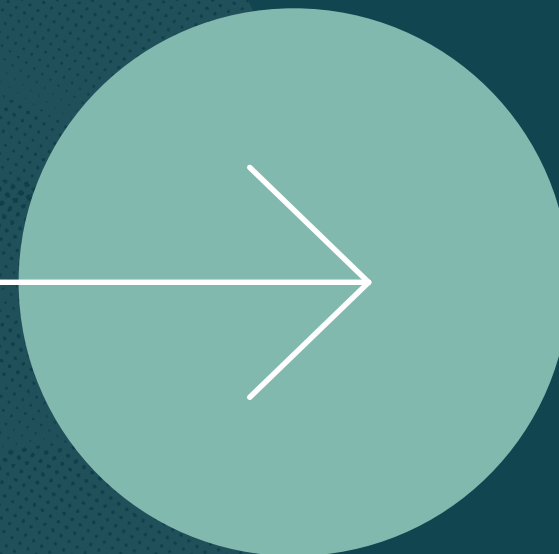




Media Kit

ABOUT US



Why advertise with AAPC?

AAPC is the world's largest talent development and workforce optimization association focused on healthcare revenue cycle management. We currently have over 300,000 members training and working in a range of areas within healthcare business. Beyond coding and billing, we offer education, tools, and solutions in a variety of areas, almost all designed to optimize your revenue cycle and maximize revenue.



AUDIENCE SNAPSHOT



Over 300,000 members

Our membership comprises corporate decision makers and purchasing influencers that procure billions of dollars of products and services annually within and outside healthcare.

Our members are employed by more than 50% of the hospitals, health systems, physician groups and payers in the US.

Annual website stats

+15 million

UNIQUE VISITORS



ACROSS OUR
+15 MILLION
ANNUAL SITE
VISITORS, THE
**AVERAGE TIME
SPENT ON OUR
SITE IS NEARLY
7 MINUTES!**

+201 million

PAGE VIEWS

+46 million

SESSIONS

Social



74k

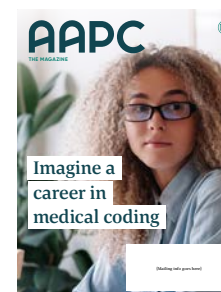
FACEBOOK
FOLLOWERS



90k

LINKEDIN
FOLLOWERS

Publications



+300k

AAPC THE MAGAZINE
MAGAZINE SUBSCRIBERS



+300k

eNEWSLETTER
SUBSCRIBERS



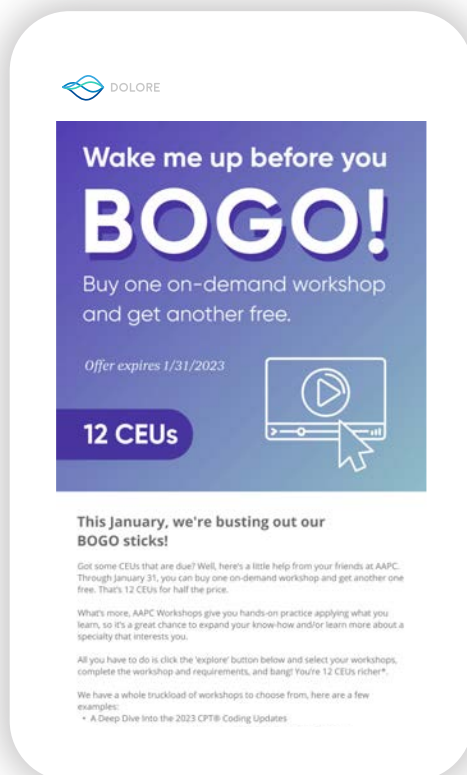
Targeted email blasts

We know our members — where they are in their careers, the type of work they do, and what interests them. We help ensure that your brand is placed in the right place with precise targeting for the right audience.

AAPC HAS OVER
300K MEMBERS
AND GROWING.

