



American Academy of
Professional Coders

2009 MEDIA KIT



ABOUT AAPC



NEWS MAGAZINE



EXHIBITOR OPPORTUNITIES



EMAIL OPPORTUNITIES



WEB SITE OPPORTUNITIES



RECRUITMENT OPPORTUNITIES



ADVERTISING PACKAGES





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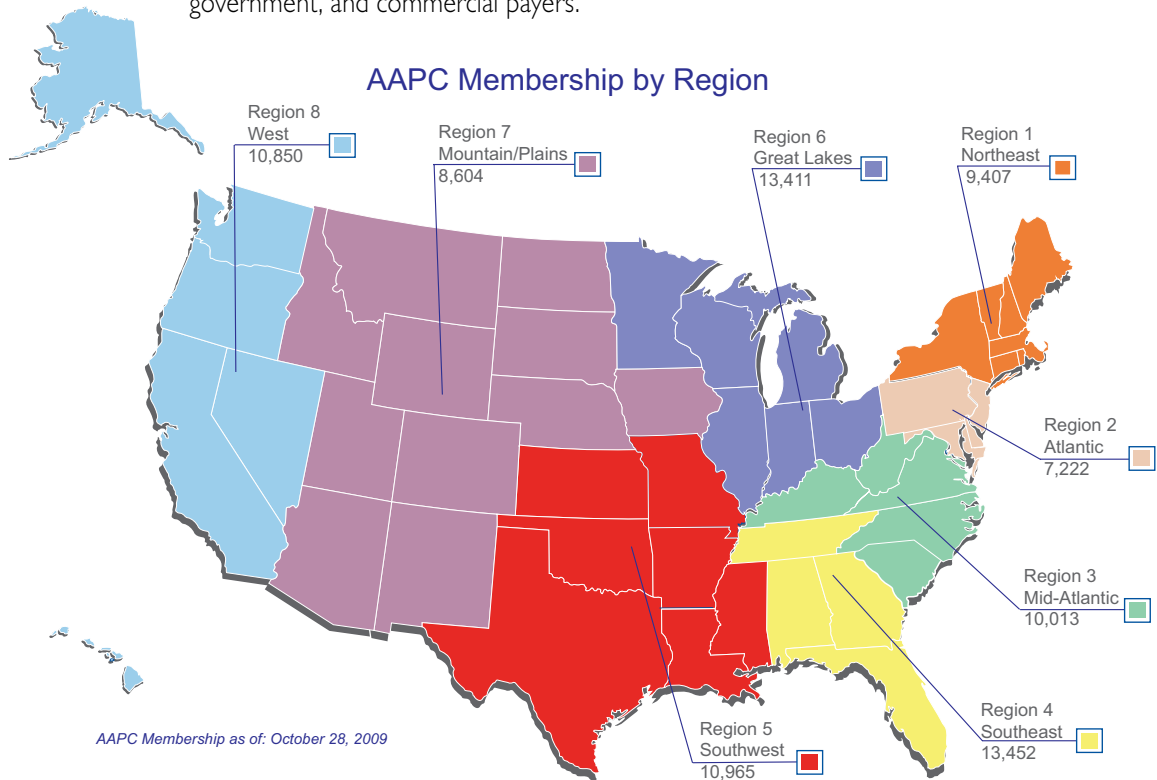
9

Order Form

AAPC was established in 1988 and now has more than 82,000 members worldwide, of whom more than 58,000 are certified.

Circulation

AAPC reaches an audience interested in the financial impact of accurate professional medical coding, including professional billing and coding staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants, and those dealing with legal issues associated with medical coding. Our members include health care professionals in physician offices, specialty clinics, outpatient hospitals/facilities, government, and commercial payers.



Medical Coding Industry Profile

All U.S. physicians and hospitals are required by law to use codes to report supplies, diagnoses, procedures and other services associated with patient care. The responsibility of coders is to accurately assign these codes. All payment for medical services in the United States is linked to these codes.

