



American Academy of
Professional Coders

2010 MEDIA KIT



ABOUT AAPC



PRINT ADVERTISING



WEB SITE ADVERTISING



EMAIL ADVERTISING



EXHIBITOR OPPORTUNITIES



RECRUITMENT



ADVERTISING PACKAGES





1 About AAPC

2 Print Advertising

3 Web Site Advertising

4 Email Advertising

5 Exhibitor Opportunities

6 Recruitment

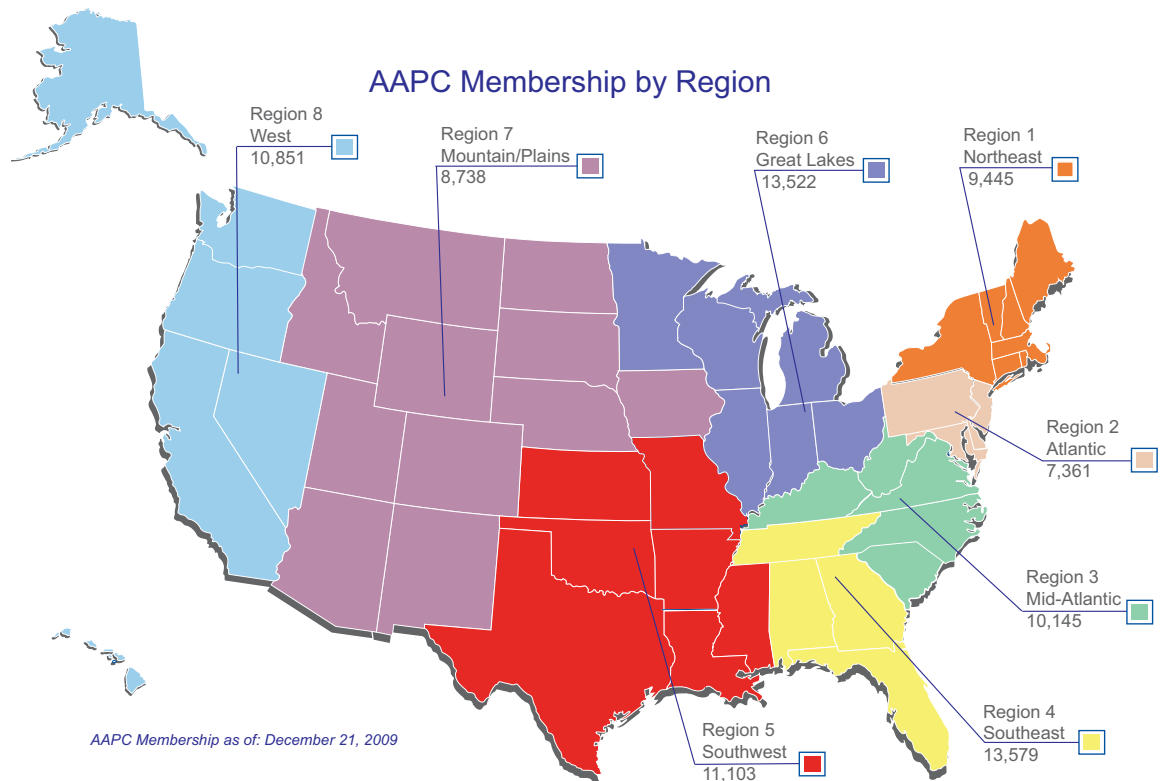
7 Advertising Packages

Organization Profile

Founded: 1988
 Location: 2480 S. 3850 West, Suite B, Salt Lake City, UT 84120
 Web Site: www.aapc.com
 Media Contact: Ben Jolley, Director of Public Relations
 800-626-2633 x 129, ben.jolley@aapc.com
 Industry: Health Care, Insurance, Billing and Coding
 Members: More than 85,000, of whom more than 64,000 are certified

The American Academy of Professional Coders (AAPC) was founded to provide education and professional certification to physician-based medical coders and to elevate the standards of medical coding by providing student training, certification, ongoing education, networking and job opportunities.

AAPC-credentialed coders have proven mastery of all code sets, Evaluation and Management principles and documentation guidelines. AAPC certifications encompass the physician office (Certified Professional Coder [CPC®]), the hospital outpatient facility (Certified Professional Coder-Hospital [CPC-H®]), payer perspective coding (Certified Professional Coder-Payer [CPC-P®]), medical auditing (Certified Professional Medical Auditor [CPMA™]), interventional radiology cardiovascular coding (Certified Interventional Radiology Cardiovascular Coder [CIRCC®]). All certifications provide a working knowledge to support cleaner claim submission resulting in more accurate coding, faster reimbursement and fewer denials. Specialty credentials are currently offered in 19 different fields of expertise. The AAPC offers continuing education through local chapters, workshops, monthly magazine (*Coding Edge*), bi-monthly newsletter (*EdgeBlast*), publications and conferences.





