AAPC

Media Kit

2022 v01

Over 200,000 Members and Growing

AAPC is the nation's largest association for the business of healthcare, with more than 200,000 members representing health systems, hospitals, physician offices, outpatient facilities, and payer organizations.

Advertise With Us

Our members are decision makers that purchase billions of dollars of products and services annually; and not just goods specifically developed for the healthcare industry.

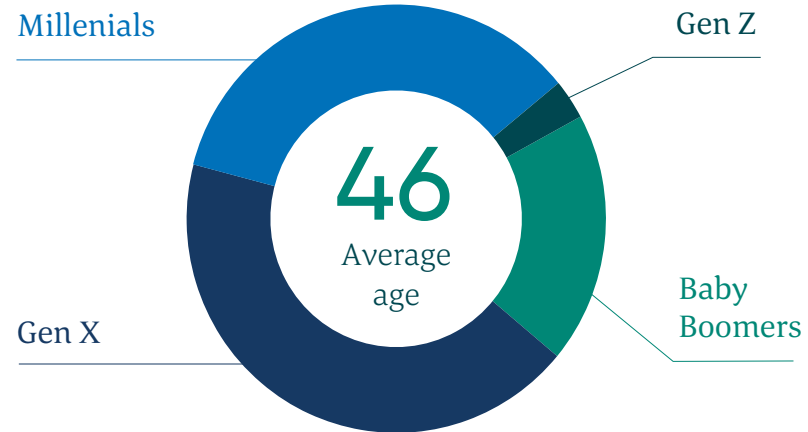## Annual Site Visitors

3,352,364

AAPC.com

Social

45k
Facebook

78k
LinkedIn

Membership

Millenials

Gen Z

46
Average age

Gen X

Baby Boomers

$66,504

Average Medical Coder Salary

Members in Leadership

According to Job Title

Director · **3011**

Manager · **11871**

Senior · **4887**

Executive · **2452**

Lead · **2091**

Officer · **806**

Connect Through AAPC Editorial Platforms

Our team of award-winning content creators brings an array of cutting-edge editorial products to ensure you reach your target audiences in the right place—at the right time.

Monthly Magazine

Align your brand with industry-leading AAPC editorial content. You will be noticed by the audiences that matter, raising awareness, perception and increasing ROI.

Events

With access to industry leaders in Medical Coding, Auditing, Revenue Cycle Management and more, we are committed to bringing engaging experiences to life.

Social & Email

Reach coveted audience segments including Health Information Technicians and their the decision makers behind Revenue Cycle Managment.

Digital Display

AAPC.com reaches nearly 10 million people each month, providing a rich and deep experience for visitors and partners alike.

Healthcare Business Monthly

Healthcare Business Monthly 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.

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

2022 Editorial Calendar

ISSUE DATE	EDITORIAL THEMES	CREATIVE DUE	PRINT DATE
January	10 Ways to Boost Your Career in 2022, 2021 E/M Guidelines, Injury Coding, Critical Care	11/22/2021	12/10/2022
February	Salary Survey, Hypertension, Risk Adjustment, Complex Vascular Cases, CAR-T Coding	12/22/2021	1/7/2022
March	CPT Changes, Colorectal Cancer Awareness, Payment Modifiers, Drug Screenings	1/19/2022	2/4/2022
April	Telehealth Audits, No Surprises Act, Bronchiolitis, Split/Shared Billing, Medical vs. Dental Coding	2/17/2022	3/4/2022
May	Converting Risk Into Revenue, Arthritis Awareness, General Surgery , Diagnostic Endoscopies	3/23/2022	4/8/2022
June	HEALTHCON Wrap-up, Clinical Documentation, Vaccine Status, Telehealth in FQHCs	4/20/2022	5/6/2022
July	Ophthalmology – Cataracts, Healthy Vision Awareness, Physician Queries, Cardiac Catheterization	5/25/2022	6/10/2022
August	Billing Audits, Sun Safety Awareness, Excisions, Critical Care Services Update, ABA Therapy	6/22/2022	7/8/2022
September	ICD-10-CM Update, Pediatric Cancer Awareness, HIPAA ,STARR Ratings	7/20/2022	8/5/2022
October	ICD-10-PC Update, 2023 E/M Guidelines, Breast Cancer Awareness, Officer of the Year	8/24/2022	9/9/2022
November	Veteran Affairs Coding, Prostate Cancer Awareness, Biopsy, Surgical Auditing	9/21/2022	10/7/2022
December	CPT 2023 Update, Quality Payment Program 2023, Physician Fee Schedule 2023, Production vs. Quality	10/19/2022	11/4/2022

Webinar Sponsorship

AAPC hosts 3-4 educational webinars each month to keep our members up-to-date in an ever changing industry. Our live and on-demand webinars reach thousands of AAPC members, often decision makers such as practice managers looking for the latest products and trends. Rates for webinar advertising start at $1,500 to sponsor five consecutive webinars. Annual sponsorship is also available. Sponsors run live in real time and will also be available to over 50,000 AAPC members on demand.

RATES & FREQUENCY DISCOUNTS

20 Ads	$3,000
5 Ads	$1,500

Healthcare Business Tips & Resources

Healthcare Business Tips & Resources is a monthly e-newsletter sent to more than 200,000 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.

99.8%
Delivery Rate

20%
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

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.

28M
sessions/
year

111M
page views/
year

10M
users/
year

DURATION (MONTHS)	PRICE PER AD
1	$5000
3	$4750
6	$4500
12	$4000

Placement of advertising based on availability and approval.

FOR MORE INFORMATION CONTACT

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Events and Advertising Account Executive

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AAPC