Professional coders have expertise and knowledge critical to the effective working of the health care delivery system. Standardized codes expedite information gathering, billing, and data collection. Standardized systems allow payers to better compare charges for services and set payment rates that not only fairly reward the providers for their work but reduce insurers' risks. The data can be collected over time and analyzed for trends such as: which treatment methods work best over time for which conditions? What is the incidence of certain diseases or certain treatments in specific localities?

All this contributes to a reduction in the cost of health care.



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Organization Profile

Founded: 1988

Headquarters: 2480 S. 3850 West, Suite B, Salt Lake City, Utah 84120

Industry: Health care, Insurance, Billing and Coding

Members: More than 82,000 members, of whom more than 58,000 are certified

Web site: www.aapc.com

Press Resources: www.aapc.com/pressreleases

Media Contact: Jane Putnam, PPBH, (801) 487-4800 x123, jputnam@ppbh.com

Purpose

The AAPC provides medical coding education, training, and credentials to medical coders in physician offices, hospitals, outpatient centers, ambulatory surgery centers and payer organizations. All members of AAPC agree to abide by a Code of Ethics that ensures high levels of professionalism, integrity and ethical behavior.

Certifications

AAPC offers the gold standard in outpatient medical coding industry credentials:

- Certified Professional Coder (CPC®)
- Certified Professional Coder-Hospital (CPC-H®)
- Certified Professional Coder-Payer (CPC-P®)
- Certified Interventional Radiology Cardiovascular Coder (CIRCC®)
- 18 Specialty Credentials

AAPC's CPC® for physician and outpatient coding and AHIMA's CCS for inpatient coding are currently the only credentials recognized by the Department of Labor. Occupational Handbook (www.stats.bls.gov/oco/ocos103.htm).

National Advisory Board (NAB)

The role of the AAPC's National Advisory Board (NAB) is to advise AAPC leadership and is comprised of 16 AAPC-appointed members who serve a two-year term. Terry Leone is the 2009-11 president. The NAB works with the national office for the betterment of the entire membership and the medical coding community through active participation in nationally sponsored conferences, events, publications, educational programs and activities.

AAPC Chapter Association (AAPCCA)

The AAPC Chapter Association is a non-profit organization within AAPC that leads the 450 local chapters throughout the nation. Every AAPC member is automatically part of a local chapter, which provide leadership and education opportunities for members.

The AAPCCA has a voting board consisting of 16 coders from across the country and one AAPC liaison. Independent of the AAPC national office, the AAPCCA Board of Directors work in tandem with AAPC local chapter leaders to support their strategic initiatives and programs.

Code of Ethics

As part of the membership agreement, every professional coder must agree to uphold the highest standard of professional coding and billing services to employers, clients and patients. Professional and personal behavior of AAPC members must be exemplary. Adherence to AAPC's standards and its Code of Ethics assures public confidence in the integrity and service of professional coders who are members of AAPC.

AAPC takes its Code of Ethics very seriously. Code violators may lose their credentials and membership with AAPC.



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Coding Edge Newsmagazine

Reaching our membership of more than 82,000 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 in the members-only section of the Web site so the shelf life of each issue is extended beyond the standard print life of a newsmagazine. Member readership is further increased with the offering of one free CEU per issue when members complete the "Test Your Knowledge" section at www.aapc.com.

2009 Rates

Ad Size	1 x	3 x	6 x	12 x
Full Page	\$3,200	\$2,975	\$2,720	\$2,240
2/3 Page	\$2,900	\$2,695	\$2,465	\$2,030
1/2 Page	\$2,500	\$2,325	\$2,125	\$1,750
1/3 Page Sq.	\$2,350	\$2,185	\$2,000	\$1,645
1/3 Page Vert.	\$2,350	\$2,185	\$2,000	\$1,645
1/4 Page	\$2,200	\$2,045	\$1,870	\$1,540

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"

Two-thirds Page

Live area: 4.928" x 10.375"
 Bleed: 5.89" x 11.125"

Half Page

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

Third-page Square

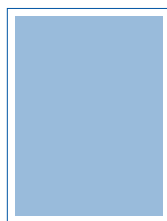
Live area: 4.928" x 4.928"
 Bleed: 5.89" x 5.89"