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Coding Edge Magazine

Reaching our membership of more than 85,000 every month, the *Coding Edge* is filled with coding and compliance articles and AAPC news. Articles are authored by national experts and AAPC members. Subscriptions are included in the AAPC member benefits at no additional cost. PDFs of past issues are also archived for members on the AAPC Web site so the shelf life of each issue is extended beyond the standard print life of a magazine. *Coding Edge* also contains a "Test Yourself" section where members can receive 1 CEU when they submit their answers to the questions.

2010 Monthly Rates

Ad Size	1 x	3 x	6 x	12 x
Full Page	\$2,400	\$2,160	\$1,920	\$1,680
2/3 Page	\$2,175	\$1,958	\$1,740	\$1,523
1/2 Page	\$1,875	\$1,688	\$1,500	\$1,313
1/3 Page Sq.	\$1,763	\$1,586	\$1,410	\$1,234
1/3 Page Vert.	\$1,763	\$1,586	\$1,410	\$1,234
1/4 Page	\$1,650	\$1,485	\$1,320	\$1,155

10% Off 20% Off 30% Off

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

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

Art Specifications

Trim size: 8 3/8" x 10 7/8"

Full Page
 Live area: 7.625" x 10.125"
 Bleed: 8.625" x 11.125"

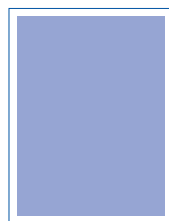
Third-page Square
 Live area: 4.928" x 4.928"
 Bleed: 5.89" x 5.89"

Two-thirds Page
 Live area: 4.928" x 10.375"
 Bleed: 5.89" x 11.125"

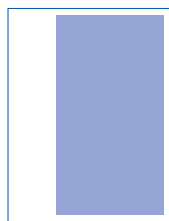
Third-page Vertical
 Live area: 2.464" x 10.375"
 Bleed: 2.945" x 11.125"

Half Page
 Live area: 7.625" x 4.938"
 Bleed: 8.625" x 5.438"

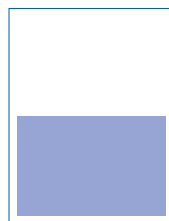
Quarter page
 Live area: 4.928" x 3.125"
 Bleed: 5.89" x 3.625"



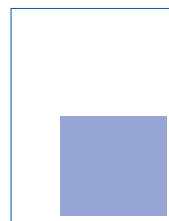
Full Page



2/3 Page



1/2 Page



1/3 Page Square



1/3 Page Vertical



1/4 Page

All ads need to be submitted as a PDF file for electronic placement. All ads are subject to AAPC approval.

The AAPC will accept artwork in the following formats:

PDF files saved at 300 dpi with embedded fonts, InDesign or Illustrator (PC or Mac). 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. 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

Web site 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 per month.

Web Site Statistics

Page Views: 3,250,000/mo
 Total Visits: 450,000/mo
 Unique Visitors: 250,000/mo

The screenshot shows the AAPC website interface. At the top, there is a navigation bar with links for HOME, ABOUT US, CONTACT US, MEMBERSHIP, and CART. Below this is a search bar. A secondary navigation bar includes Training, Certification, CEUs, Jobs, Networking, Resources, Store, and Log In / Join. The main content area is titled 'Resources for Coders' and features a sidebar with a 'Resources' menu (Overview, News/Articles, Events, AAPC Publications, Coding Help, Research, Links to Others, Savings) and a list of resource categories: News/Articles, Events, Publications, Coding Help, ICD-10, and Medical Terminology Glossary. On the right, there are additional resource links like Research, Buyer's Guide, Links, Member Savings Discounts, and Vendor Bookstore. At the bottom of the page, there are navigation links and a copyright notice. A large orange banner at the bottom highlights advertising options: 'Large Vertical Banner 220 x 160', 'Small Vertical Banner 220 x 80', 'Button: 220 x 40', 'Base Leaderboard: 728 x 90', and 'Base Full Banner: 468 x 60'.



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The *EdgeBlast* is a twice-monthly e-newsletter sent to our 85,000 members and includes industry news and updates written by our editors as well as contributing authors. *EdgeBlast* contains a “Test Yourself” section where members can receive .5 CEUs when they submit their answers to the questions.