STARTING AT
\$0.50/EMAIL —
MINIMUM \$1000
PURCHASE

19.35% OPEN RATE
4.63% CLICK RATE

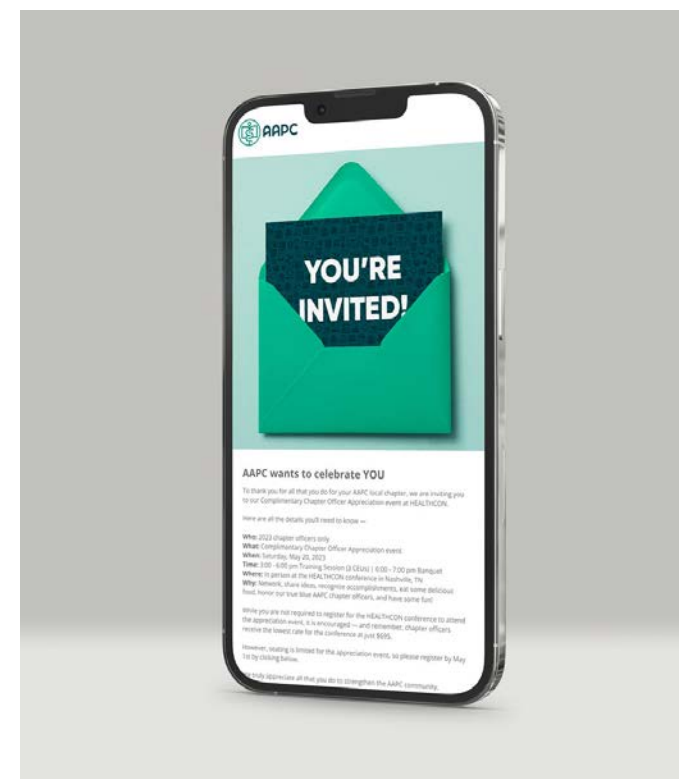


B2B TARGETED
EMAIL BLAST

AAPC HAS OVER
70K DECISION
MAKERS AND
GROWING.

STARTING AT
\$0.50/EMAIL —
MINIMUM \$1000
PURCHASE

14% OPEN RATE
16% CLICK RATE



ADVERTISING OPPORTUNITIES



Podcast interview

\$5,000*

Your podcast will be heard by upward of 2k listeners. The entire episode will center on a subject of your choice, with AAPC interviewing someone from your team. Topics are subject to AAPC approval. Comes with one ad during the podcast.

Podcast ads

\$3,000*

Get your ad heard by upward of 2k listeners per episode. \$3k (two ads; middle and end) two self-produced ads = two 30-second ads.

Co-hosted webinar

\$15,000*

Work with an AAPC subject matter expert. AAPC thought leadership webinars are held multiple times every month. Each webinar can generate up to 5K registrants, 3K attendees, and hundreds of on-demand views.

Webinar advertising

\$1,500*

Introduce your brand in front of an audience of upwards of 2,000 attendees by advertising to our webinar audience before, during, and after each webinar.