Third-page Vertical

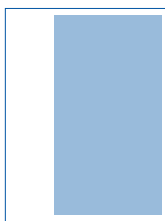
Live area: 2.464" x 10.375"
 Bleed: 2.945" x 11.125"

Quarter page

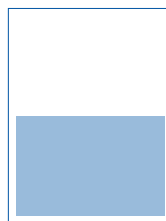
Live area: 4.928" x 3.125"
 Bleed: 5.89" x 3.625"



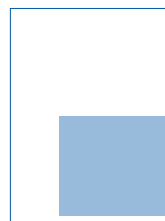
Full Page



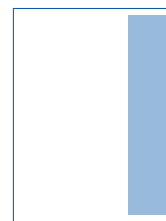
2/3 Page



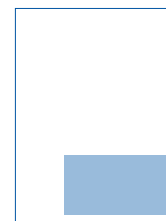
1/2 Page



1/3 Page Square



1/3 Page Vertical



1/4 Page

All ads need to be converted to a PDF file for electronic placement. All ads are subject to the AAPC approval. See editorial calendar online at www.aapc.com.

The AAPC will accept artwork in the following formats:

PDF files saved at 300 dpi with embedded fonts, InDesign CS3 or Illustrator CS3 or back-saved to lower version (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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2010 National Conferences

AAPC will host a national conference in 2010 at the Gaylord Opryland Hotel in Nashville, Tennessee. The conference is in a top vacation destination, encouraging coders to bring the whole family for a great time.

Attendance

We expect 2,000 attendees at our 2010 National Conference (Nashville). 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

Each national conference offers over nine hours of exhibiting time for your company to meet with conference attendees. The exhibitor reception and several scheduled meals are provided directly in the exhibit hall to encourage attendees to visit with each of the exhibiting representatives.

Exhibiting and sponsorship opportunities are available for companies who are interested at the 2010 AAPC national conference or the 2009 regional conferences. Please inquire for details.

Exhibit Dates

National Conference Location	Conference Dates	Reservation Deadline
Nashville, Tennessee	June 6–9, 2010	March 15, 2010

Exhibitor Prospectus

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

More Information

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



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EDGE BLAST



American Academy of Professional Coders

The *EdgeBlast* is a twice-monthly e-newsletter sent to our 82,000 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

2009 Rates (all rates are net cost)

Hyperlink is included in cost.

1 Month	2 Issues	\$995/mo
3 Months	6 Issues	\$800/mo
6 Months	12 Issues	\$700/mo
12 Months	24 Issues	\$500/mo

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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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	160x60 pixels	\$595/mo	\$445/mo	\$415/mo	\$295/mo
Small Vertical Banner	160x140 pixels	\$895/mo	\$670/mo	\$625/mo	\$445/mo
Large Vertical Banner	160x220 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's membership page. At the top, there is a navigation bar with links for Home, About Us, Contact Us, My Account, and My Cart. Below this is a search bar and a 'Member Area Login' button. The main content area is titled 'MEMBERSHIP' and includes a sidebar with links for Overview, Individual Membership, Student Membership, Corporate Membership, and Membership Renewal. The main text describes AAPC as the largest trade association for medical coders with over 71,000 members worldwide. It lists benefits of membership, such as networking opportunities, continuing education, and discounts on products and services. There are also images of people and a 'Become a Member Today!' call to action. On the right side, there is a section for 'Already a Member?' with a login button and a list of member area features like forums and event lists.

Base leaderboard: 728 x 90 pixels

Base full-banner: 468 x 60 pixels



Button:
160 x 60 pixels

Small vertical banner:
160 x 140 pixels



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Job Posting

The AAPC Career Center offers medical coding and billing candidates (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.

Find a Candidate

- Post your job opportunity online for a nominal fee
- Receive candidate responses instantly 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, within hours the potential candidates can review it.

