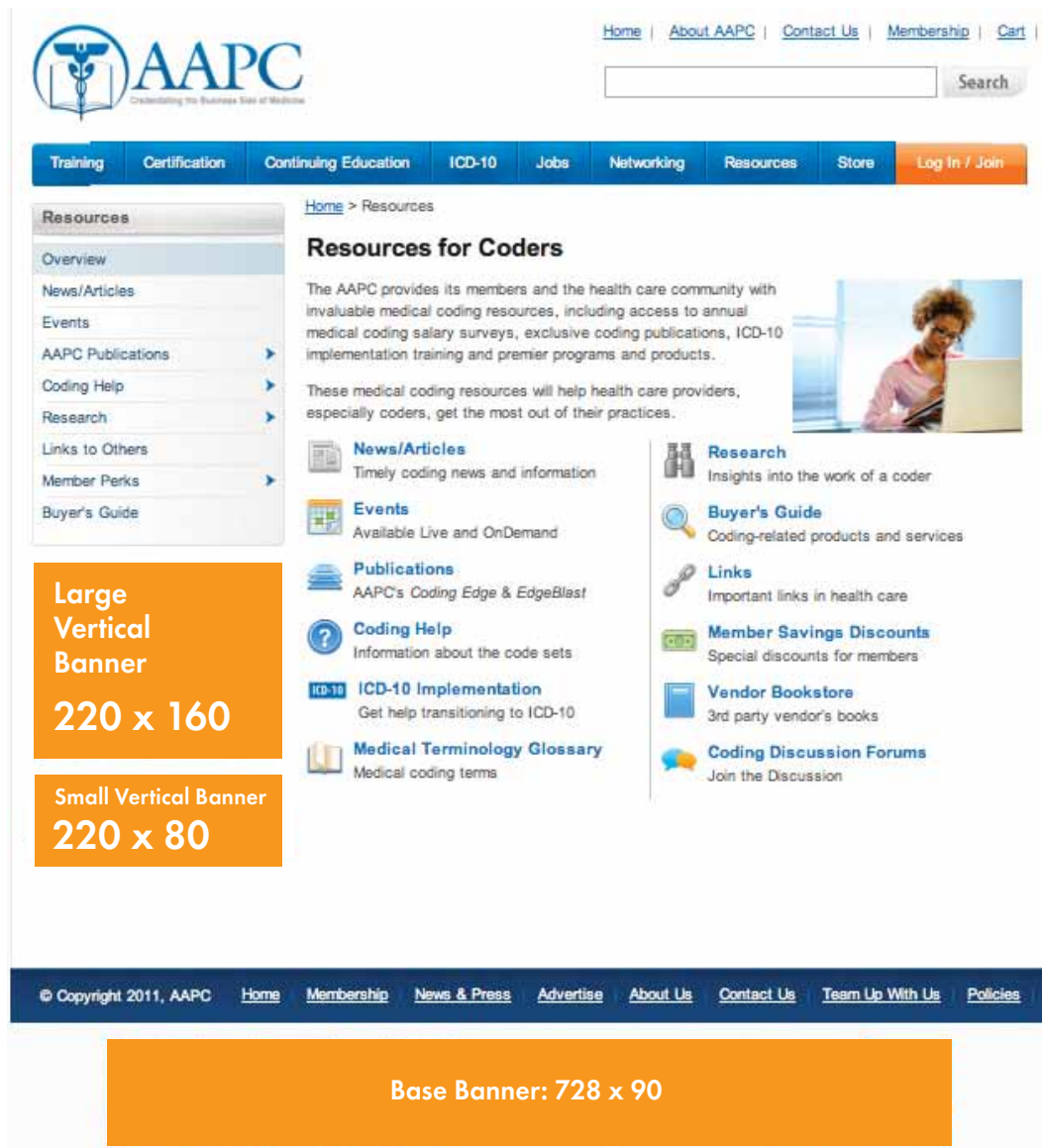
Website Banner Ad Type

Small Vertical Banner:	220 x 80 pixels
Large Vertical Banner:	220 x 160 pixels
Base Banner:	728 x 90 pixels
Forum Banner:	728 x 90 pixels

Placement of advertising based on availability and approval.

Website Statistics as of 12-1-12

Page Views:	6,000,000/mo
Total Visits:	1,250,000/mo
Unique Visitors:	650,000/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 features a 'Resources' sidebar on the left and a central 'Resources for Coders' section. This section includes a descriptive paragraph, a list of resource categories (News/Articles, Events, Publications, Coding Help, ICD-10 Implementation, Medical Terminology Glossary), and a right-hand column with links to Research, Buyer's Guide, Links, Member Savings Discounts, Vendor Bookstore, and Coding Discussion Forums. A large orange vertical banner placeholder is positioned on the left side of the main content area, with dimensions 220 x 160. Below it, a smaller orange vertical banner placeholder is shown with dimensions 220 x 80. At the bottom of the page, a footer contains copyright information and additional navigation links. A large orange base banner placeholder is located at the very bottom of the page, with dimensions 728 x 90.

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Recruitment Advertising

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 *Cutting Edge* magazine, an ad on the AAPC website or may use AAPC's online job database (www.aapc.com/jobs). Recruitment advertising with AAPC is an effective and efficient way to recruit qualified candidates.

2013 Monthly Rates for *Cutting Edge* Print Recruitment Ads

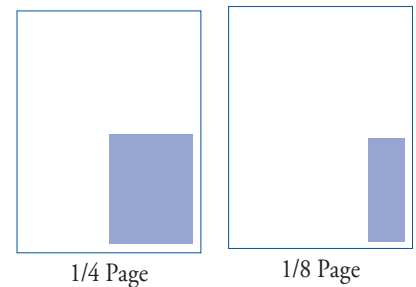
Please see information under Print Advertising on page 2

1/4-page

Trim Size: 3.75" x 4.8125"
Bleed: 0.125"

1/8-page

Trim Size: 1.6875" x 4.8125"
Bleed: 0.125"



2013 Monthly Rates for Website Recruitment Ads

AAPC offers a variety of ad sizes and placements to optimize exposure to your ad. Contact Jamie Zayach at jamie.zayach@aapc.com or by calling 800-626-2633 x 191 for more information on website recruitment advertising.

Job Listings

The AAPC Job Center is the official online job bank of the AAPC and represents the largest national chapter network of professional coders in the U.S., offering candidates and employers the most extensive and targeted employment resource available online.

The AAPC network provides employers with extended reach into national and local markets and provides candidates greater access to job opportunities at home and across the country. The AAPC Job Center is accessed by certified professional coders, billers, auditors, practice managers, practice administrators, office managers, revenue cycle managers and consultants across all specialties.

Rates	Members	Corporate Members
14 days	\$60	\$54
30 days	\$100	\$90
60 days	\$125	\$112.50
90 days	\$150	\$135

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Conferences

2013 National Conference

AAPC will host a National Conference April 14-17, 2013 in Orlando, FL.

Attendance

Professional medical coders, billers, auditors, practice administrators, and revenue cycle managers, 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:

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 800–1000 for the regional.

Exhibiting Details

- 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

The AAPC conference 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.

More Information

Please contact Jamie Zayach for details and pricing.
800-626-2633 x 191—jamie.zayach@aapc.com

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.