* Starting at



ADVERTISING OPPORTUNITIES



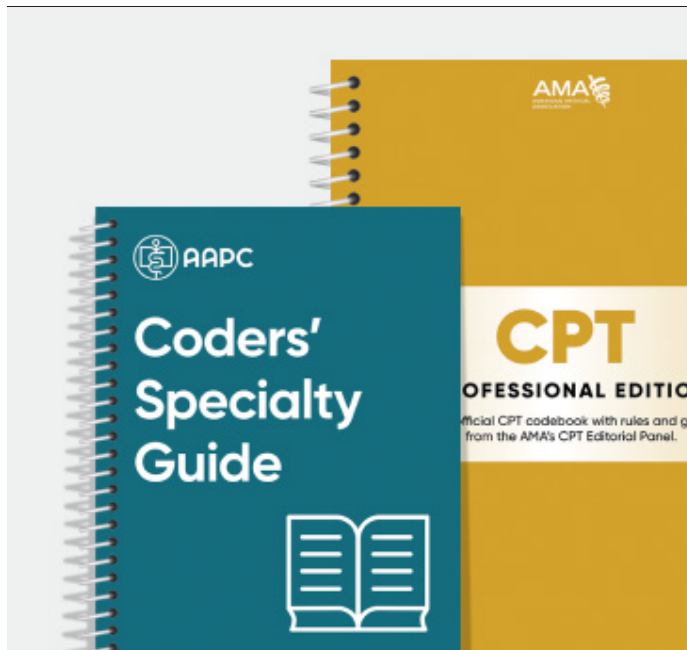
AD IN AAPC BRANDED BOOKS

\$50,000 for half page*

\$75,000 for full page*

\$100,000 for back cover*

100,000 books x 250 workdays per year =
25,000,000 impressions.

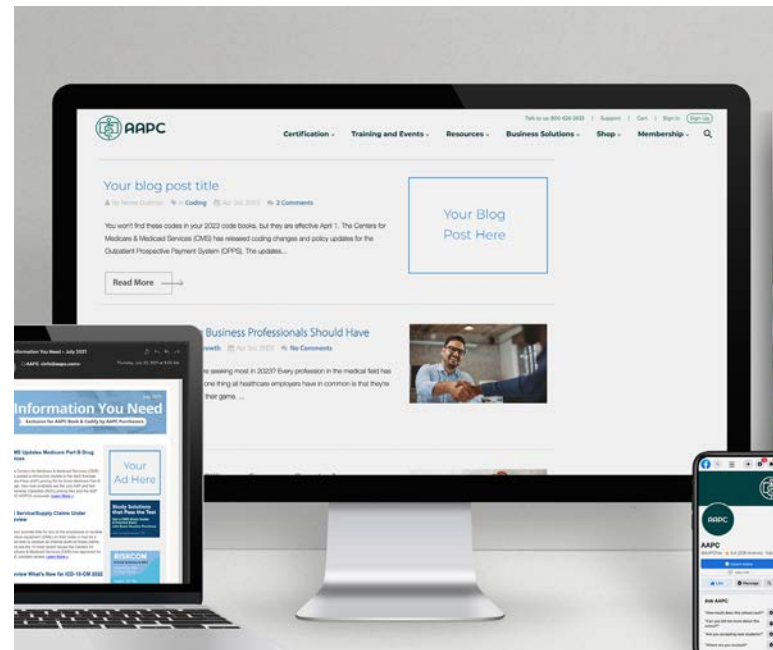


* Starting at

SOLE-AUTHORED BLOG POST (LIMITED AVAILABILITY)

\$5,000*

Write about your industry's pain points and provide a solution — all content must be approved by AAPC.





Website advertising

Place your ad* on our website (forum and blog)