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	\$26,880
12 months Web site base full-banner ad	\$7,740
12 months EdgeBlast ads (24 issues)	\$6,000
CEU approval	\$2,460
<i>(Vendor fee & 15 applications)</i>	
Regular price	\$43,080
Discount (30%)	- \$12,924
Package price	\$30,156

Gold

6 full-page ads in <i>Coding Edge</i> magazine	\$16,320
6 months Web site base full-banner ad	\$5,430
6 months EdgeBlast ads (12 issues)	\$4,200
CEU approval	\$2,460
<i>(Vendor fee & 15 applications)</i>	
Regular price	\$28,410
Discount (20%)	- \$5,682
Package price	\$22,728

Silver

3 full-page ads in <i>Coding Edge</i> magazine	\$8,925
3 months Web site base full-banner ad	\$2,910
3 months EdgeBlast ads (6 issues)	\$2,400
CEU approval	\$2,460
<i>(Vendor fee & 15 applications)</i>	
Regular price	\$16,695
Discount (15%)	- \$2,504
Package price	\$14,191

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 the credential of Certified Professional Coder (CPC®), Certified Professional Coder-Hospital (CPC-H®), Certified Professional Coder-Payer (CPC-P®), or Certified Interventional Radiology Cardiovascular Coder (CIRCC®) coding and reimbursement professionals are required to participate in this mandatory program for maintenance of certification. Participation with 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.



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Print Advertising—Coding Edge Newsmagazine

Ad Size	1 x	3 x	6 x	12 x	
Full Page	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$2,975	<input type="checkbox"/> \$2,720	<input type="checkbox"/> \$2,240	_____
2/3 Page	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$2,695	<input type="checkbox"/> \$2,465	<input type="checkbox"/> \$2,030	_____
1/2 Page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,325	<input type="checkbox"/> \$2,125	<input type="checkbox"/> \$1,750	_____
1/3 Page Sq.	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,185	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,645	_____
1/3 Page Vert.	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,185	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,645	_____
1/4 Page	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,045	<input type="checkbox"/> \$1,870	<input type="checkbox"/> \$1,540	_____

Premium Placement Charge:

- Back cover: add \$600 _____
- Inside front cover: add \$400 _____
- Inside back cover: add \$400 _____

Print Advertising Total _____

Web Site Advertising

	Ad size	1 x	3 x	6 x	12 x	
Button	160x60 pixels	<input type="checkbox"/> \$595/mo	<input type="checkbox"/> \$445/mo	<input type="checkbox"/> \$415/mo	<input type="checkbox"/> \$295/mo	_____
Small Vertical Banner	160x140 pixels	<input type="checkbox"/> \$895/mo	<input type="checkbox"/> \$670/mo	<input type="checkbox"/> \$625/mo	<input type="checkbox"/> \$445/mo	_____
Large Vertical Banner	160x220 pixels	<input type="checkbox"/> \$995/mo	<input type="checkbox"/> \$745/mo	<input type="checkbox"/> \$695/mo	<input type="checkbox"/> \$495/mo	_____
Base Full Banner	468x60 pixels	<input type="checkbox"/> \$1,295/mo	<input type="checkbox"/> \$970/mo	<input type="checkbox"/> \$905/mo	<input type="checkbox"/> \$645/mo	_____
Base Leaderboard	728x90 pixels	<input type="checkbox"/> \$1,495/mo	<input type="checkbox"/> \$1,120/mo	<input type="checkbox"/> \$1,045/mo	<input type="checkbox"/> \$745/mo	_____

Web Site Advertising Total _____

Email Advertising

- 1 Month — (2 Issues) \$995/mo
- 3 Months — (6 Issues) \$800/mo
- 6 Months — (12 Issues) \$700/mo
- 12 Months — (24 Issues) \$500/mo

Email Advertising Total _____

Recruitment Advertising

Please inquire for details.

Advertising Packages

- Platinum: \$30,156
- Gold: \$22,728
- Silver: \$14,191

Advertising Packages Total _____

Exhibit Opportunities

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

Payment Information

Name _____

Company _____

Address _____

Phone () _____ Fax () _____

- Check Enclosed
- Visa
- MasterCard
- Discover
- AMEX
- Invoice

Card# _____ Exp. Date _____

Signature _____ Amount \$ _____