Circulation

EdgeBlast is emailed to the AAPC membership 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

2010 Rates (all rates are net cost)

Hyperlink is included in cost.

1 Month	2 Issues	\$1,200/mo	
3 Months	6 Issues	\$950/mo	20% Off
6 Months	12 Issues	\$825/mo	30% Off
12 Months	24 Issues	\$600/mo	50% Off

Distribution is the first and third Wednesday of every month.

Art Specifications

The AAPC will accept artwork in the following formats: .gif, .png, .jpg (animation is not accepted)

Any other format will be returned as unusable.

Size must be 145x145 pixels and no more than 15Kb. Ad will be linked to an approved URL.

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

All ads are subject to AAPC approval.



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2010 Conferences

The AAPC will host a National Conference June 6–9, 2010 at the Gaylord Opryland Hotel in Nashville, Tenn., and a Regional Conference Oct. 7–9, 2010 at the Sheraton Springfield Monarch Place Hotel in Springfield, Mass.

Attendance

As an exhibitor, you will meet practice, clinic and facility decision makers and influencers who have either purchasing power or have strong clout for their respective companies. We anticipate more than 2,000 attendees at our 2010 National Conference (Nashville) and more than 500 attendees at our 2010 Regional Conference (Springfield). Those attending will include health care professionals representing physician offices, clinics, outpatient facilities/hospitals, payers, educators and consulting firms. More than 90 percent of the attendees are AAPC members with the majority holding an AAPC credential in outpatient coding.

Exhibiting Details

AAPC conferences offer several dedicated exhibiting sessions spread over each of the days. The sessions are all tied to attendee’s scheduled meals provided exclusively in the exhibit hall, which greatly increases the traffic our exhibitors see at their booths. In addition, the exhibit hall remains open during all hours of conference. Exhibiting and sponsorship opportunities are available for companies who are interested in exhibiting or sponsoring at the 2010 National Conference or the 2010 Regional Conference. Please inquire for details.

Exhibit Dates

National Conference Location Nashville, Tennessee	Conference Dates June 6–9, 2010	Reservation Deadline March 15, 2010
Regional Conference Location Springfield, Massachusetts	Conference Dates October 7–9, 2010	Reservation Deadline August 15, 2010

Exhibitor Prospectus

Nashville
http://www.aapc.com/advertise/documents/Nashville_Prospectus.pdf

Springfield
Prospectus coming soon

More Information

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



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Job Posting

The AAPC Career Center offers medical coding and billing job seekers and employers the most extensive and targeted employment resource available online.

The job database provides employers with extended reach into national and local markets and provides candidates greater access to job opportunities at home and across the country.

How it Works

- Post your job opportunity online for a nominal fee
- Receive candidate responses by email, phone, fax, or mail
- Access to resume database with paid posting
- Receive instant email notification as resumes meeting your criteria are posted

Rates

\$225 for 30-day period per posting*

*Postings paid in 30-day increments do not need to be consecutive. You can edit your posting as often as needed. Once the posting is submitted, potential candidates can review it within hours.

For more information contact:

Jamie Zayach
Advertising Coordinator
800-626-2633 x 191
Fax 801-236-2258
jamie.zayach@aapc.com



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Platinum

12 full-page ads in <i>Coding Edge</i> magazine	\$20,160
12 months Web site base full-banner ad	\$7,740
12 months EdgeBlast ads (24 issues)	\$7,200
Regular price	\$35,100
Discount (30%)	– \$10,530
Package price*	\$24,570

Bonus: 30% discount on all CEU application fees

Gold

6 full-page ads in <i>Coding Edge</i> magazine	\$11,520
6 months Web site base full-banner ad	\$5,430
6 months EdgeBlast ads (12 issues)	\$4,950
Regular price	\$21,900
Discount (20%)	– \$4,380
Package price*	\$17,520

Bonus: 20% discount on all CEU application fees

Silver

3 full-page ads in <i>Coding Edge</i> magazine	\$6,480
3 months Web site base full-banner ad	\$2,910
3 months EdgeBlast ads (6 issues)	\$2,850
Regular price	\$12,240
Discount (15%)	– \$1,836
Package price*	\$10,404

Bonus: 15% discount on all CEU application fees

*Does not include cost of CEU's

CEU Vendor Details

The AAPC grants prior approval for continuing education programs based on the relevance of the program content to the medical coding and reimbursement profession.

In order 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 seminars, workshops, local chapter meetings and publications are methods of obtaining continuing education credits and maintaining competence.

Get your educational material pre-approved for CEUs by applying with the AAPC today. The application is available online at www.aapc.com/medical-coding-education/help/ceu-help-vendors.aspx.