\$35/CPM—Minimum \$1,000 purchase**

**All material is subject to approval

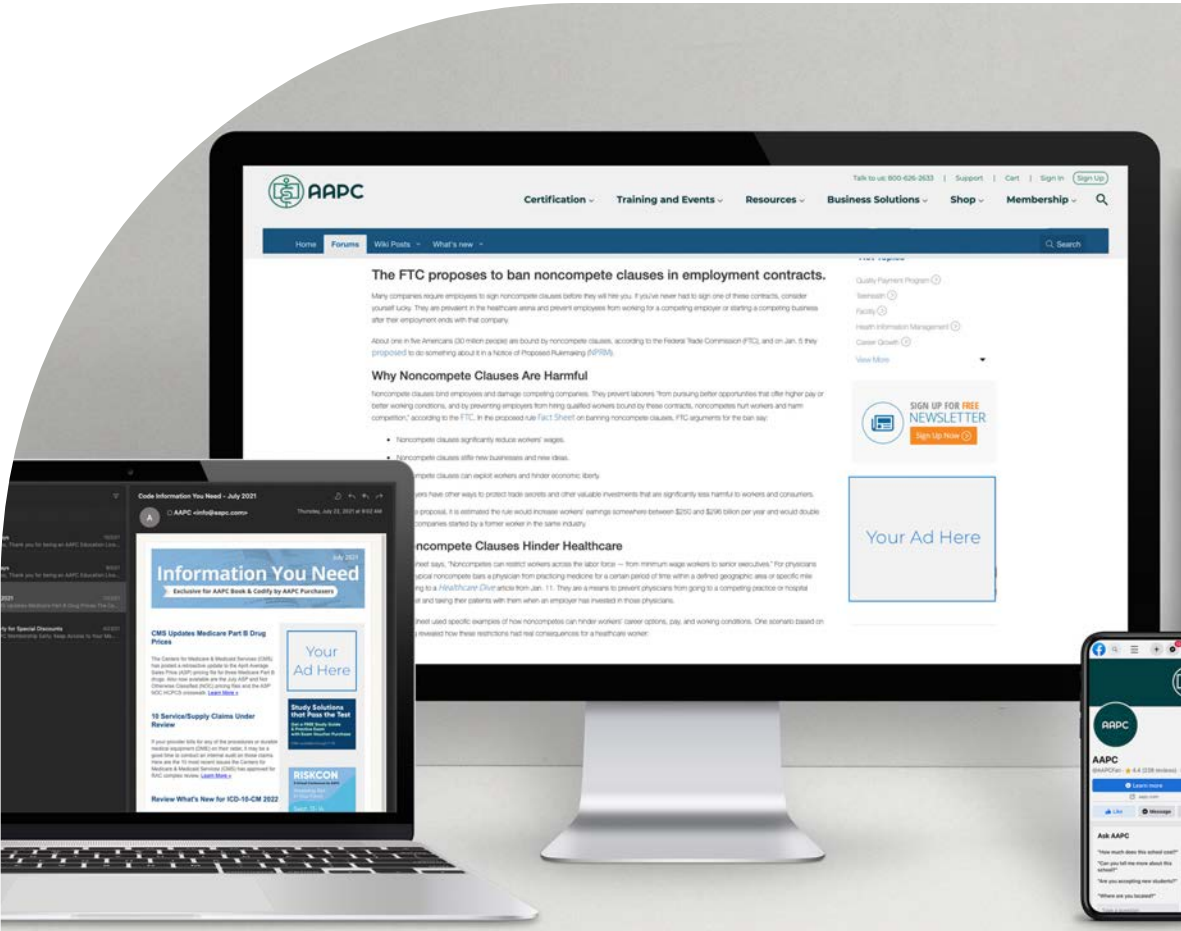
AAPC Blog

Blog: Averages 180,000 visitors per month

Traffic regions:

COUNTRY	SESSIONS
	46,933,526
1. United States	79.20%
2. India	15.14%
3. UAE	.96%
4. Philippines	.87%
5. Puerto Rico	.4%
6. Pakistan	.39%
7. Indonesia	.32%
8. United Kingdom	.18%

* Subject to approval ** Starting at





AAPC The Magazine

AAPC The Magazine (formerly Healthcare Business Monthly magazine) 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.

Co-authored article

Get your brand and thought leaders in front of the entire AAPC The Magazine audience. Working with an AAPC subject matter expert, we can tailor an article that will resonate with our audience and drive your team leads. Prices vary based on article length and are subject to AAPC approval.





Magazine Advertising Specs

Spread: Trim Size: 16.75” x 10.875”

Full Page: Trim Size: 8.375” x 10.875”

½ Page: Trim Size 7.375” x 4.8125”

1/3 Page: Trim Size: 2.3125” x 9.625”

¼ Page: Trim Size: 3.75” x 4.8125”

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

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**

*Pricing shown is per ad ** Starting at



(Mailing info go



Healthcare Business Tips & Resources

+300,000 subscribers - Decision makers read these too!
Healthcare Business Tips & Resources is a monthly e-newsletter sent to more than 300,000 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 and Delivery

Healthcare Business Tips & Resources is sent via email around the 15th every month. The deadline is the 5th of the month.



Delivery Rate



Open Rate

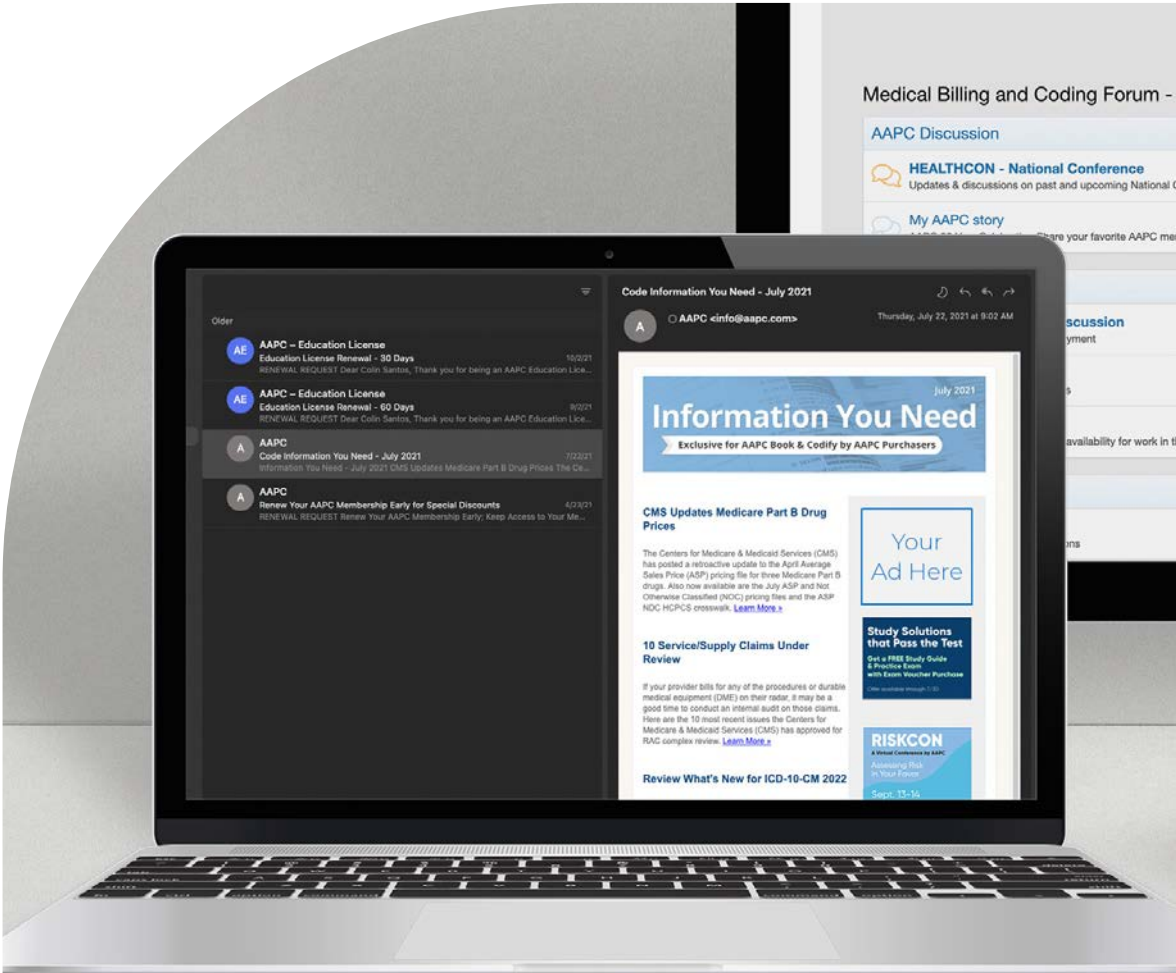
Creative Specifications

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.

RATES & FREQUENCY DISCOUNTS

12 Ads	\$1,800*
3 Ads	\$2,400*
1 Ad	\$3,600*

* Starting at





Website Advertising

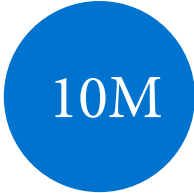
AAPC.com advertising offers you numerous opportunities to target your ads to a specific audience. Our Member Forums give advertisers access to specialty-specific coders, billers, auditors, compliance specialists, and practice managers—making your ad visible to those who you want most to see it.



sessions/
year



page views/
year

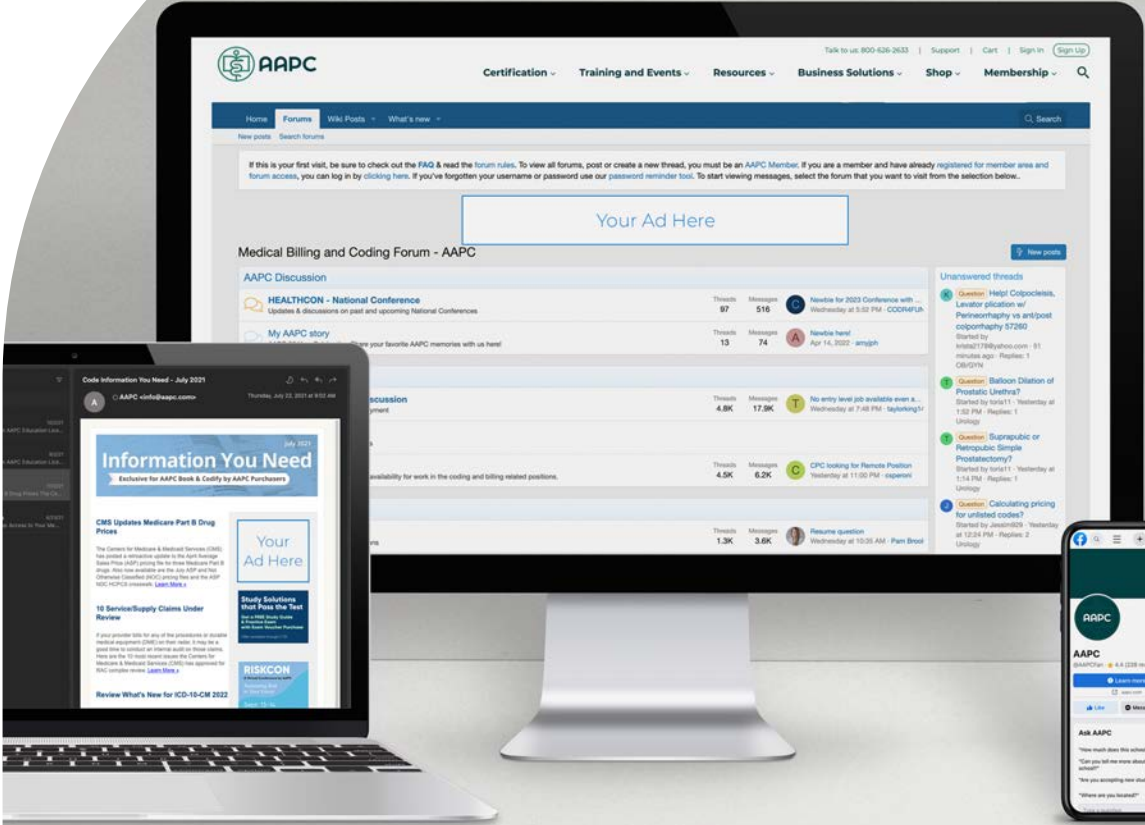


users/
year

	SIZE IN PIXELS	PRICING
Forum Banner	728 x 90 pixels	\$35/CPM*
Blog	300x250 pixels	\$35/CPM*

\$1,000 minimum purchase. CPM = Cost per thousand impressions
Placement of advertising based on availability and approval.

* Starting at





Bundles

	PLATINUM	GOLD	SILVER
Corporate member price	\$56,410.00*	\$22,410.00*	\$20,375.00*
Non-member price	\$70,510.00*	\$28,010.00*	\$25,450.00*
Full Page Ad in AAPC Branded Books	X		
Boutique conference sponsor	X	X	
Three Healthcare Business Tips & Resources eNewsletter Banner Ads (150x175 \$7200 value)	X	X	X
Three Full-Page AAPC The Magazine Ad (\$12,750 value)	X	X	X
Website Advertising—Guaranteed Minimum 100k Impression (\$5,000 value)	X	X	X
AAPCs The Pulse Podcast Ads (\$3,000 value)	X	X	X
A la Carte Package Value	\$82,950.00*	\$32,950.00*	\$29,950.00*

* Starting at



Bundles

Did you know?

As an AAPC Corporate Member, your organization can unlock special pricing across all of our advertising opportunities.

	DIAMOND	PLATINUM	GOLD	SILVER
Corporate member price	\$53,400.00*	\$29,550.00*	\$26,350.00*	\$18,200.00*
Non-member price	\$66,750.00*	\$36,935.00*	\$32,950.00*	\$22,750.00*
HEALTHCON Platinum Sponsor	X			
Sole-Authored Blog	X	X		
Three eNewsletter placements	X	X	X	
Three Full Page ads in AAPC The Magazine	X	X	X	X
Boutique Conference Sponsor	X	X	X	X
Website Advertising – Guaranteed 100k impressions	X	X	X	X
Podcast Interview with ads	X	X	X	X
A la Carte Package Value	\$78,450.00*	\$38,950.00*	\$33,950.00*	\$26,750.00*

* Starting at



AAPC Conferences & Events

HEALTHCON



HEALTHCON REGIONAL



BOUTIQUE EVENTS





Boutique Event Sponsorships

SUPPORTING SPONSOR

\$3,000**

A supporting sponsor for an AAPC virtual conference, your brand will gain premium visibility and high engagement opportunities. Through branded placements, a customized virtual booth, and direct interaction you'll have the chance to connect with a targeted audience. You'll also receive valuable lead generation tools and analytics to maximize your reach and reinforce your presence throughout the event. This is an excellent way to showcase your expertise and elevate your brand in front of healthcare leaders, influencers and decision makers.

VIRTUAL PLATFORM OPTIONS

- Session Sponsor (Per Session) \$300
- Global Session Pre-roll Video \$1,000
- Virtual Portal Carousel Logo \$750*
- Virtual Portal Lobby Banner \$750*
- Virtual Portal Splash Video \$750*
- Virtual Photo Booth Background \$300*
- Highlighted Widget \$750*
- Branded Announcement \$200*
- Virtual Portal Login Image* (Only available to Supporting Sponsor)
- App Splash Screen Image* (Only available to Supporting Sponsor)

*Options available with Supporting Sponsor package.

All Sponsors will be included in the Exhibit/Sponsor Listing.

* With Supporting Sponsor package ** Starting at





Job placement

Finding the right candidates for the right jobs is never an easy task. But AAPC Recruiting Services makes your search a lot easier. Here, you'll see only well-qualified, top-notch candidates who are well trained and certified. Our candidates post their resumes with the confidence that they will only see legitimate postings from legitimate partners.

FOR MORE INFORMATION CONTACT

Erica Simpson

Director of Staffing

erica.simpson@aapc.com





Virtual career fair

Registering for AAPC's virtual career fair is a strategic move for companies seeking to efficiently address their hiring needs. This platform offers a dynamic and accessible environment for employers to connect with a diverse pool of qualified professionals.

The virtual format eliminates geographical barriers, allowing companies to tap into a nationwide talent pool and find the right candidates to fill their roles. AAPC's commitment to facilitating meaningful connections ensures that companies can identify top talent and foster collaborations, making this virtual career fair an indispensable resource for organizations aiming to build robust and dynamic teams for their future success.

FOR MORE INFORMATION CONTACT

Contact an Events and Advertising Account Executive
888-383-9829 | advertising@aapc.com

**VIRTUAL
CAREER
FAIR**

FOR MORE INFORMATION CONTACT

Events and Advertising Account Executive
888-383-9829 | advertising@aapc.com

